OPEN SESSION  
Trustee DePauw called the meeting to order at 5:10 p.m.

PLEDGE OF ALLEGIANCE  
Trustee Pruneda led the pledge of allegiance at the beginning of the Special Meeting held earlier in the evening.

ROLL CALL  
Candi DePauw, President  
Patricia Donohue, Vice President  
Bill Freeman  
Elia Gonzalez-Castro (arrived at 5:15 p.m.)  
Ray Montemayor  
Erica Padilla Chavez (arrived shortly after roll-call)  
Demetrio Pruneda  
Elaine D. Luchini Student Trustee – (advisory vote per Board Policy 1030)  
Dr. Willard Lewallen, Superintendent/President

PUBLIC COMMENTS  
There were no public comments.

ADVANCEMENT AND DEVELOPMENT / FOUNDATION  
Jackie Cruz, Executive Director, presented on the operations, activities, and accomplishments of the Office of Advancement and Development/Foundation Office. (Appendix A) During her presentation, the board asked several questions to which Jackie responded. The board thanked Jackie for her thorough report.

BOARD SELF EVALUATION  
The accreditation standards of the Accrediting Commission for Community and Junior Colleges includes the following related to governing board self-evaluation:

IV.B.1.g - The governing board’s self-evaluation processes for assessing board performance are clearly defined, implemented, and published in its policies or bylaws.

The Board of Trustees reviewed the self-evaluation process used last year and a lengthy discussion ensued on how to proceed with this year’s self-evaluation. The board decided to follow the same process followed last year in that the same set of survey questions would be used. The survey will be created on-line and the deadline to complete the survey is January 4, 5 p.m. The results will be summarized and the board will discuss the results at the January meeting.

ADJOURNMENT  
The meeting adjourned at 6:27 p.m.

Candi DePauw  
Board President  
Willard Lewallen  
Board Secretary
History and Milestones

- Chartered in 1979
- Primarily raising funds for scholarships
- Raising approx. 200k a year
- King City Capital Campaign in 2002
- Raised over 600k
- First attempt at a major Capital Campaign
- Involved in Measure H

Milestones

- 2006 Restructure of Foundation
- Reflected the need to provide private funding streams
- Due to State Budget climate
- Need to reconnect with community, local industries to ensure the relevance of Hartnell as a vibrant and critical asset in the Salinas Valley
Revitalization of the Foundation

- 2006 President’s Task Force
- First Funding Plan
- First Comprehensive
- Campaign in its history
- 5 years and Raised 12 million
- 4 million public and 8 million private

Ag Business & Technology Institute

- Agricultural Business and Technology Institute was born in 2006.
- Now with over 600 students and 4.5 full time faculty and several adjuncts.
- Raised 2.2 million in private funding and 1.8 in private funding

Established Science and Math Institute

- Established Relationships with many partners including USDA, NSF, NPS, UCSC, CHEVRON, NASA among others.
- Earned National Recognition for working with underrepresented students
- The internship model is touted by other community colleges
Center for Sustainable Design and Construction

Curriculum completed revised to meet the needs of industry

Raised 500 privately and 1.5 million

Athletics Master Complex


Western Stage

• Western Stage was restructured and went from operating in deficit to a thriving status.
• Numerous partnerships with areas underrepresented in the arts.

2011 Gala
Supported Nursing and Allied Health Program

• Secured Funding for us to become a regional program for Respiratory Therapy
• 1.2 million in private funding

First Campaign Raised 12 million

• 8 million private
• 4 million Public

OVERALL GOALS

- Advance the College
- Be a Catalyst for Innovation and support for Student Success
- Create Partnerships with individuals, organizations and corporations
- Increase number of donors
- Strengthen board membership and committee membership
- Raise Private funding to support
- Increase Public Funds for the college
- Build Relationships with current, and future philanthropists
Foundation Board
- Raise funds
- 100% giving
- Give time, treasure and talent
- Open Doors
- Ambassador for the College
- Be involved in at least one committee

Operational Committees
- Board of Directors
- Executive Committee
- Finance Committee
- Investment Committee
- Nominating Committee

DEVELOPMENT COMMITTEES
- Agriculture
  - 4 subcommittees
- Construction
  - 3 subcommittee
- Nursing, SVMH and NMC
- Western Stage
  - Council
  - Gala
- Scholarships
  - WELI
  - First Generation
  - Low Income

DEVELOPMENT COMMITTEES
- Employee Giving Campaign
- Athletics
- Major Gift and Capital Campaign
- New Brick Campaigns Team
  - Includes all sports
- Party in the Library

10 Fundraising Committees
10 Sub-committees
250 Volunteers involved
EVENTS - CULTIVATING RELATIONSHIPS

- Athletics Luncheon
- VIP Reception for "B"
  - By Dustin Lance Black
- Party in the Library
- Community BBQ
- King City Education Center
  - 10th Anniversary (Sept 7th)
- WELI Graduation & Life Skills Workshop
- The Western Stage Gala
- President’s Circle Reception (next year)
- Retired Faculty Emeritus luncheons

COMMUNITY RELATIONS

- Groundbreaking:
  - Technical Building, Alisal Campus
- Groundbreaking: Field House
- Family Science & Health Day
- Key Chamber Events
- CSIT in 3 Press Conference
- President Reception - Rancho Cielo

- Support for other campus events:
  - Veterans Center
  - September 11th
  - King City Anniversary

PRIVATE & PUBLIC FUNDING 2011-2012

- $10 mil Government Grants
- $2.2 mil Private Funding
WHAT’S NEXT

• Next Fundraising Plan
• 5 Year Plan Aligned with College Priority and Institutional Mission

FUNDING PRIORITY – ADVANCED TECHNOLOGY

- Agriculture
  • Increase enrollment, reach goal, develop sustainability plan for funding
- Construction
  • Basic funding, program development funding (green emphasis)
- Computer Science
  • Scholarships
  • Staff support

FUNDING PRIORITY – KING CITY SOUTH COUNTY PROGRAM

- Respond to needs
- Support for Paulette
- Long term plan development
**FUNDING PRIORITY – HEALTH SCIENCES**

- Nursing, retain/increase funding
- Raised funds to seed the New Respiratory Therapy Program and pathway program with local high schools especially 93905 and 93906
- Continue to raise funds for all Health Science and Nursing programs
- Relationships with California Endowment $1.6 million dollars
- Natividad 175,000 a year
- SVMH amount TBD

**FUNDING PRIORITY – STEM SCIENCE & MATH INSTITUTE**

- New Science Building Equipment
- Planetarium
- Continue to support Model Internship program
- NASA SEMAA Lab for K-12 Outreach

**Women’s Education Leadership Initiative**
Continue to Cultivate Donors and Partners for Hartnell College

New Committees on the Drawing Board:

• STEM
• Planned Giving
• Alumni
• CSIT in 3

GOVERNMENT GRANTS

❖ Participate in collaborative efforts:
❖ Monitor existing grants:

- WIA Workforce Investment Bd.
- CTE
- IDRC
- VATEA - PERKINS
- Tech Prep
- Title V Grants Working in collaboration with all the grant directors
- Dr. Kelly Locke, Andy Newton,

FOUNDATION GRANTS

- Monterey Peninsula Foundation
- Harden Foundation
- The California Endowment
- Community Foundation
- Sally Hughes Church Foundation
- Packard Foundation
- Tanimura Family Foundation
- The Pebble Beach Company Foundation
- The California Wellness Foundation
- First 5 Monterey County
PUBLIC GRANT AREAS OF HIGH INTEREST

• Areas of focus:
  – STEM for under represented students
  – Health & allied health
• 3 year BS degrees-quicker completion rate
• Renewable energy-Sustainability
• Collaborative Grants with 4 year and k12
• Industry Involvement

OVERALL

- Create a sense of team
- Develop vision
- Identify our resources; our capacity
- Provide a respectful environment
- People centered
- Resource the faculty and the students
- Respond to community needs
- People leave our offices feeling better than when they arrived
- Communicate, communicate, communicate
- Bring in the money $$$
• Questions???