

**SOUTHWESTERN COLLEGE FOUNDATION
MEETING AGENDA
Tuesday, March 24, 2015 ♦ 7:30 a.m. – 8:30 a.m.
LOCATION: BUILDING 210, ROOM 214**

1. **WELCOME / CALL TO ORDER – Ben Green**
2. **APPROVAL OF MINUTES – ACTION (Enclosure) – Ben Green**
 - A. February 24, 2015
3. **GOVERNING BOARD REPORT – Nora Vargas, SWC Governing Board Trustee**
4. **TREASURERS REPORT – (Enclosure) – Cynthia Reyna**
 - A. Financial Report February 2015
5. **ANNUAL FUND – Ben Green/Linda Gilstrap**
 - Combined Federal Campaign – **Ruben Garcia**
 - CA State Employees Giving at Work Program (Our Promise) – **Linda Gilstrap**
6. **COMMITTEE REPORTS – Ben Green**
 - A. Executive Committee – **Ben Green**
 - President's Report
 - SODA Awards
 - Foundation Director's Retreat
 - B. Fundraising Committee – **Melyn Acasio**
 - Golf Tournament 2015
 - Garden Party 2015
 - C. Planned Giving Committee – **Ben Green**
 - Hugh Hyde
 - D. Nominating Committee – **ACTION –Ruben Garcia/Jesse Navarro**
 - Renew Kimberly Grady term to April 2018
7. **SUPERINTENDENT/PRESIDENT REPORT – Melinda Nish, Ed.D.**
 - CASE Conference-Newport Beach, CA March 5, 6 & 7, 2015
 - "A Way With Words" Fundraising Proposal – (Enclosure)
8. **ADJOURNMENT – Ben Green**

Next meeting date: April 28, 2015

**SOUTHWESTERN COLLEGE FOUNDATION
MEETING MINUTES
Tuesday, February 24, 2015 ♦ 7:30 a.m. – 8:30 a.m.**

Present: Melyn Acasio, Chayo Moreno, Melinda Nish, Nora Vargas, Ricardo Macedo, Ben Green, Linda Gilstrap, Ruben Garcia, Joe Martinez, Sofia Corona, Patti Finnegan

Absent: Cynthia Reyna, Jean Roesch, Hank Murphy, David Hoffman, Kimberly Grady, Mitch Thompson, Jesse Navarro, Holly Hidingier and Lorena Victoria

Recorder: Linda Gilstrap

1. WELCOME / CALL TO ORDER – Ben Green

The meeting was called to order at 7:38 a.m.

2. APPROVAL OF MINUTES – ACTION (Enclosure) – Ben Green

- A. Motion made by Ruben Garcia, seconded by Sofia Corona and unanimously approved to accept the minutes for January 27, 2015.

3. GOVERNING BOARD REPORT – Nora Vargas – SWC Governing Board Trustee

Trustee Vargas reported the following:

- She is working to reschedule the postponed SWC Governing Board Special Session on Advancement.
- Dr. Nish and Dr. Crow are working on identifying auxiliary revenue to partially fund support of staffing for the Foundation.
- Exciting news regarding SWC and several Mexican universities creating partnerships to provide higher education collaboration and opportunities for students.
- SWC Governing Board is addressing the potential issue of lack of access to SWC pools for the community. They want to minimize the impact of lack of access for the community due to the sequence of the building and opening of the new MSE building and the closing of the SWC pools.
- This Wednesday the Governing Board will host a Special Session on the Brown Act/Ethics Workshop. This is open to the public and all Foundation directors are welcome to attend.

4. TREASURERS REPORT – (Enclosure) – Cynthia Reyna

- A. Ben Green presented the Financial Report for January 2015.

5. REQUEST FOR FUNDS – Joe Martinez

- Joe Martinez reported that the Request for Funds Committee met to review the Spring 2015 applications. He presented an analysis and summary of the applications and funding recommendations to the Foundation Directors. The recommendations were approved (motion made by Ruben Garcia, seconded by Ricardo Macedo and unanimously approved) with the exception of one application that the college will pay for from classroom supply budget.

6. ANNUAL FUND – Linda Gilstrap

- Linda presented Annual Fund Campaign packets to the SWC Foundation Directors encouraging them to participate in the 2015 Annual Campaign. She also prepared packets for the SWC Governing Board members that Trustee Vargas agreed to distribute on behalf of the Foundation. This Spring will be dedicated to reaching 100% participation in the Annual Fund Campaign by members of both governance boards. In the Fall Linda and Dr. Nish will make presentations at CMT and Schools Departments to encourage staff, faculty and administrators to participate in the Annual Fund.
- A suggestion was made to establish Annual Fund phone banks that are staffed by SODA award winners
- Ruben Garcia volunteered to look into placing SWCF on the list for the Combined Federal Campaign that will take place in Fall 2015.
- Melyn Acasio suggested that we look into annual campaign model that is used by the Coronado public schools.

7. COMMITTEE REPORTS – Ben Green

A. Fundraising Committee

- Garden Party – New date for this special event will be Friday, November 6, 2015.
- Golf Tournament 2015 – Patti Finnegan reported that 64 people have signed up so far and that she is focusing on sponsorships so that the fundraising goal can be met. She has asked that a SODA award recipient is part of the lunch program to speak to the golfers and community members about supporting SODA scholarships.

B. Nomination Committee – ACTION – (Enclosure) – Ruben Garcia/Jesse Navarro

Motion was made by Patti Finnegan, seconded by Chayo Moreno and unanimously approved to accept the renewal of the membership terms of the following SWCF Directors:

- Renew Melyn Acasio term to March 2018
- Renew Benjamin S. Green term to March 2018
- Renew Joseph Martinez term to September 2017
- Renew Mitch Thompson term to October 2017

8. SUPERINTENDENT/PRESIDENT REPORT – Melinda Nish, Ed.D.

- Dr. Nish reinforced that the Advancement Workshop with the Governing Board will be rescheduled in the near future and will be conducted on a Friday. She encouraged all SWCF directors to attend and will keep them updated as to the new date and time;
- She wanted the Directors to know that a percentage of the auxiliary funding stream will be dedicated to pay for the Foundation's ED and hourly person to help with special events;
- SWC student enrollment is strong and the State has a new formula of 2% growth in enrollment for next year;
- Dr. Nish further commented on Trustee Vargas' report regarding SWC's MOUs with Mexican universities and briefly described the benefit to students pursuing higher education in US and Mexico;
- National University announced that community college transfer students will have guaranteed acceptance at National University; they have also dedicated \$2 million in scholarship support for transferring Hispanic students; in addition National University has lowered tuition costs to \$5k a year for the two years needed to obtain a Bachelor's Degree.
- Dr. Nish announced that she will be attending the CASE conference in Newport Beach, CA in early March and she will bring back best practices in fundraising at CA community colleges. Linda Gilstrap and Lillian Leopold will be attending the conference as well.

9. ADJOURNMENT – Ben Green

The meeting adjourned at 8:40 a.m.

SOUTHWESTERN COLLEGE FOUNDATION

FUNDS SEGREGATION REPORT

02/01/15 - 02/28/15

	Account Name	Fair Market Value as of February 1, 2015	Inflow	Outflow	Gain/(Loss)	Fair Market Value as of February 28, 2015
Unrestricted Funds Accounts						
	UBS Brokerage Accounts	\$162,856.88	\$0.00	\$32.74	\$5,434.63	\$168,258.77
	Seacoast Commerce Bank Checking	\$37,926.47	\$1,104.00	\$3,164.00	\$0.00	\$35,866.47
	Seacoast Commerce Bank Savings	\$45,492.67	\$5.24	\$0.00	\$0.00	\$45,497.91
	Sub-Totals	\$246,276.02	\$1,109.24	\$3,196.74	\$5,434.63	\$249,623.15
Temporarily Restricted Funds Accounts						
	UBS Brokerage Account (See Attachment for Scholarship Funds Breakdown)	\$724,541.61	\$6.00	\$6,703.69	\$22,460.79	\$740,304.71
	Seacoast Commerce Bank Checking (See Attachment for Pilot Program Accounts Breakdown)	\$5,657.69	\$250.00	\$0.00	\$0.00	\$5,907.69
	Sub-Totals	\$730,199.30	\$256.00	\$6,703.69	\$22,460.79	\$746,212.40
	Total Funds Accounts	\$976,475.31	\$1,365.24	\$9,900.43	\$27,895.42	\$995,835.54

SOUTHWESTERN COLLEGE FOUNDATION

Statement of Financial Position

FEBRUARY 28, 2015

(UNAUDITED)

ASSETS

Checking/Savings

Operating Account \$ 41,774.16

Money Market Account 45,497.91

Total Checking/Savings \$ 87,272.07

Accounts Receivable

Returned Ck Hernandez for SWCB 2010 512.79

Total Accounts Receivable 512.79

Other Assets

Marketable Securities

Unrestricted 168,258.76

Temporarily Restricted 740,304.71

Total Marketable Securities

Total Other Assets 908,563.47

TOTAL ASSETS \$ 996,348.33

LIABILITIES & NET ASSETS

Total Liabilities

Net Assets

Temp. Restricted Net Assets 733,423.76

Unrestricted Net Assets 215,927.52

Net Income 46,997.05

Total Equity 996,348.33

TOTAL LIABILITIES & NET ASSETS \$ 996,348.33

SOUTHWESTERN COLLEGE FOUNDATION

Profit & Loss

For The Eight Months Then Ended February 28, 2015

(UNAUDITED)

	<u>Feb'15</u>	<u>Year-to-Date</u>
Ordinary Income/Expense		
Annual Fund - Unrestricted	0.00	2,890.36
Annual Fund - Temporarily Restricted	0.00	550.00
Dividend/Interest - Unrestricted	224.49	4,681.12
Dividend/Interest - Temporarily Restricted	1,027.90	17,041.21
Realized gain/loss - Unrestricted	5,210.14	2,054.06
Realized gain/loss - Temporarily Restricted	21,438.13	11,059.78
Direct Public Contributions- Temporarily Rest.	-219.00	586.00
Direct Public Contributions- Unrestricted	1,073.00	9,163.23
Total Income	<u>28,754.66</u>	<u>48,025.76</u>
Gross Profit	28,754.66	48,025.76
Expenses		
Students Scholarship Awards SCEA	6,703.69	6,703.69
Bank Fees	0.00	725.66
Campus Activities/Events	1,000.00	13,566.88
Outside Services	1,014.00	7,908.00
Stipends	0.00	1,100.00
Hospitality	0.00	162.75
Postage	0.00	19.60
Taxes and Fees	0.00	80.00
Investment Expense	26.74	8,107.31
Membership & Dues	0.00	800.00
Total Expense	<u>8,744.43</u>	<u>39,173.89</u>
Net Ordinary Income	<u>20,010.23</u>	<u>8,851.87</u>
Other Income/Expense: Special Events		
2014 Golf Tournament		
Income	0.00	0.00
Expenses	<u>(650.00)</u>	<u>(650.00)</u>
Total 2014 Golf Tournament Income/Expenses	-650.00	-650.00
2014 Tea Event Income	-	38,795.18
Total Other Income/Expense: Special Events	<u>-650.00</u>	<u>38,145.18</u>
Net Income	<u><u>19,360.23</u></u>	<u><u>46,997.05</u></u>

Southwestern College Foundation
Temporarily Restricted Funds Accounts Detail - 02/01/15 - 02/28/15

Scholarship Funds

Account Description	FMV - 02/01/15	Inflow	Outflow	Gain/(Loss) 0.031	FMV - 02/28/15
♦ Athletic Endowment - 061	\$14,633.01			453.62	\$15,086.64
♦ CAN Scholarship - 032	\$138,640.71		\$0.00	4,297.86	\$142,938.57
♦ Douglas Barnhart Scholarship - 059	\$42,076.16			1,304.36	\$43,380.52
♦ Eastlake Company - 058	\$31,263.53		\$0.00	969.17	\$32,232.70
♦ Garden of Giving -037	\$77,953.62		\$0.00	2,416.56	\$80,370.19
♦ Jean Wear Scholarship - 056	\$7,007.89			217.24	\$7,225.14
♦ McMillin Companies - 052	\$34,120.02		\$0.00	1,057.72	\$35,177.74
♦ Metallic Scholarship - 016	\$13,365.77			414.34	\$13,780.11
♦ M. Watkins Scholarship - 036	\$15,473.85			479.69	\$15,953.54
♦ Otay Mesa Child Development - 044	\$17,887.80			554.52	\$18,442.32
♦ Tantalo/Conti Scholarship - 033	\$49,126.46		\$0.00	1,522.92	\$50,649.38
♦ Sarah Riker Scholarship - 046	\$5,451.71			169.00	\$5,620.71
♦ Hayden Stewart Scholarship - 034	\$108,224.92	\$6.00	\$0.00	3,354.97	\$111,585.90
♦ Valenzuela Scholarship - 055	\$16,574.77		\$0.00	513.82	\$17,088.59
♦ WalMart Scholarship -060	\$11,314.20		\$0.00	350.74	\$11,664.94
♦ SCEA Scholarship - 065	\$6,703.69		\$6,703.69	207.81	\$207.81
♦ Luckman Scholarship -066	\$6,466.81			200.47	\$6,667.28
♦ Lassman Scholarship - 054	\$14,742.73	\$0.00	\$0.00	457.02	\$15,199.76
♦ Carolyn Brady Fund - 053	\$113,513.96			3,518.93	\$117,032.89
Totals	\$724,541.61	\$6.00	\$6,703.69	\$22,460.79	\$740,304.71

Program Accounts Pilot Program

Account Description	FMV - 02/01/15	Inflow	Outflow	Gain/(Loss)	FMV - 02/28/15
♦ SWC Retirees Scholarship Fund	\$1,750.00	\$0.00	\$0.00	\$0.00	\$1,750.00
♦ Micro Enterprise Family Child Care Program	\$1,500.00	\$250.00	\$500.00	\$0.00	\$1,250.00
♦ SSG Joshua P Mattero Memorial Fnd	\$632.69	\$0.00	\$0.00	\$0.00	\$632.69
♦ Presidents Circle	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00
♦ SWC Sun	\$775.00	\$25.00	\$0.00	\$0.00	\$800.00
Totals	\$5,657.69	\$275.00	\$500.00	\$0.00	\$5,432.69

Fundraising Event Proposal

***A Way With Words* and Community College Scholarships**

Background

The Friends of *A Way With Words* (a public radio program) envisions a fundraising event as part of its campaign to increase support for the show. *A Way With Words* also has a close relationship and partnership with a number of community colleges in San Diego County. These community colleges are currently in the process of strengthening their alumni associations and increasing support for student scholarships. A fundraising event benefiting both *A Way With Words* and the community colleges was proposed and generally accepted by the committee with modifications. The FoAWWW consensus was that the event should not be located at a campus as initially proposed, but should be held in a hotel or other entertainment facility; the event should not be free, but should have a charge; the event should have sufficient sponsors and underwriters to ensure profit; and the event should be scheduled at a time that has no major conflict with significant social events.

Planning Group

On February 19, a planning group met at the Grossmont-Cuyamaca Community College District Chancellor's Office to review possible planning options. The group included:

Cindy Miles (Chair), Chancellor, Grossmont-Cuyamaca Community College District*
Constance Carroll, Chancellor, San Diego Community College District*
Anthony Beebe, President, San Diego City College*
John Valencia, Executive Director, Grossmont-Cuyamaca Foundation
Anne Zacovic, Executive Director, Mesa College Foundation

* Member, Friends of *A Way With Words*

The outline of the proposal follows:

Purpose

Working Title: "In A Word - An evening to support education and culture in San Diego, benefiting *A Way With Words* and community college student scholarships." If Imperial Valley College joins, we would use the phrase "in our region." Two presentations would be made at the event: 1) an opportunity to meet and a lively talk by Martha and Grant (hosts of *A Way With Words*), who would work-in some references to community colleges; and 2) a distinguished alumnus/a from each of the participating 8 community colleges (9 with Imperial Valley) would be honored with a plaque and asked to present the one word that best describes his/her experience at the community college, with Martha and Grant perhaps judging the words and finding opportunities for humor (this last is just my suggested twist that may or may not be a great idea). Alumni honored might be: Jim Sinegal (City College), co-founder of Costco; Jerry Sanders (Miramar College), former Police Chief, Mayor, and now President of the SD Regional Chamber of Commerce; Dan McAllister (Mesa College), SD Treasurer/Tax Collector; Anthony Pico (Grossmont College), Chairman, Viejas Band of Kumeyaay Indians; and others, both men and women. These are just a few examples of alums who are still active and supportive of their colleges and who regularly lend their support at their colleges' events.

Location

The event will be held at the Double Tree Hotel. 350-400 people would be accommodated.

Time

The event should be an early evening event (5:30 p.m. – 8:00 p.m.), with heavy hors d'oeuvres, desserts, and open bar. Dinner is an option, although it would increase the expense.

Date

September 17, 2015, in the evening.

Sponsors

SDG&E, which was unable to provide a direct grant, should be asked to support this event. UCSD might be supportive as well. Other sponsors need to be identified and solicited as soon as the event is set. The range for sponsors should be \$5,000 to \$10,000. The colleges may make contributions. Table sponsors (\$1,000) should be encouraged, especially given the potential draw of the *A Way With Words* co-hosts, the distinguished alumni honorees, and the opportunity to support community college scholarships.

Cost

The planning group thought the cost should be \$100 per person and \$50 for community college alumni.

Split of Net Proceeds

The planning group discussed a split of 70% *A Way With Words*, 30% colleges.