



Education Foundation
of Stanislaus County

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Education Foundation of Stanislaus County Annual Planning Meeting Minutes - November 15, 2013

Attendees

Ben Balsbaugh, Carol Benson, William Broderick-Villa, Tom Changnon, Pam Denney, Dave DeRose, Lisa Dookoozlian, Ron Emerzian, Kenni Friedman, Don Gatti, Bob Gausman, Dave Gianelli, Cheryl Goulart, Bobbie Gregory, Pam Ivie, Eric Johnston, Daryn Kumar, Barbara Little, Chris Ricci, Sue Rich, Mary Ann Sanders, Leisa Turner, Melanee Wyatt & Cindy Young.

Welcome

Sue Rich gave opening remarks on Tom Changnon's behalf. Sue thanked the Board Members for their dedication and volunteer time to the Foundation. She talked about this time being a pivotal one for the Board due to many variables in play at the same time.

Opening Remarks

Carol introduced new Board Members William Broderick-Villa and Dave DeRose. A unanimous electronic vote for the two new Board Members was noted. Cindy Young (SCOE Director of ROP and Career Technical Education) was introduced and was thanked for giving the Board Members a tour of the Oakdale Culinary Academy. Many transitions will be taking place this year with key retirements. Bob Gausman will be retiring at the end of December. Pam Ivie and Barbara Little will all be retiring at the end of the June 2014. Carol acknowledged all three retirees and thanked them for their time on the Board. A new grant writer/fundraiser will be hired to work part time for SCOE and the Foundation. Carol informed the Board that Tony Bruno sent in his letter of resignation to the Board. An acknowledgement card from the Board Members was signed and will be sent to Tony Bruno to thank him for his service of nine years.

Approval of Minutes

A motion to approve the Board meeting minutes of August 15th was made by Eric Johnston and seconded by Kenni Friedman. Unanimous vote to approve.

Review of 2012-2013 Funds Allocated to programs

The three programs supported by the Foundation gave updates on how the allocated funds were spent and the three year impact vision goals.

Outdoor Education: Pam Ivie presented to the board the Outdoor Education allocation report. Outdoor Education was allocated \$54,350 and \$38,000 was used specifically for grants which helped an estimated 1,514 students participate. Matching funds of \$5,000 were used for the addition of a sixth naturalist intern position. Funding of \$1,350 was used for staff to attend the AEOE Conference at Sierra Outdoor School. Korena David, a naturalist, was acknowledged as an Outdoor Teacher of the Year.

Pam reviewed the action area of the impact vision indicating 5,693 students participated in Outdoor Education in the 2012-2013 school year. The three year goal was to reach 6,000 students per year and to increase the number of Hispanic students attending Outdoor Education. A special video is being made in Spanish about Outdoor Education and will be posted on the Outdoor Education website.



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Student Events: Barbara Little reviewed the Student Events Program (SEP). Barbara presented a report showing how the allocated funds were spent for the Student Events Program. The program was allocated \$60,650 and actual expenses were \$60,456. Barbara reviewed how the reduced entry fees and teacher honoraria help teachers and coaches defray costs and have been beneficial in retaining the schools that traditionally participate in the SEP. Cheryl Goulart reviewed the SEP Program Outreach Impact Vision. At Student Events we have encouraged parents and coaches to "Like" SEP on Facebook. A special Science Olympiad mailing was sent to all schools to promote the events. A Science Olympiad pre-loaded, credit card size flash drive was also shared with the Board. The flash-drives were a promotional item handed out at the booth at California Science Teachers Association conference in Palm Springs that Barbara and Cheryl attended. A special wall calendar with the SEP dates were sent directly to all schools, coaches, curriculum directors and principals. A half page ad was posted in the Modesto Bee to promote the SEP. A brief promotional video is being made to market and highlight the SEP and will be loaded onto flash drives and sent directly to all principals and superintendents in the Spring. Video will also be available on the website and Facebook page.

Cheryl Goulart reviewed the Student Events Catalog and asked Board Members to experience an opportunity by volunteering at a SEP event. A volunteer opportunity form was included in the packet materials that each Board Member received. Barbara noted that the Student Events Program objective goal of increasing participation by 20% has not been met, however participation for the 2013-14 school year is showing an increase.

YES Co.: Melanee Wyatt presented a packet of information including a 2013 detailed allocation financial expenditure report and program highlights. Melanee shared that this is the 23rd year for YES Company. She shared a letter from an alumni that was printed in the Summer Ragtime program. Melanee shared that YES Company has a new facility at the Mildred Perkins school site. It was noted that the expansion and move to the new site was not through the Education Foundation or any of the allocated funds, but was covered by SCOE. YES Company now has room for costume and prop storage and a place to rehearse. Annie Jr. production just finished and the auditions for YES Kiddetes Alladin will be taking place soon. Next Summer's 2014 production for YES Company will be Peter Pan and will take place the last week in July. Lisa Dokoozlian, YES Company Business Manager, reviewed the allocation report. Lisa noted that the \$55,000 of allocated funds were primarily used for student aid and part-time staff and underwriting of YES Company's Summer performance of Ragtime. Lisa also noted that the expenses for licensing fees keep increasing and the license fee for Ragtime was \$15,000 this year. YES Company was also able to market Ragtime for free this year on You Tube. Lisa also shared that YES Company collaborates with many businesses in the community for fundraising such as the Yogurt Mill. The allocation committee was thanked for its "lumpsum" allocation.

2013 Accomplishments – Goal Reports: Kenni Friedman & Eric Johnston, co-chairs of the Resource Development Committee presented the 2013 Goals (Total Resource Dev. Goal: \$216,000 Actual: \$126,245) and set the new 2014 Goals.

- Honoraria/Memorials Goal: \$3,000 Actual: \$1,965, 2014 Goal \$2,500
- Annual Fundraising Goal: \$6,500 Actual: \$8,690, 2014 Goal \$10,000
- Naming Opp/Corp Gift Goal: \$30,000 Actual: \$24,500, 2014 Goal \$30,000
- There was a goal of \$60,000 for the New Fundraising Idea and nothing was developed. There will be no New Fundraising Idea Goal for 2014.

A motion to approve the new 2014 Goals was made by Kenni Friedman and seconded by Ron Emerzian. Unanimous vote to approve.



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Community Leadership/Marketing Committee Report: Pam Denney reviewed the Community Leadership/Marketing Committee Year Three Goal Report. It was identified that we want to implement a plan to utilize alumni contacts. The capturing of alumni participants are still in progress. A new logo, tagline and positioning statement was completed this year. It was decided by the committee to hold off on the design of a brochure. A proposal from Reggie Rucker on Social Media marketing will be discussed at the next committee meeting. Pam explained the \$1,350 increased bill from Marcia Herrmann Design on the extra time that went into the revisions to the logo.

A motion to take the earmarked funds that were set aside for "fan acquisition" of \$1,350 and pay for additional services of Marcia Herrmann for the development of the logo and logo guideline document was made by Pam Denney and seconded by Mary Ann Sanders. Roll call vote of 8 yes and 5 no, 2 abstained. Motion passed.

Operations/Governance Committee (Advisory Board): Carol Benson reviewed the Operations/Governance Three Year Report. It was noted that the new Grant writer/fundraiser (.75 position) screening process is still in progress. It was also noted to look again into California Consulting for grant writing consultants. Bob Gausman reviewed Technology and major goals accomplished. It was noted that a donation button was added to the Foundation website to easily make an online donation.

Financial Report: Don Gatti presented the Quarterly Financial Report (period ending 10/31/13). Don noted that the Foundation's total revenue this year was \$249,652.81 and expenses were \$57,379.09, leaving a balance of \$192,273.72. Eric Johnston made a motion to approve the Quarterly Financial Report and it was seconded by Kenni Friedman. Unanimous vote to approve.

Community Foundation Update: At the last Board Meeting there was a presentation by the Community Foundation on how to grow principal funds for the long term. The funds can be at risk. It was noted that this should be a carry-over conversation and a decision should be made by June, 2014 on any changes to the funds. It was decided that an Executive Ad-Hoc Committee be formed to discuss the focus on the Education Foundation future and possibly creating an endowment.

Foundation Allocated Funds Indirect Costs: Tom Changnon gave an update on the SCOE & Local Control Funding Formula (LCFF) and how it will affect our school districts and SCOE. There will be additional monies for some districts, calculated by number of students from low socio-economic families or students who are English learners. Our schools will benefit from this formula. However, funding for SCOE will remain flat for the next seven years under the current plan. Don Gatti explained the indirect costs of 9.87% are associated with moving the allocated funds into the SCOE treasury at the point of their expenditure. It was noted that administrative/staff resources are provided because of the nominal indirect fees. A motion was made by Kenni Friedman and seconded by Eric Johnston to table the discussion and take the issue to the Executive Ad-Hoc Committee to negotiate on a possible lesser rate. Unanimous vote to approve.

Annual Fundraising Dinner Review and 2014 Goal: Carol Benson shared all of the positive comments and feedback that she heard regarding the Fundraising Dinner. Carol also noted that it takes over 75 volunteers to make this dinner a success. Barbara Little & Cheryl Goulart shared the Dinner fiscal reports. Cheryl Goulart reviewed the 2013 Fundraising Dinner Budget Report with a total income of \$103,094 and with expenses of \$24,037.14 and a total net-profit of \$79,056.86. The Fundraising Dinner Goal was \$140,000 and the actual was \$103,000. Kenni Friedman & Eric Johnston set the New 2014 Goal Fundraising Dinner at \$125,000 (a 20 % increase from last year's total raised).



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Board Member Survey Results: Sue Rich reviewed the survey results from the eleven Board Members who participated in the online Board survey. The board discussed the results amongst themselves. There was a suggestion to have an annual strategic planning meeting each year. Sue asked the Board if there were new questions that could be added to a new survey. There were no comments.

Annual Fundraising Dinner Input: The Board members were divided into four small groups and discussed new ideas and input for the annual Fundraising Dinner. The ideas and notes will be shared at the next Fundraising Dinner Committee meeting.

Re-populate Committees: Sue Rich reviewed the two standing committee descriptions and asked the Board Members to sign up for the Resource Development Committee or Community/Leadership Committee. The Board decided to add a third committee, Executive Mission Vision Ad-Hoc Committee. This committee will help execute and plan the future of the Foundation.

Staffing: Sue Rich shared that there will be staffing changes made this year with the retirement of Barbara Little. She explained that most likely the Student Events Program will change from two Event Planning Specialist positions to one position. It was also noted that the Education Foundation work will be transferred to the Communications Department with Cynthia Fenech and Judy Leitz assisting as needed, along with Bobbie Gregory and Sue Rich from Administration. The new Grant Writer/Fundraiser position is still posted and hopefully the position will be filled by January, 2014. None of the interviewed applicants were the right fit for SCOE and the Foundation.

Review of 2013 Operating Budget Report and adoption of 2014 Operating Budget: Barbara Little reviewed the 2013 Operating Budget, End of Year Report. The 2014 Operating Budget was reviewed. The beginning cash and A/R balance is \$190,635. The Grant Writer position for the Foundation portion of \$20,000 was added to the budget. Barbara added lines in the budget for \$20,000 for the second year of the "2015 Grant Writer" and \$10,000 for an endowment reserve. The allocations to the three programs will be reduced this year and the new allocation will be set at \$100,000. A motion was made to approve the 2014 Operating Budget by Dave DeRose and seconded by Mary Ann Sanders.

Allocation Process & Committee Opportunity: Sue Rich asked for volunteers to take part in the annual allocation process for the three programs. A motion was made by Eric Johnston to eliminate the Allocation Committee and distribute the funds equally for the three programs. Tom Changon seconded the motion. It was noted that there was no longer a quorum. A vote will be taken at the next Board Meeting.

2014 Board Meeting Dates: Thursday, February 13, 8 – 9:30 AM
Thursday, May 8, 8 – 9:30 AM
Thursday, August 7, 8 – 9:30 AM
Friday, November 14, 8:00 AM – 2:00 PM (annual meeting)

Meeting adjourned at 2:15 PM