

**MINUTES OF THE JUNE 9, 2020
CLATSOP COMMUNITY COLLEGE
BOARD OF DIRECTORS
WORK SESSION**

The Work Session was called to order by Chair Robert Duehmig at 5:45 p.m.

Board Members Present: Robert Duehmig, Rosemary Baker-Monaghan, Karen Burke, Sara Meyer, Anne Teaford-Cantor, Dave Zunkel, and Tim Lyman. Board Members Absent: None. Others Present: Foundation Board President Cliff Fick, Angee Hunt, Jerad Sorber, ASG Representative Steven Ellsberg, Deputy Clerk JoAnn Zahn, President Chris Breitmeyer, and Recording Secretary Pat Schulte.

Chair Robert Duehmig said the Board had been trying to do work sessions prior to every Board meeting before we all started meeting on Zoom. He said he would like to start the work sessions up again. The purpose of tonight's work session is to begin a more in-depth discussion on the role of the College Foundation when it comes to how the Foundation can best meet the needs of students.

Foundation Board Chair Cliff Fick and Foundation Director Angee Hunt were present for the work session. The Foundation wants to understand what the College needs and how it can best serve the students. There was a recent request during winter term for basic necessities for students, including blankets, etc. The Foundation's response to that was to ask the College about what else students need. Mr. Fick said the Foundation's history to this point has primarily been focused on scholarships in the traditional sense, but there appear to be a lot more student needs that need support. Mr. Fick said he met with Jerad Sorber about the food pantry. The Foundation has a small fund that it set aside for emergency needs. He added that the Foundation's thoughts are evolving. It doesn't want to reduce scholarships, but it wants to look at increasing the amount of money for basic student needs. Angee Hunt talked about the emergency student needs fund the Foundation set up. Ten students applied for funding to help with rent, internet, phone, utilities. Nine students were assisted through the emergency student needs fund and the tenth student was helped through CARES Act Funding. A lot of the students were defaulting on their bills, and the emergency funding helped pay the bills and alleviate stress to keep them in school. Mr. Fick said the Foundation has been fairly passive in its fundraising. The Foundation has endowment money it has been good at investing, but it needs new ways to raise funds that are basically unrestricted that can be used to meet the broader needs of students. Karen Burke commented that Gerry Swenson recently called retired faculty and challenged them to donate. Mr. Fick said

the Foundation is doing a virtual paddle raise fundraiser in lieu of the annual auction and dinner fundraiser that had to be canceled because of the pandemic. The auction sponsors generously agreed that the Foundation could keep the \$30,000 in sponsorship funds. The goal for the virtual fundraiser is to match or exceed the \$30,000. Mr. Fick said the Foundation is hoping to expand the number of donors. Angee Hunt and Noelle McClure have updated the list of current and former supporters of the Foundation. In response to a question from Tim Lyman, Ms. Hunt said that other colleges are doing similar online campaigns. Portland Community College raised over \$200,000 with 450 participants in their virtual fundraiser. Ms. Hunt said there are some limitations with the virtual auctions. A lot of the bigger ticket items are travel packages which don't really work right now. Another goal of the online campaign is to raise more awareness of the Foundation. It gives the Foundation a broader reach to share the needs of the students with the community. It's an experiment of sorts but one that has a lot of potential. Currently, the Foundation has about 1,200 contacts, emails, etc. When the outreach committee discussed it, Gerry Swenson took it a step further and put out her own challenge. In response to a question from Mr. Lyman about possibly doing a subscription scenario (e.g., \$3/day pays for . . .), Mr. Fick said the Foundation is building a tool chest of ideas on how it is going to approach its fundraising. Mr. Fick said the Foundation needs to build a marketing plan to expand its participation base and needs new ways to raise more money.

Mr. Fick asked about potential needs for students that the Foundation could hope to satisfy. VP Sorber replied that student needs are really varied. The current financial aid system is really designed around students who are living at home. Half of CCC students are not living at home and are living independently. Students have transportation needs and public transportation is hard to access. Other needs include access to food and help with unexpected expenses. VP Sorber said they get requests for help with rent, utilities, internet, ongoing maintenance and emergency repairs for vehicles, and other intermittent expenses that are hard to budget for. Students get sick, can't work, and get behind on rent and other bills. They get behind on tuition and might not buy books. VP Sorber said the Foundation helping with blankets last winter was a tremendous help to students. Those are the types of student needs we are looking at. It's not necessarily the high cost of tuition. It is help with other things that keep students in class like food, a lending library for textbooks, etc.

President Breitmeyer said having a goal for the Foundation is really important. The Foundation realizes there are other needs students have and is trying to take the next step to meet those needs. What is the amount of fundraising the Foundation needs to do to have an impact on student need? Angee Hunt said the Foundation bases its success in the auction on whether it made more money than last year. She added that we need

to look at the needs and start building campaigns to serve those needs. Tim Lyman said the fundamental problem is the Foundation can't articulate its exact needs to its donor base. He suggested that if oil changes are a problem, ask for free oil change coupons. Local managers can give out those coupons at their discretion. If we need textbooks, get on the phone to donors and ask if they would be willing to give \$400 to buy 10 textbooks. Mr. Lyman said it seems to him the focus for the Foundation is the auction. Mr. Fick replied the Foundation has \$4 million in investments. The primary money for scholarships is from the investment earnings. What the Foundation gets from the auction and dinner is unrestricted money that can be used for these other purposes. He said the standard is about 3.5% of the portfolio is for scholarships. The Foundation gives out about \$100,000 in scholarships every year. Mr. Fick said the Foundation needs to build a portfolio of money that it has discretion to spend as it wishes. Most of the Foundation's money is restricted money from endowments. The \$30,000 he mentioned earlier was sponsorship money for the auction and dinner that was cancelled. The sponsors have agreed to let the Foundation keep those funds. Mr. Fick said the longer term goal is to build a portfolio to fund a certain amount to meet other student needs. Right now, the Foundation is trying to find out what the needs are so it can set a goal. Mr. Lyman asked if there is a way to bring in targeted donations for the needs VP Sorber talked about, and the auction money could be for the long-term fund. President Breitmeyer said targeted needs could be met without this single event fundraiser (the auction). President Breitmeyer said he and Angee Hunt have talked about a virtual fundraiser that will expand the donor network well beyond the auction. Most of the Foundation's endowment is for scholarships that are fixed. What the Foundation is looking to do is have a war chest to help students with their needs. President Breitmeyer said he and VP Sorber will try to come up with a monetary goal and a justification for the goal.

Sara Meyer said when she was on the College Board the last time, the Board could be approached for special events they would help fund, such as bringing in an artist to teach a one-credit class. That helped to bring a lot of cultural exchanges to classes. President Breitmeyer replied that it's still available. There is a fund for faculty to request a wide variety of things. Chair Duehmig said there is a lot more we would be talking about if we were face to face. He appreciates the discussion they have had tonight. If the Foundation's goal is to support the mission of the College, they need to know what it is they are raising money for. Karen Burke asked them to remember that older people don't necessarily check Facebook or the College website, so we need to find a way to reach out to them in a way that is effective. Gerry Swenson called retired faculty and made that person to person connection. Mr. Lyman suggested using the phone – dialing for dollars.

With no further discussion, the Work Session was adjourned at approximately 6:28 p.m.

Chris Breitmeyer, President

Robert Duehmig, Chair

Pat Schulte, Board Secretary