

**Shasta College Foundation**  
**Executive Committee Board Retreat**  
**Tuesday, February 13, 2018, 10:00 a.m.**  
**Shasta College Board Room / Administrative Building 100, Redding**

Minutes

Present:

Steve Ahrens	Hiram Oilar
Star Alfaro	Rayola Pratt
Pat Frost	Scott Thompson
Joe Gibson	Joe Wyse
Eva Jimenez	Nancy de Halas (note taker)

Absent:

Chris Wray

Special Guest:

Eric Ryan, Ryan Consulting

Call to Order:

The meeting was called to order by Chair, Eva Jimenez, at 10:02 a.m.

- 1. Introduction of Special Guest – Eric Ryan, Ryan Nonprofits**  
Board President Eva Jimenez started the meeting by saying she is so thankful for being in the room. She then welcomed special guest, Eric Ryan.
- 2. Approval of Minutes – June 22, 2017 Executive Committee Budget Meeting**  
**Approval of Minutes – August 1, 2017 Executive Committee Meeting**  
The minutes from the Executive Committee Budget meeting held on June 22, 2017, were accepted with no changes.

***It was moved by Joe Gibson and seconded by Pat Frost to accept the minutes from the June 22, 2017, Board meeting.***

The minutes from the Executive Committee meeting held on August 1, 2017, were accepted with no changes.

***It was moved by Joe Gibson and seconded by Star Alfaro to accept the minutes from the August 1, 2017, Board meeting.***

**3. Strategic Plan Workshop (2018– 2019) – Eric Ryan**

After the approval of the minutes, Eric said he was going to start things out with going over the two sheets everyone had in front of them - last year's Strategic Plan and a draft plan for this year. He said when I look at the two side by side, there is really just one big change – Vision, Mission and this year we've added Motto. Eric said that Motto is the only main content change. All of the details in Project are largely aligned with last year. Scott Thompson said that the new motto is similar to UC Berkeley's motto, "Let there be light." Shasta College is "Lux Montium," Light of the Mountain. We have added "Add our light to the sum of light."

Eric said that every 4-6 weeks he talks to Scott and they check in with each other and review the Strategic Plan. We update it and reflect on it every time we talk. Rayola Pratt said the Core Values really touch me. It touches the Foundation, college and the community. Joe Wyse said with the Vision Statement, he remembers when it was adopted. I'd like to say we were seeing the future because of the Foundation's roll as a fiscal agent with North State Together. It's nice to see Vision being achieved with all five counties and it's inspiring that we're working with all five counties in education. Eva Jimenez said that for Heartfelt Service Nancy de Halas has received the college's "Morale Builder of the Year" award for two years. She was selected out of all Shasta College staff.

***It was moved by Hiram Oilar and seconded by Rayola Pratt to add our new Motto to the Foundation's Strategic Plan.***

Eric said looking at the Strategic Areas, ***I. Projects***, and ***II. Funding and Leadership*** will be the main topics for today. This is a several year process that has consistency to it. We can see where we're going, and measure our progress by this spreadsheet. He then turned the meeting over to Scott Thompson.

***A. Harrington Trust***

Scott said that we continue to use the Harrington Trust money for scholarships, most recently for the Study Abroad students. This year marks our 4<sup>th</sup> year in a row of helping to fund Study Abroad students. They are headed to Guyana this summer.

***B. McConnell Foundation Speaker Series (Author Colson Whitehead)***

Our next speaker is Colson Whitehead. He is a Pulitzer Prize, and National Book Award winner. He has the most accolades of any speaker we've had. Joe Wyse said he read his latest book ("The Underground Railroad"). It was an intense and fascinating book. Eva said she wants the Foundation to purchase copies of the book for all of our Executive Board members to read. Scott said we have a new partner besides The McConnell Foundation. KIXE Channel 9 TV. After we worked with them on the Vietnam Shasta Stories project, they asked to be part of our Community Speaker Series. They will be promoting the event via media, not helping us fund the event. They are great people to work with. This is going to be a terrific partnership we can go far with. Librarian Carolyn Singh is working on making "The Underground Railroad" the Book in Common for the

county. We would have reach with it if they do that. Pat Frost said he's not sure if we have it in Trinity County but it would be great to have it.

Eric Ryan said that a Book in Common which was more North state would be great. Pat said our last speaker, Terry Tempest Williams, was marvelous. Hiram Oilar asked what the budget is. Scott said \$15,000 from us and \$15,000 from The McConnell Foundation. Eva brought up how quality speakers cost a lot of money. When BAITs brought Temple Grandin to Redding, it was \$25,000. Joe Wyse said when we brought Janet Napolitano, she was no charge as she could not charge. Rayola said we want more exposure, more speakers. Scott said you need to have someone who is known. I get suggestions all the time. Joe Gibson said promoting a book people know about will bring in a lot more people.

Eric said this series was a nice legacy that Bill Fitzgerald brought to the college years ago. He said if you have ideas or thoughts to help evolve it, make sure you talk to Scott and brainstorm with him. Pat said more publicity in the satellite counties would be great. Rayola agreed. With Terry Tempest Williams, there really wasn't a lot of publicity. Pat said in Trinity, the Trinity Journal is the #1 paper. It's how most people get their news. Not so much social media for the general public. Steve Ahrens said the KIXE partnership will be great. The Vietnam event was huge. They have the media outlet. Joe Wyse said my only concern is if our venue is big enough. The gym holds about 1,300 but it's not air conditioned. Eva said it would be great to have a Book in Common in Trinity, especially for high school students. We have a grant that we could purchase books for Trinity and Tehama County. We could even bus students in. Scott said one of the things we're doing is not filling every seat, it's more of an intellectual endeavor, not entertainment. Sometimes it's not easy. Joe Wyse said it's more what real universities do.

#### *C. Study Abroad – Guyana Summer 2018*

The Study Abroad program is heading to Guyana this summer. I'm not sure how many people are signed up but we'll know soon. We just received a check from The McConnell Foundation for \$10,000 for scholarships. We'll decide in June at our budget meeting if we want to keep going. Eva said she wants to commit to 5 years to match McConnell's 5 year commitment.

#### *D. and E. (Observatory Project and Aquarium Project)*

The Observatory and Aquarium projects slowed down because Earth Sciences Instructor Randy Read, lead faculty on both projects had been very ill but things are moving forward again now that he's back in the saddle. Once the aquarium is up and running, we'll take a walk over there and check it out.

#### *F. Trinity Support Events (Nature walks, birds, wildflowers, trees)*

This coming Saturday, Pat is leading a group of folks on the Great Backyard Bird Count up in Trinity County. I went last year and it was a lot of fun. This is an event that would be great to bring young kids to. Pat does a great job. He will also be doing a series of walks this summer. He spoke to Dave Ledger and he's going to try to link with the

California Plant Society to try and cross pollinate our advertising for these type of events. Pat said we won't have wildflowers for a few months but he's working on a wildflower viewing hike as well as a joint overnight 2-day field trip this summer in the Trinity Alps in a forestry camp.

#### *G. Trinity Forest Monitoring*

Pat mentioned he is working with the Weaverville Forest Steering Committee who are a group of folks involved with forests around Weaverville, BLM, and the Trinity Resource Conservation District. They were approached by Humboldt State University and UC Berkeley to study long term forest monitoring. Students could get training in the field with instructors, classes, etc. This could have great value.

#### *H. Community Engagement Camp*

I'm waiting to hear from Instructor Chris Rodriguez to see if he's going to continue with the Community Engagement Camp. Rayola mentioned she went the first day and felt it to be hostile. She felt the instructor was trying to teach students how to riot rather than how to protest. Scott said that person was a community college trustee and he was not invited to be part of the event. Chris was not happy about it either. Activism is all about waking up and voting. This is for people who are going out in the world. Scott said that if you don't know who Chris is, he was the MC of our Vietnam event.

#### *I. California Humanities Journalism Project*

Heather Wylie has been working with the Foundation and the California Humanities organization to bring a Pulitzer Prize winning journalist to the college to talk about the state of journalism. This is a smaller speaker event that will have minimal cost if any.

#### *J. As able, provide Support (financial and otherwise) for Miscellaneous Community Projects*

Eva spoke of promoter Nigel Skeet who moved up to Redding from Hollywood. He was a rock star and well connected with rock bands. He found a passion for homeless high school students and was shocked when he heard we have well over 500 students who are homeless in our high schools. He now goes to local high schools, identifies who these kids are, brings them in for hair and make-up, a professional photo shoot and then they are interviewed by local community folks. They are asked what their needs are and how can the community help. The momentum of these events caught Starbucks in Seattle who invited Nigel to talk to their Board. There is a huge homeless problem in the Pacific Northwest. Starbucks now co-sponsors all of his events. At the event in Seattle, they had over 2,000 homeless high school students in attendance. Nigel came to Shasta College and gave a presentation to our team. We're going to have the event in the gym on March 13<sup>th</sup> from 10:00 a.m. – 2:00 p.m. We'll set up the same format with services there to help homeless students with the next steps to find housing, food and transportation. It's important for them to have a conversation – genuine conversations about what their dreams are, where they want to be in life, questions

their parents don't ask. If you want to be an interviewer, let Nancy know and she'll connect you with Robert Bowman who is spearheading this event.

Star Alfaro said that Turtle Bay had an exhibit last year. Eva mentioned that Nigel is going to bring in a well-known rock star to talk to students. The Foundation is providing sack lunches, and stipends for the hair and make-up stylists. Rayola asked what our source is for homeless students. Eva said we have a number of programs here – Gateway to College, Foster Care Kinship, STEP-UP – all of these programs have homeless students in them. We have been meeting since the beginning of the year to plan this event and get these students to attend.

*II. Funding and Leadership / A. Implement Property Management Strategy*

Joe Gibson said there was an offer on the lot in Redding. This is the lot we share with the Catholic Church. Joe Wyse said the lot was left in an estate with half going to the church and the other half to the Foundation. The permit price was dropped to \$5,000 so it really is attractive to a developer.

*II. Funding and Leadership / B. Implement our Strategy to Educate College Staff Regarding the Foundation and Pay-it-Forward Program*

Eva asked if we can take that off the Strategic Plan. Originally we had it on there because we had problems with people donating to the Pay it Forward program. We are getting more donations so I don't think it's necessary. Joe Gibson said to reword it so we get our brochures out more frequently.

*II. Funding and Leadership / C. Scott and Eva/Joe to Conduct Lunches with Local Attorneys*

Eva said we added this to last year's Strategic Plan but then I got sick. She said she's ready to try it again this year. Pat Frost asked if this was for having lunches with attorney's who do estate planning. Scott answered yes.

*II. Funding and Leadership / D., E., F., G., H. Fiscal Agent – Reach Higher Shasta, North State Together, Fire/Public Safety Training Planning Committee, Lumina Grant and Veteran Students Emergency Fund*

Scott said that a new part of the Foundation's world is that we are becoming the fiscal agent to many. For North State Together, we just received \$780,000. Nancy spoke to the Board about what she and Raiann's roll is being the fiscal agent for North State Together, Reach Higher Shasta, Fire/Public Safety Training Planning Committee, Lumina Foundation and the Veteran Students Emergency Fund.

Scott said that with the Veteran Students Emergency Fund, it evolved from an idea that Mike Dahl came up with. He worked with James Konopitski, Julie Reynolds and Rob McCandless to get this going. It goes hand in hand with the new Veterans center we are building on campus. Joe Wyse said he has read articles about college and universities where a \$200 crisis can be the difference between staying in school and dropping out.

Small scholarships can help a student get through a crisis. Rayola said that up in Trinity County, she knew a student who only needed a new tire. They were able to stay in school because they received the funding.

*II. Funding and Leadership / I. Regents Reorganization and Refocus*

Scott mentioned that Chris Wray isn't here today but we will be checking in with him. He spoke to Steve Ahrens about how to re-organize the Tehama regents. He has also spoken to Star about connecting with Rachel Hatch and Shannon Phillips to let them know we are interested in leaning into the downtown Redding revitalization. Scott said he's not sure if this appeals, but Star said she thought it sounded good. She said she was involved with Viva Downtown for 10 years. Scott said to decide who you want to work with and make them regents. We should have a presence and be a part of it.

Eva said that on our letterhead, we list names of people who are no longer part of the Foundation. We should revise our letterhead so it's updated. You all should work on your regents – who you want to bring in. Joe Wyse said maybe you should give your regents terms (i.e. 3 years). Find out if they want to be more involved. Maybe send a poll out to them to see if they are interested in renewing their commitment. Scott said he will talk to Chris Wray about getting a second Tehama person in command as maybe he would prefer to be Emeritus.

*II. Funding and Leadership / J. Capital Campaign*

Joe Wyse said that with the passage of the bond, he's been starting to explore with Eva if we should try to put together a capital campaign to supplement the bond funding. We have good money coming in but it won't cover everything we want to do. It's a natural to use the Foundation as a vehicle. Joe spoke of a few ideas he had in mind.

In Conclusion:

Eric asked if anyone had questions or comments. Scott thanked Eric for working with us on our Strategic Plan. It's efficient and quick. Awesome!

Eva announced that the next board meeting on June 28, 2018 will be our annual budget meeting. Joe Wyse thanked everyone for being on the board and making time.

The retreat adjourned at 11:20 a.m.

Respectfully submitted,  
*Nancy de Halas*  
Nancy de Halas