

Shasta College Foundation
Executive Committee Board Retreat
Monday, March 27, 2017, 10:00 a.m.
Shasta College Board Room / Administrative Building 100, Redding

Minutes

Present:

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

Absent:

Steve Ahrens	Chris Wray
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Special Guest:

Eric Ryan, Ryan Consulting

Call to Order:

The meeting was called to order by Chair, Eva Jimenez, at 10:04 a.m.

- 1. Introduction of Special Guest – Eric Ryan, Ryan Nonprofits**
Board Chair Eva Jimenez welcomed Eric Ryan back to Shasta College. Eric gave the Board a brief description of how he helps small businesses with strategic planning.
- 2. Approval of Minutes – October 7, 2016 Executive Committee Meeting**
The minutes from the Executive Committee meeting held on October 7, 2016, were accepted with no changes.

It was moved by Joe Gibson and seconded by Pat Frost to accept the minutes from the October 7, 2016, Board meeting, with Rayola Pratt and Star Alfaro abstaining.

- 3. Passage of Bond Measure H**
 - Foundation Support (\$5,208 unused funding returned)**
Scott reminded the Board that when we discussed giving money to the bond campaign, we would get any unused funding from our contribution returned. We received \$5,208 back. The funding they used worked out to be pretty good with the passage. Eva complimented the Board and thanked everyone for supporting Measure H. The vote count was close for a month. Joe Wyse was watching the numbers every day. All of the counties rallied, especially Trinity County.

Eva asked Joe Wyse to give an update on where we are. Joe said we put out an RFP (Request for Proposal) for architectural services which should be complete in the next

month or so. We are putting together a bond oversight committee for May/June. They need one representative from the Foundation who isn't employed by the college. Scott Thompson said he has been working on getting Robbie Middleton. Joe said we are spending a lot of time on details with the planning. The Facilities Planning committee feels we should build 1-2 new buildings. The plan is a 12-14 year process. We would be receiving four issuances of the bond every 3 years. We are now working on getting faculty and staff input. We want to make sure we're using the money as wisely as possible.

4. Strategic Plan Workshop (2017– 2018) – Eric Ryan

Eric reminded the Board what the Strategic Plans *Vision, Mission* and *Core Values* are. He said the overall process has been what Scott, the Board and Nancy have been working on. His observations are that good energy is happening at the Foundation. Eric said for several years, he has been partnering with Scott and the Board to create a Strategic Plan that provides simple and practical direction and goals.

Eric said that every 6-8 weeks he talks to Scott and they check in with each other and review the Strategic Plan. We have a Strategic Plan spreadsheet that goes back to 2014. Eric quickly reviewed how we just wrapped up 2016 and today with 2017, you'll see a plan that Scott will be taking the lead on. Looking at the Strategic Areas, ***I. Projects***, and ***II. Funding and Leadership*** will be the main topic for today. This is a several year process that has consistency to it. We can tell where we're going, and how we are measuring progress by this spreadsheet.

Eric said that the second piece has to do with the Foundation having a higher degree of momentum than last year. Something is going on at the Foundation at a higher level. There is more passion and new things going on the plan. Eric said it has to be from the leadership at the college as well as the Foundation's relationship with The McConnell Foundation, and the fiscal agent relationships. There is a lot of cool stuff going on.

Rayola Pratt said there is a great deal of enthusiasm in the Redding area but our outlying areas are working really hard to figure out what their needs are. We can't apply to Trinity County what we have for Shasta or for Eastern Shasta County. We are more successful in Red Bluff but outside of Red Bluff, we are learning about those areas. Discovery is important. Pat Frost said he doesn't have a perspective for Tehama but in Trinity, the college is more of a watermark on the page than what you can see clearly. It's not invisible but you have to hold the page just the right way to see the presence of the college and see the local impact.

Joe Gibson said that when he's handing out diplomas at Anderson High School, he's seeing more interest from students wanting to go to Shasta College. More than we've ever seen. Now they are looking to go to Shasta College as a stepping stone to transfer to a 4 year college. Students stand up and say where they are going. Now half say they are going to Shasta College.

Eva said that much of it is tied into dual enrollment and grants we have that guide students to our campus. The faculty here are building stronger relationships with the community. Rayola said that cultural events are getting more people interested in the

college (i.e. the Native American events). Pat Frost said that Trinity could use vision – like what Eva has done with TOPS Market. Every time you talk to businesses or people visiting Trinity County, that is one of the weaknesses. We need to target outreach like the mill (service oriented, arts, tourists, natural resources). Restoration of natural resources is where the economy is shifting. Doing more to connect students (i.e. Firefighting) is important.

Hiram Oilar said he loved the Shasta College ad at the basketball game. It was effective and showed outreach. Eva said that these ads are based on the season – we match it with the CTE program (Work hard, Play hard). Baseball will be showed and tagged with another CTE program. Eva said we have radio ads, Pandora ads and ads at theatres. Scott said it's not just the Foundation, it's the college. We have to go harder to keep up. Joe Wyse passed around the "EXPLORE your Shasta College" brochure to the Board. Pat said that this is what he took around to advocate for the bond. Joe Wyse said that North State Together is the Foundation working with all the counties.

Eric said that all of this relates to our vision. To inspire. Joe Wyse said he just finished a book about jobs – one thing that stuck out was the success of students, what they need is hope. The inspired idea, providing them hope that they can accomplish something better.

Joe Gibson asked what is the Foundation doing to promote this. Eric said he's seeing something shift in a positive way. Rayola said things like what Eva did up in Weaverville for TOPS Market. This all came from a NorTec meeting with Jesse Cox. Eva said it's a common thread, communication, common courtesy, soft skills. We are building on the momentum of leadership. Joe Wyse said he has hired 42 new faculty in the last few years. They bring an element of positivity and hope. This is a good time to be here. Star Alfaro said it's nice to see a lot of young people in the marketing material but it would be nice to see older people as well. Joe Wyse said the innovation award that we are hoping to get is geared toward the older adult population. Star said she feels it's a huge target area. Star asked what is the mission of the Foundation. Do we want to separate the college from the Foundation. Scott said we support the college. We don't want to be separate.

Scott said there were times we needed to distance ourselves but we are stronger with a common vision. Eric said it's a very specific mission to this Foundation. It's how to enhance a students' experience. Joe Wyse said we're sending students to South Africa this year, there are so many really cool things we're doing. Last Friday we had hundreds of high school students here playing ensembles – it was really energizing. Eric said that he's heard there are 65,000 people in the community 25 or older who could be taking classes. He asked how could we support that group. It's a different group of people. Star said that older students bring families to the various events because they are out here. Rayola said that the ACE/BOLD program will probably be effective. She took a stack of the ACE marketing materials to her daughters' office where her patients are mostly older people and they are picking them up and showing interest. Joe Wyse said the average age of our students is 34 (Psychology and Business majors). Hiram asked what does one do with a psychology degree. Joe Wyse said its part of getting a

bachelors and with a degree you get paid more at your job. The BOLD program builds on that.

Scott continued on discussing the work on the Strategic Plan in greater detail as follows:

A. Harrington Trust

The Harrington trust started out with \$600,000. We were going to build a building out on the farm but it's not happening. Instead we are using the money for scholarships, most recently for the study abroad students. When the time comes if a new building is in our future, we'll decide on going forward with it then.

B. McConnell Speaker Series and C./D. Speakers per Faculty Request (Chef Jeff and Mary Troy)

As part of our next Community Speaker Series, Terry Tempest Williams will be here on October 18th. She is an activist, writer and environmentalist. Pat Frost said she's from Utah and is an interesting writer. We have another speaker, Chef Jeff Henderson who will be here next week. He came from Eva's area. He's starting at the Tehama campus for a presentation and then will head to the main campus. He's an inspirational speaker who spent time in prison, became a cook and is very well spoken. Much of his audience will be students in our STEP UP program, folks who have had prison time and have had great difficulties in life. Eva said that we expect 80 people at the Tehama campus event. Eva said we are also hosting a lunch for him at the Bistro with a small group of community members, folks in law enforcement and the courts. Scott also mentioned that English faculty Kathryn Calkins is bringing author Mary Troy here in September. She is a MFA professor at the University of Missouri – St. Louis and a published writer.

E. Study Abroad – South Africa Summer 2017

Scott said the study abroad program, under the direction of Botany Instructor Susannah Fulton, and GIS Instructor Dan Scollon, continues to run a third consecutive year. The McConnell Foundation has committed to funding \$10,000 a year for the next five years. The Foundation has been able to match that amount each year. Scott said that we can be proud to have this program at a community college. Rayola said that another part of this program is, it has inspired our instructors to improve themselves and be better at their jobs.

F. and G. (Observatory Project and Aquarium Project)

Scott mentioned that Earth Sciences Instructor Randy Read, lead faculty on both projects has been very ill so we've had to step back from that. We're on track and they will be finished. Joe Wyse said that the aquarium is running, we're getting close.

H. Ken Burns Documentary / Vietnam Veterans Panel

Scott said that back in January, KIXE contacted our Marketing Director Peter Griggs with an idea they had for the upcoming Ken Burns documentary on the Vietnam War. It's

going to be a marquee event all across the country for PBS. It will air in September and is a 10 part/18-hour series. We got together with KIXE and will partner with them to do something along the lines of a panel discussion about the series they are going to air. We will have Veterans on the panel to lead discussions (Mike Dahl, Mike Stewart, Greg Caldwell), and we're in the process of tracking down a MASH unit nurse in San Francisco to get a women's perspective. We are also working with the Lao and Mien communities who fought with us, refugees, etc. This is all in the process of being developed. We're not sure the format but more likely it will be of an academic nature where community members and students can learn more about the Vietnam War and what we were going through. Last week I spoke to Shannon Phillips at The McConnell Foundation and they are going to support it as well. We are hoping for an audience of Vietnam Veterans, people who were there. There will be universities and colleges all across the country doing the same thing. Star asked about the new Veterans hall. Scott said that KIXE is taking that on. Our part is the educational part. He said it's not a glorification of the military, rather more of an exercise in history, storytelling and healing. Eric said the actual documentary will help set the tone. Pat Frost said perhaps we could have some sort of scholarship for Veteran students. Scott said he's working with someone new on this project, adjunct History Instructor Chris Rodriguez who has taken this on with strong energy.

I. Trinity Support Event (Nature walks, birds, wildflowers, trees)

Scott spoke of Pat Frost and his current Trinity support events. Pat's passion is the outdoors. We are trying to get people to come out and support the upcoming Lewiston Lake Birding Safari. We want to make Shasta College a community driver. Get people to be part of the fabric of the community. Pat said he did a pilot test run last week. There were a lot of bald eagles. He said he wanted to tag on to the Foundation to get the college's name out there. Scott said we're queuing up for a wetlands trail behind the Trinity campus someday. He feels that what Pat is doing is more of what we can do. Pat is setting the template of how things could work. Thank you Pat so much. I can't wait to participate.

J. Community Engagement Camp

Scott said that adjunct History Instructor Chris Rodriguez is organizing a 3-day Community Engagement Camp taking place in September at NEED Camp in Whiskeytown. Students will be coming from all over to learn how to community organize. It's very timely. Rayola asked if it's political. Scott answered that it could be. It's any issue that's in the community. The homeless, etc. We see it here. It's more of a training. Students need to learn how to advocate against something they are passionate about. Scott said this training is unprecedented.

K. Symphony on the Beach at Whiskeytown

The Foundation is once again a co-sponsor for this summer's Symphony on the Beach at Brandy Creek in Whiskeytown. Park Superintendent Jim Milestone is asking The McConnell Foundation and Redding Bank of Commerce to help sponsor it this year. It's

a really fun experience. Many of our students are in the symphony. It's a great partnership that I'm proud to be a part of.

L. As able, provide Support (financial and otherwise) for Miscellaneous Community Projects

We just talked about community projects that Pat is working on up in Trinity County. Another community project happening is our support of the Cesar Chavez Day of Service. We will be doing a volunteer clean-up day at Whiskeytown Park on April 29th. We had to move the date from March to April due to rain. It's a great day to get students outside and do public service. The park service puts us on projects they need our help with. Adjunct History Instructor Chris Rodriguez is the champion behind this event.

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

Scott said we've got a church looking at the Burney building. They will decide in May if they want it. The head minister of the Seventh Day Adventist Church is really interested. He needs to convince his board. They do a lot of dietary things that go along with their religion – they want to teach nutrition classes. Rob Middleton has spoken to the minister several times. Rayola asked what the condition of the building is. Scott said it's been vacant for years. It will be an "as is" sale.

II. Funding and Leadership / B. Make at least Four Presentations to College Divisions Regarding the Foundation and Pay-it-Forward Program

Scott said that he and Peter Griggs have been working on a new Pay it Forward flyer. We went for reinventing the look of the flyer. We want to show people on campus where we're putting our money from the program. We should be ready to print soon.

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

Scott said that we would like to start having lunches with attorneys to talk about trusts, etc. Eva and Joe Wyse are listed as the champions as this is something we could do on campus at the Bistro. We can show off the Bistro restaurant a bit. Eric said we've talked about this for a few years. Trusts are a good opportunity - if anyone on the Board wants to bring an attorney out to lunch here, let us know.

II. Funding and Leadership / D., E., and F. Fiscal Agent – Reach Higher Shasta, North State Together and Fire/Public Safety Training Planning Committee

Scott said that the Foundation is the fiscal agent for Reach Higher Shasta, North State Together and the Fire/Public Safety Training Planning Committee. These are big new areas for us. He said that we're learning all the time and feels it could be a real future for us. It's a real money maker for the Foundation. Eric Ryan asked what percent the Foundation charges and Scott said 5%. For North State Together, in three years it's \$125,000. The North State Together folks are trying to define it as we go along. Rayola asked what are the costs. Scott answered our CPA's time, Nancy's time, audits and we

take and have the responsibility to insure that we are doing the right thing. Joe Wyse said the expenditures are what the grant intends. The McConnell Foundation believes in us or they wouldn't have us as the fiscal agent. Joe Gibson said it's a lot cheaper than having The McConnell Foundation do it. Another group would charge more. Scott said it's a deepening of relationships for folks we work with.

II. Funding and Leadership / G. Regents Reorganization and Refocus

Scott talked about reorganizing the regents. He said what Pat is doing is a revisioning of what is happening with regents. Scott said he needs to get Tehama rebooted.

In Conclusion:

Eric asked if anyone had questions or comments. Rayola said the only thing she is concerned about is if we did go political with community engagement, it would be a detriment to the college and the Foundation. Scott said the idea is to teach students how to get involved, have a voice and to care. It's not about one side or the other. Joe Gibson said that Rotary sponsors Camp Royal which does the same thing. Pat Frost said its leadership training in the broad sense. Eric said with Community Engagement Camp . . . it's ENGAGE . . . how to teach young people how to run for office, be involved, be part of the solution, etc.

Eric asked what a good match would be for us going forward. Being a fiscal agent is new but going forward can be a good skill to develop. For most, I feel they are all pushing what we do best which is education in every way. Eric said it seems with the concepts you have in *Mission* and *Vision*, you can do them easier than the college. He said if there is something we do well we can keep going down that road. Rayola said good work! Pat said it seems in projects, there are a lot of faculty champions. How do they know to come to the Foundation. Scott said projects come walking through the door all the time. He said that typically faculty come and talk to me. They know what is inspiring to our students. He said that we should have a student board member. Eva said we have a lot of new faculty who don't know what we do. That's why it's important to let people know. It would be nice to give a report to new faculty at their orientation.

Eva announced that the next board meeting on June 22, 2017 will be our annual budget meeting. Joe Wyse thanked everyone for being on the board and making time.

Eva asked if there was anything else to report. Pat said there is a special Wildfire Preparation handout coming out in the Trinity Journal. I have worked with them for ads for the birding safari. Having an ad in this handout would be a great presence for Shasta College. It would be a positive thing. Eric thanked everyone for their participation.

The retreat adjourned at 11:43 a.m.

Respectfully submitted,
Nancy de Halas
Nancy de Halas