

THE FRIENDS OF CHABOT COLLEGE

Board of Directors Retreat

Friday, April 1, 2022 • 9:00 a.m. – 12:00 p.m.

President Sperling's House

(address available upon request)

MINUTES

1) Call to Order – Chair Salinas

- a) Chair Mark Salinas calling meeting to order at 9:27 AM

2) Roll Call – Vice Chair/Secretary Pat Gacoscos

- a) **Members Present:** Chair Mark Salinas, Vice Chair/Secretary Pat Gacoscos, Marita Cheng, Hal Gin, Melinda Matsuda, Dale Wagoner, Susan Sperling, Yvonne Wu Craig
- b) **Members Absent:** Sheryl Boykins, Obay Van Buren
- c) **Guests:** none
- d) **Minute Taker:** Yvonne Wu Craig

3) Public Comments – No public comments

4) Approval of Minutes – February 2, 2022 Regular Meeting

- a) Dale Wagoner motioned to approve amended minutes and Melinda Matsuda seconded the motion.
- b) Motion passed unanimously.

5) Information Items

- a) January and February 2022 Financial Reports
 - i) Unrestricted net assets continue to remain in a positive balance
 - ii) Executive Director (ED) Wu Craig updated the board on moving investment funds to Fremont Bank investment management
 - iii) There was a short discussion about funds contributed in recognition of the passing of CLPCCD Board of Trustee Member Carlo Vecchiarelli. The board recommended that any donations received be applied to Dr. Vecchiarelli's scholarship.
 - iv) President Sperling commended the District Foundation for moving funds such as the Vecchiarelli fund over to the FCC several years ago.

6) Action Items

- a) FY2020-21 Annual Audit Report (AI)
 - i) ED Wu Craig briefly reviewed the audit report which was sent to Board members ahead of time for review.
 - ii) Dale Wagoner motioned to approve the Annual Audit and Melinda Matsuda seconded the motion.
 - iii) Motion passed unanimously.
- b) ISLS funding for Fulbright Scholar-in-Residence (AI)
 - i) ED Wu Craig recapped the July 30, 2020 FCC Finance Committee meeting where the Interdisciplinary Studies in Letters and Science (ISLS) and International Studies Program fund was discussed. This fund was inherited from the District Foundation. The recommended action was to approve \$5,000 of the Trans Pacific ISLS and International Studies Program fund to support Chabot College's Fulbright Scholar-in-Residence program and activities.

- ii) Hal Gin motioned to approve and Pat Gacoscos seconded the motion.
 - iii) Motion passed unanimously.
- c) HMC Architects Designing Futures Grant Award (AI)
- i) A correction was made by ED Wu Craig to the recommendation language.
 - ii) Dale Wagoner motioned to accept the HMC Architects Designing Futures Foundation grant. Susan Sperling seconded the motion.
 - iii) Motion passed unanimously.

7) Discussion Items

- a) SWOT Analysis Activity
 - b) Board Guidance
- i) Chair Salinas facilitated a SWOT Analysis discussion with the board which resulted in Board Guidance regarding action items for 2022-23.
 - ii) The discussion resulted in the document displayed on the next pages.

8) For the good of the order

- a) None

9) Adjournment

- a) The Board Chair adjourned the meeting at 11:57 pm

Any person with a disability may request this agenda be made available in an appropriate alternative format. A request for a disability-related modification or accommodation may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting to The Friends of Chabot College, 25555 Hesperian Blvd., Hayward, CA 94545, 510-723-6633, between 8:00 a.m. and 5:00 p.m. at least 48 hours before the meeting. Pursuant to Government Code 54957.5: Supplemental materials distributed less than 72 hours before this meeting, to a majority of The Friends of Chabot College Board will be made available for public inspection at this meeting and at The Friends of Chabot College, located at 25555 Hesperian Blvd., Hayward, CA 94545 during normal business hours. Materials prepared by The Friends of Chabot College and distributed during the meeting are available for public inspection at the meeting or after the meeting if prepared by some other person. Documents related to closed session items or are exempt from disclosure will not be made available for public inspection.

FCC Board SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Bond Projects • Small, representative and effective Board – engaged in the community • HSI commitment and matched – proven track record • Chabot is known around the state for its accomplishments • Procuring grants • Brats and Brews Annual Event • Other events – Baseball team collaboration • Resources & Small but efficient staff 	<ul style="list-style-type: none"> • Re-engage and/or expand Board Membership • Haven't engaged some of the San Leandro service area • Taken the "community" out of community college • We don't tell our story well • Does our name tell our story? Weak branding? • Faculty don't live in service area • Alumni Association?
Opportunities	Threats
<ul style="list-style-type: none"> • Chabot alumni "neighborhoods" in well-resourced areas of San Leandro • Leveraging current Chabot staff to engage the community • Building the internal capacity of Chabot staff to do that work and engage with the FCC • Faculty promoting with students – faculty board member? • Brats & Brews to engage faculty and staff on giving instruments • Rebrand with outreach to Alumni and Friends • Engage with our scholarship recipients (give back as alumni – Gala theme) & Scholarship Luncheon • Engage student giving from the start – orientation and alumni association • Other avenues to raise money – other events 	<ul style="list-style-type: none"> • Not engaging the community threatens the sustainability and longevity of the org. • Few colleagues are giving/participating to support the FCC • Students transferring without feeling like they identify with and/or give Chabot • Relying on same approaches to raise money? Stuck in annual events • Limited permanent staffing

2022-23 Action Items:

- **Audience: Chabot faculty and staff**
 - Monthly/quarterly FCC Happy Hour events with raffle items (featuring businesses & programs) to educate the campus about giving mechanisms and FCC programs/planned giving/payroll deduction (Mark Stephens & Kim Morrison)
 - Drakes & 21st Amendment
- **Rebranding:** New name and logo change; Rebrand with outreach to Alumni & Friends Association
- **Gala:** Engage with our scholarship recipients (give back as alumni – Gala theme) & Scholarship Luncheon
- **Follow-up from Gala:** Establish a Presidents' Circle to further engage and follow up with donors and community members from Gala and through FCC activities
- **Orientation & Graduation:** Engage student giving from the start – Alumni Association