



**Thursday, March 7, 2024**

**In-Person Meeting at the Student Services Building Conference Room**

**3rd floor at the SSB**

**Board Meeting 4:00 pm – 6:00 pm**

[Pierce College Foundation Board Meeting Agenda December 7, 2023.pdf](#)

[drive.google.com/file/d/1TO3dY9AeUMMJMKh3hvezsGttjoDzYv8v/view?usp=drive\\_link](https://drive.google.com/file/d/1TO3dY9AeUMMJMKh3hvezsGttjoDzYv8v/view?usp=drive_link)

Members in Attendance

- Cassie Carter
- Gary Barr
- Ryan Taylor
- Dennis Jacobs
- Yeprem Davoodian
- Houman Esmailpour
- Glenn Bailey
- David Braun
- Walt Mosher

Members absent

- Lyn Clark
- Edward Albrecht

## **4:07 pm: Welcome / Call to Order**

- Duration: 5 min
- Lead: Cassie Carter

## 4:15 pm: Adoption of Current Agenda and Approval of Meeting Minutes

- Purpose: Approval
- Duration: 3 min
- Lead: Cassie Carter

Notes: Gary Barr motioned to approve the meeting minutes, and Dennis Jacobs seconded them. The rest of the board unanimously approved the minutes.

Glenn Bailey made a motion to include Walt Mosher in the meeting on Zoom, finding that Walt Mosher qualified to appear by Zoom pursuant to the Brown Act and AB 2449 due to his physical disability. Gary Barr seconded the motion. The board unanimously approved the motion.

## 4:20 pm: Public Comment

- Duration: 5 min

Notes:

## 4:30 pm: Committee Business

### Treasurer's Report (FY 2024 Finances YTD, Investment Policy Next Steps)

- Duration: 20 min
- Lead: Dennis Jacobs

Notes:

FY 2024 Finances YTD [Link](#)

Investment Policy - Dennis and Gary have been working on the investment policy and will continue to work on it in the Financial Committee. Links to the previous versions discussed tonight will be used to consolidate. Glenn Bailey would like to have Cassie run the policy by Kelly with the District for validation or absolution. Our timeline is likely for approval in June 2024.

The investment committee has specific responsibilities such as monitoring their investment management, ensuring compliance with rules, and having a fiduciary duty to make decisions in the organization's best interest.

A donor contributed, via a planned gift, to Pierce College's vet tech program with a \$5,000 per semester scholarship for one student. The donor is scheduled to meet with Denis to receive a check for a scholarship program. Two sisters manage the funds, and the donation is made on behalf of their mother.

Cassie is coordinating with the donor to include the applications in the Nextgen scholarship portal. If students meet the criteria, the donor's family wishes to be involved in choosing the scholarship recipient.

Yeprem asked if the Foundation could receive a bio and some information about the scholarship to publicize on the website and in the newsletter.

Side notes for usage of funds:

- The scholarship requires students to get vaccinations.
- Healthcare and child development center students have additional requirements, such as background checks and certifications, which can be expensive.
- The scholarship committee wants to include some of these expenses in the scholarship amount.
- The certification process for the Vet Tech program needs to be clarified, but nursing exams are expensive. The accreditation process requires a list of supplies and equipment students must purchase.

VP (name redacted) is changing her contribution to the college, and we will return \$3800 to the donor, but she will continue her scholarship funding.

### **Vice Chair Report (Planned Gift Updates)**

- Duration: 10 min
- Lead: Gary Barr

Notes: Update: Mr. Gordon's gift to the Foundation (see previous meeting minutes for details). The Trustee of Mr. Gordon's estate's goal is to list the two properties for sale by mid-spring. The Trustee predicts that distributions will occur in the second half of 2024 although that is not guaranteed.

Nomination Committee - Dennis Jacobs and David Braun will join Gary Barr to discuss the nomination to the board. Gary plans to speak to everyone up for reelection and officers before reporting back and signing off on nominations.

### **Secretary's Report (Rams Partnership Discussion)**

- Duration: 15 min
- Lead: Ryan Taylor

Notes:

A meeting was held between Pierce College representatives and Molly Higgins from the Los Angeles Rams.

Discussion focused on potential partnership opportunities between Pierce College and the Rams.

Molly Higgins deemed the timing perfect for collaboration.

The Rams are actively seeking to collaborate with local educational institutions as well as well-known universities like UCLA, USC, Pepperdine, and Loyola Marymount.

Interest in engaging more intimately with local schools and offering internship opportunities through the Rams organization.

Shared goals between Pierce College initiatives and the Rams, particularly in housing security, food security, and continuing education.

Molly is interested in Brahma Bodega as a potential first collaboration project.

## Foundation for Pierce College Board Minutes

Discuss utilizing Pierce College's green spaces for NFL Play 60 events to encourage children to be active for 60 minutes daily.

### Homework:

- ~~Yepprem to provide more information about Brahma Bodega and the demographics of Pierce College student body, especially regarding food security;~~
- ~~Cassie, Board in General, Rolf, and Ara to explore opportunities for NFL Play 60 events on Pierce College's campus. **Campus Tour being planned with all parties.**~~
- Rams plan to relocate to Woodland Hills by August 2024 and expressed interest in introducing players and personnel to the campus.
- Follow up with other colleges that have established relationships with professional sports organizations. Community support in Las Vegas: David mentioned community support in Las Vegas and the Raiders, which could provide a framework.
- Review the Gift Policy for partnership guidelines.

### Notes:

Yepprem inquired Ara about a potential partnership with the Rams from her vantage point.

Ara discussed unique property plans that involve turning the botanical gardens into a community center for events and developing fields, concession stands, and park areas on two acres of land. She also mentioned the importance of researching successful examples in other cities before making decisions.

Funding for existing stadiums and projects: Ara discussed funding for existing stadiums and projects at Pierce College, specifically regarding repairs and updates to baseball, softball, and fieldhouse facilities. It was noted that there may be more money to cover everything required, and the callers discussed the importance of building a relationship before making any decisions.

Football and baseball fields: The second caller briefly mentioned football and baseball fields as potential areas for collaboration between the parties.

### Targeted Communication to Specific Audiences

Importance of communication and identifying newsworthy topics:

Communications chairs discussed the importance of targeted communication to specific audiences, such as on-campus community members and external constituents. They suggested creating a calendar for newsletter content and providing basic information about the campus, such as graduation rates and involvement in events and fundraising efforts.

Utilizing social media for communication:

The callers discussed using social media to communicate student accomplishments and academic rigor effectively. Ara mentioned having a new marketing director who could help with communication efforts and suggested including foundation activities in campus communications to merge the two entities.

<https://www.lapc.edu/campus-life/events>

Event planning and recruitment opportunities: Ronald Paquette mentioned sending emails with event information that alums might be interested in and suggested quarterly meetings as an excellent opportunity for recruitment and fundraising. They briefly discussed planning something every weekend and being open to suggestions for future events.

Utilizing community spaces for events: Ron suggested using many spaces on campus for events and mentioned partnering with a community group in the past to organize a 5K run. They also discussed changing the day of an event and having a party on campus as part of their communication efforts.

Online donation portals:

Cassie briefly discussed online donation portals and how donors can give notes on how they want to direct their gifts. Ryan explained how their online donation portal works and expressed confidence in supporting different campaigns.

## **Chair's Report (Scholarship Process and Cycle, Fundraising Updates, Board Recruitment, Staffing discussion)**

- Duration: 20 min
- Lead: Cassie Carter

Notes:

Staffing Discussion:

Hiring a Part-Time Coordinator

- Cassie approached the board and considered needing a part-time staffer or coordinator to help Joyce manage the foundation's workload due to staffing misconceptions and current limited resources.
- Hiring from the business office for a fraction of the time was suggested as a stable alternative to a student worker to scale and grow the organization effectively.
- The advocacy for additional staffing discussed using foundation funds to employ someone for administrative tasks, emphasizing the importance of choosing a candidate familiar with college operations.

Outsourcing Work to Contractors

- Ryan wanted to explore outsourcing some of the work to contractors for efficiency while stressing the importance of having someone familiar with campus for partner relations and event planning.
- A concern was raised about who would fill in for a contracted worker when unavailable and how they would manage payment and training for this outsourcing option.

Foundation Support

- David: It was discussed that the foundation previously had financial and staffing support. Still, a leader's decision to pull back left the board with minimal resources, stressing the need for support continuity from the college.

Funding Restrictions

- Ara: The constraints of using college funds for the foundation were discussed, including potential funding possibilities from community service sectors and caution over the restrictions of funding sources.
- Cassie discussed leveraging a recent gift and the foundation's reserves for staffing support. Ara warned about losing funding when the Foundation received staffing help years ago. She addressed concerns about fund utilization amid the college's changing funding structure and potential budget cuts.

- There was a discussion about balancing faculty employment due to past funding cuts and the reliance on partnerships and foundation support as alternative sources of aid to students.

Cassie will provide job descriptions for further discussion.

- Cassie highlighted the potential benefits if someone mastered the next-gen database and advocated for a coordinator role, emphasizing on-the-job learning and skill development. A commitment was made to formulating job descriptions for both leadership and coordinator roles.
- Based on past experiences with the shifting support of college leadership, it was suggested that responsibilities for an administrative person, even if a full-time executive director is present, be clearly defined.
- David Braun suggested that "coordinator" is a great title.

### Scholarships

- Cassie shares updates on the enhancement of scholarship programs. She aims for around \$150,000 in offerings for the Spring scholarships, with applications typically closing in April.
- Cassie asks for support in reviewing scholarship applications and coordinating with various departments. Yeprem, Ryan, Ron, and Cassie all confirm they are on board.
- Regarding student assistance in candidate review: The issue of students' multiple qualifications for scholarships is addressed, and a decision-making process for initial screenings is discussed.
- The discussion extends to accessing the Next Gen system for scholarship announcements and the importance of reaching out to scholarship recipients.

### Reviewing Applications

- Board members inquire about whether the scholarship review process is conducted collectively or independently.
- Details of the review process are explained, focusing on independent assessments and follow-up discussions for applicants who qualify for one or multiple scholarships.

### Scholarship Window

- There is a proposal to set the scholarship application deadline around April 25th.
- The proposed deadline is agreed upon, acknowledging the flexibility in making adjustments.

## 5:50 pm: President's Remarks

- Purpose: Information
- Duration: 10 min
- Lead: Ara Aguiar

Notes:

Remarks included throughout the discussions above as part of the Chairperson's update.

## **6:00 pm: Adjournment**

*Respectfully curated from notes captured March 7, 2024, by Ryan Taylor and published  
Mar 8, 2024*