

**Taft College Foundation
Minutes of the Special Board of Directors Meeting
Board Retreat**

August 1, 2013

The special meeting for the purpose of a retreat of the Taft College Foundation Board of Directors was called to order at 8:10 a.m. by President Bob Hampton in the small auditorium of the Taft Historic Fort. Directors present: Adam Alvidrez, Janice Ashley, Larry Buttke, Richard Chapman, David Cothrun, Rob Duchow, Penelope Fulton, Sheri Horn Bunk, Shelley Klein, Dr. Loretta Garcia Lipscomb, Carolyn Hosking, Dr. Loretta Lipscomb, Dr. Dena Maloney, Brock McMurray, John Miller, Dr. Kathy Orrin, Ray Scott, and Don Zumbro. Dodie Mosby, Foundation Donor Relations Officer was also present.

ADDITION OF AGENDA ITEM

Foundation Director Sheri Horn Bunk proposed the addition of the following item to the agenda:

Independent Contractor Agreement with Josie Kouyomjian to Provide Administrative Support for Casino Night, 7/31/13 - 12/15/13, \$18.00/Hr.

On a motion by David Cothrun, seconded by Jan Ashley and unanimously carried, the addition of the agenda item was approved.

Following brief discussion, a motion was made by Rob Duchow, seconded by Brock McMurray and was carried unanimously to approve the contract (copy attached to official minutes).

BOARD RETREAT

Sheri introduced Don Rickner, Ph.D., of the Magellan Group, and Foundation Director at Saddleback College. Dr. Rickner led the group in an exercise to review the current status of the Taft College Foundation and a process to plan for the next three years, including identification of vision, mission and goals.

Status & Priorities of the College

Superintendent/President Dr. Dena Maloney reviewed the status and priorities of the College and distributed the Campus Fact Sheet, The Taft College Mission Statement, and the Taft College Goals and Potential Areas for College Advancement Efforts (copies attached to official minutes).

The Big Picture Context

Dr. Rickner followed a PowerPoint presentation in his facilitation of the retreat (copy attached to official minutes). He reviewed the need for financial support in today's

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world of education and presented the current costs to students and state funding provided to the community colleges, state colleges and university systems. His presentation included the various fundraising levels of each system and the components of successful fundraising organizations. Dr. Rickner stressed the three essentials of Foundations - college leadership, an effective fundraising board and a competent, adequately sized professional staff.

Switch - Changing Fundraising Practices

Dr. Rickner presented the concept of 1) direct the rider; 2) motivate the elephant; and 3) shape the path to a successful fundraising Foundation.

Mission, Goals and Major Objectives

The group divided into three groups and each created a mission & vision statement. Each statement was reviewed and it was agreed that the work to consolidate the statements will continue in a subcommittee of the Board to be presented at a future meeting for possible adoption.

Effective Fundraising & Fundraising Skills

Dr. Rickner reviewed the elements of effective and successful fundraising programs. He noted that capital campaigns are consistently the most fruitful and events are typically the least. He examined the essential steps in the fundraising process such as identifying, researching and evaluating prospects; secure friends and cultivate relationships; solicit donations; and adherence to fundraising principals.

Shape the Path

The group revisited the topic of goals and objectives and participated in a fundraising skill practice.

NEXT MEETING

The next meeting will be held on Wednesday, August 28, 2013 at 1:30 p.m. in the Cougar Room at Taft College.

ADJOURNMENT

The meeting was adjourned at 3:50 p.m.

Respectfully Submitted:

Shelley Klein, Secretary