



**APPROVED MINUTES**

**Members in Attendance:** Cheryl Aschenbach, President; Anna Bruzzese, Director; Silvester Henderson, Director; LaTonya Parker, Treasurer; and Krystinne Mica, Executive Director

**Staff:** Tonya Davis, Director of Administration; Selena Silva, Administrative Assistant

Action	Topic
<b>FOUNDATION MEETING</b>	
Action	<p>I. <b>Approval of Agenda</b>            The agenda was approved by consensus.</p> <p>II. <b>Approval of Minutes from December 9, 2019</b>            The minutes from December 9, 2019 were approved by consensus.</p>
Discussion/Action	<p>III. <b>Sponsorship: SSCCC General Assembly</b>            The Student Senate for California Community Colleges’ (SSCCC) Executive Director contacted Mica to gauge the Academic Senate Foundation for California Community Colleges’ (ASFCCC) interest in sponsoring the SSCCC General Assembly. The directors agreed that the student exposure would be valuable and discussed the ASFCCC’s finances. To remain consistent with the cost of scholarship packages, the ASFCCC will negotiate with the SSCCC to offer a \$3,000 sponsorship.</p> <p>Mica reached out to the SSCCC Executive Director to discuss receiving a customized sponsorship package with benefits from the \$5,000 tier. The SSCCC Executive Director approved the \$3,000 sponsorship with customized benefits.</p> <p>The ASFCCC will sponsor the SSCCC General Assembly at \$3,000 and receive the following “Super Sponsor” benefits:</p> <ul style="list-style-type: none"> <li>• Organization name, website, and logo listed on conference materials and registration website.</li> <li>• Verbal recognition from podium at least once during general sessions.</li> <li>• One exhibitor table.</li> <li>• Recognition signage during General Assembly.</li> <li>• One registration for General Assembly.</li> </ul>

**IV. Application Criteria: Spring Plenary**

The Spring Plenary scholarship will be screened using the same criteria established for the A2Mend scholarship:

- Applicant was awarded an ASFCCC scholarship within the last two academic years.
- Applicant's college has more than two other faculty members attending the same event.

The following questions were developed for the Spring Plenary application:

1. Do you have an active role with your local senate or campus committees? If so, which?
2. Have you attended ASCCC events in the past? If so, which?
3. What do you hope to gain by attending?
4. How could your involvement in this conference improve your local senate or local faculty leadership?
5. How will what you gain help you advance as a leader?

**V. Application Criteria: Faculty Leadership Institute**

The Faculty Leadership Institute scholarship will be screened using the same criteria established for the A2Mend and Spring Plenary scholarships:

- Applicant was awarded an ASFCCC scholarship within the last two academic years.
- Applicant's college has more than two other faculty members attending the same event.

The following questions were developed for the Faculty Leadership Institute application:

1. Do you have a role with your local senate or campus committees for 2020-2021? If so, what is it?
2. Have you attended ASCCC events in the past? If so, which?
3. What do you hope to gain by attending?
4. How could your involvement in this conference improve your local senate or local faculty leadership?
5. How will what you gain help you advance as a leader?

**VI. Spring Area Competition**

The group discussed how to determine area winners for the Spring Area Competition. A suggestion was made to award the area with the most individual donors to encourage and capture small donations. Winners of the Spring Area Competition will be selected according to (1) the highest dollar value donated by area and (2) highest number of individual donators by area.

The directors discussed possible incentives to increase donations. Suggested platforms to recognize or Spotlight both area winners include the ASCCC and ASFCCC websites, programs, *Rostrums*,

ASCCC Newsletter, and a Board of Governors Meeting. The group also suggested awarding a Resolution to the winners.

This topic will be revisited in a future meeting to narrow down and select incentives.

**VII. Faculty Leadership Academy**

The Faculty Leadership Development Committee (FLDC) recently proposed a revised Faculty Leadership Academy known as the Faculty Empowerment and Leadership Academy (FELA). The Board discussed whether the ASFCCC wanted to financially support the FELA. The estimated cost to fund the FELA according to the FLDC is \$10,000 - \$20,000. This investment would be on par with the money allocated to scholarships for the 2019-20 academic year and would significantly impact the ASFCCC's current budget.

The Board concluded that the ASFCCC is unable to financially support the FELA at this time and will continue to focus on providing professional development opportunities through scholarships.

**VIII. ASFCCC/ASCCC Sponsorship Levels**

The ASFCCC sponsorship levels range from \$2,000 to \$5,000. Parker suggested adding an additional open-ended tier and renaming the sponsorship levels to be more standardized and consistent. The directors agreed to add a fourth sponsorship level at \$5,000 or greater with fully customized benefits. The three existing tiers will be renamed from "Partner Sponsor," "Premier Sponsor," and "Ally Sponsor" to "Bronze," "Silver," and "Gold". The newly added level will be labeled as "Platinum".

Directors were interested revisiting sponsor criteria and opening up the conversation to include more corporate sponsorships. Aschenbach and Mica will work together to bring an agenda item about reevaluating sponsorships standards to the ASCCC Executive Committee for discussion.

**IX. ASFCCC Strategic Plan**

A suggestion was made to direct more efforts to emphasizing long-term donors. President Aschenbach suggested sending thank you notes to donors on a more regular basis.

Aschenbach and ASCCC staff will send out thank you notes to donors.

Scholarships have been a large focus of the Board while implementing the ASFCCC Strategic Plan. The directors considered ways to recognize the scholarship recipients beyond providing funding. Henderson suggested inviting the recipients to sit at the

	<p>front table during General Session. Aschenbach recommended reaching out to past winners to ask for reflections on the opportunity to post on the website.</p>
<p>Discussion</p>	<p>X. <b>Fundraising and Marketing Plan</b>  The most recent ASFCCC Fundraising and Marketing Plan ended in 2019. This Fundraising and Marketing Plan was developed when the ASFCCC employed a full-time staff member. A suggestion was made to bring on a dedicated staff member to increase current fundraising efforts. Henderson proposed that a faculty member may be interested in serving in this role and could be reassigned through the ASFCCC.</p> <p>Mica will perform market research for a dedicated ASFCCC staff member. Mica will also look into the possibility of reassignment through the ASFCCC.</p> <p>Directors expressed concern that the mission and purpose of the ASFCCC was unclear or unknown to many faculty members. Different channels of communication to the field were considered to inform faculty members of the ASFCCC’s purpose. A suggestion to write a <i>Rostrum</i> article was made. Hosting a State of the Foundation Address was also suggested. The State of the Foundation Address would give the ASFCCC a public platform to provide direct information to and connect with the field.</p> <p>Aschenbach will consider writing a <i>Rostrum</i> article discussing the role of the ASFCCC. The ASFCCC will consider hosting a State of the Foundation Address in Year 2 of the Fundraising and Marketing Plan.</p> <p>XI. <b>Future Agenda Items</b></p> <ol style="list-style-type: none"> <li>a. Spring Area Competition Incentives</li> <li>b. Staff Support</li> <li>c. Fundraising and Marketing Plan</li> </ol>