

**DRAFT**  
**COLLEGE OF THE REDWOODS**  
**FOUNDATION BOARD MEETING**  
**MINUTES**

November 14, 2018 2:00 pm –3:30 pm  
Eureka Main Campus (Boardroom)  
7351 Tompkins Hill Rd., Eureka, CA 95501

**1. COMMENTS/BOARD BUSINESS**

**1.1 Call to Order, Roll Call – Jim Maher**

<b>Present</b>	<b>Not Present</b>
Jim Maher	Bob Brown
Monica Sperling	John Corbett
Keith Snow-Flamer	
Bruce Emad	
Danny Kelley	
Bill McAuley	
Marty Coelho	
Julia Morrison	
Joe Hash	

**1.2 Approve 8/15/18 Minutes – Jim Maher**

Minutes unanimously approved.

**1.3 Call for Public Comment – Jim Maher**

None

**1.4 Scholarship Update – Sheila Hall**

317 students applied for Fall Scholarships. 87 scholarships were awarded for \$54,000.

**1.5 Quarterly Marketing/Foundation Presentation - Marty Coelho**

MARKETING UPDATE

Career Education Marketing Campaign

We have produced a series of career education videos highlighting three programs with three 30 sec videos – manufacturing, forestry, drafting, and two 60 sec videos to promote CE overall.

### Enrollment Campaign

We continue to promote FREE Tuition at CR. Associate Degrees for Transfer, and are creating three Student Success Story Commercials.

### Materials Development

We have produced District marketing booklet, similar to our Career Education booklet and also produced flyers for all of our ADT offerings.

### Website Development

Our CE program pages are nearly complete, the nursing program is the only program left to be converted to the new website template design. The new design has been produced to make our website more accessible on mobile and cell devices. A “hamburger” menu system is being developed to make cell phone navigation easier.

### Athletics Program Marketing Campaign

We have created spots TV, radio, social media to promote football, men’s and women’s soccer, and volleyball. We are filming today men’s and women’s basketball

## FOUNDATION UPDATE

### Special Events

We helped develop and market Science Night, which had over 3000+ people attend in October. We partnered with HSU and HCOE on Homelessness Workshops for the HCOE Equity Summit. We helped market a student driven CR Halloween Talent Show, and we held a Dedication Ceremony for our Student Services/Administration Building – renaming the building in honor of Dr. Eugene Portugal.

### New Scholarships

We have several new scholarships being put in place. There are two new perpetual scholarships – the Tim Crossan Memorial Scholarship Fund currently valued at \$16,928 and the Collin Bibler Memorial Scholarship Fund. We also have a new annual scholarship with the Ferndale Garden Club. We also received funds from former CR educator, Marian Perry. Ms. Perry left us \$120,000: \$60,000 to be used for the rehabbing of our tennis courts, and \$60,000 for our Biology Program.

### Redwoods Room & Board Scholarship Presentation

The program has continued to evolve over the last 3 months. CR will be donating the rooms and staff support for the program and just fundraising to cover the meal expenses. We are making presentations to service clubs. An employee giving campaign and online community campaign is underway. Four grants have been written at this point. Trustee Kelley is also organizing a fundraising event to support the scholarship.

(Note: Bill McAuley recommended we apply to a Foundation he volunteers at as a Board Member.)

### Online Store

Work is underway on a test online store for CR merchandise.

### Foundation Branding

The Foundation website is being redesigned with the new cell/mobile friendly template.

## **2. ACTION/DISCUSSION ITEMS**

### **2.1 Finance Committee Update - approve Foundation's financial reports - Bruce Emad**

Finance Committee and Julia Morrison presented on the quarter's financial reports.

Motion to approve the financial reports was unanimously approved.

Bruce reiterated the need to move the Morgan Stanley funds since they will no longer be managing accounts like ours. The Finance Committee reviewed a proposal from our former Morgan Stanley account representative Chris Beeman and the committee recommends that we move the Cal Trans Mitigation funds over to Chris, who now works for Wells Fargo. There will be no fees to move the funds and the investments will remain the same.

Motion to move funds to Wells Fargo was unanimously approved.

### **2.2 Accept \$120,000 donation – Marty Coelho**

Motion to accept the \$120,000 gift from the Marian Perry estate was unanimously approved.

### **2.2 Review Foundation Elevator Pitch – Marty Coelho**

Motion to accept the \$120,000 gift from the Marian Perry estate was unanimously approved.

### **2.3 Review Foundation Elevator Pitch – Marty Coelho**

#### **College of the Redwoods Foundation - Elevator Pitch - "We Change Lives"**

- Our goal as a Foundation is to ensure our students graduate with as little debt and as many job opportunities as possible.
- We support the mission of the College by funding scholarships, internships, and special projects and programs.
- Every year we award 275+ scholarships and internships valued at \$150,000+.
- With your help we can ensure even more students leave debt free and have valuable job opportunities.
- You can make a personal or organizational contribution to "Support Redwoods" at <https://www.redwoods.edu/foundation/donate>.

**3. FUTURE AGENDA ITEMS & ADJOURNMENT – Jim Maher**

Bill McAuley would like to have an elevator pitch developed for the Foundation.