

**BOARD OF DIRECTORS MEETING  
PASADENA CITY COLLEGE FOUNDATION  
QUARTERLY REGULAR BUSINESS MEETING  
Tuesday, September 15, 2020  
8:00 a.m. Open Session  
Pasadena City College**

**Zoom Conference: <https://cccconfer.zoom.us/j/93078217748>  
1570 East Colorado Boulevard, Pasadena, California 91106**

## **AGENDA**

Notice: Members of the public may request the opportunity to address the Board regarding any item on the agenda. To do so, please complete a "Request to Address the Board" form and give it to the Board Secretary prior to the deliberation of the agenda item. Individual speakers are limited to five minutes; total audience participation on any agenda item is limited to thirty minutes.

### **QUARTERLY REGULAR BUSINESS MEETING**

- I. CALL TO ORDER – Gloria Pitzer, President
- II. OPEN SESSION
  - A. PUBLIC COMMENT ON NON-AGENDA ITEMS  
*The Brown Act prohibits the Board from discussing or taking action on any item not on the agenda.*
  - Pg. 3..... B. ANNOUNCEMENTS AND INTRODUCTIONS
  - III. ACTION ITEMS
    - Pg. 4..... 1. Election of Directors and Advisors – Jack Scott, Chair, Board Development
      - i. Directors – William Krantz and Geoff Baum
      - ii. Advisors - Preston Howard, Estela Richeda & Jon Fuhrman
    - Pg. 6..... 2. Approval of Minutes of June 16, 2020 Annual and Quarterly Board Meeting
    - Pg. 21..... 3. Approval of 2020-2021 Budget – Wade Winter and Bobbi Abram
  - IV. REPORTS
    - A. COLLEGE PRESIDENT’S REPORT – Dr. Erika Endrijonas
    - Pg. 24..... B. TRUSTEE LIASION REPORT– James Osterling
    - Pg. 28..... C. ADVANCEMENT COMMITTEE – Don Schweitzer, Chair
    - D. BOARD DEVELOPMENT REPORT – Jack Scott, Chair
    - Pg. 42..... E. BUSINESS COUNCIL REPORT - Bill Hawkins/ Hoyt Hilsman, Co-chairs
    - Pg. 13..... F. FINANCE & INVESTMENT - Wade Winter, Chair
    - Pg. 43..... G. COMMUNICATIONS AND PUBLIC RELATIONS – Ralph Frammolino, Chair
    - H. SCHOLARSHIP & STUDENT SUCCESS COMMITTEE REPORT- Greg Sun, Chair
    - I. PCC FOUNDATION PRESIDENT’S REPORT – Gloria Pitzer
    - J. EXECUTIVE DIRECTOR’S REPORT – Bobbi Abram

K. ADJOURN QUARTERLY REGULAR BUSINESS MEETING

V. FUTURE COMMITTEE MEETINGS

- Advancement Committee – Wednesday, September 16, 2020
- Board Development Committee – Tuesday, September 22, 2020
- Business Council Committee – Monday, September 28, 2020
- Scholarship & Student Success Committee – Tuesday, October 6, 2020
- Executive Committee – Wednesday, October 14, 2020 (if needed)
- Finance & Investment Committee – Thursday, October 29, 2020

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1570 East Colorado Boulevard, Pasadena, California 91106**

Prior to roll call, I would like to make clear for the record of this meeting, and it should be reflected in the minutes, that this PCC Foundation board meeting is conducted pursuant to California Government Code Section 54953, as amended by Gov. Gavin Newsom in Executive Order N-25-20, dated March 12, 2020, in that all members of the board are at their residences and all are participating by remote video- or teleconference.

It is now appropriate to conduct roll call.

[ROLL CALL]

I would now like to request that each member of the board, in turn, respond to the following questions. I will start with BOARD MEMBER #1:

1. [BOARD MEMBER NAME], can you hear me well?
2. Were you able to hear our proceedings up until now?
3. Do you have a copy of the agenda for this meeting?

Next, I would like to request that BOARD MEMBER #2 respond to the same questions:

[REPEAT THE SAME QUESTIONS]

[REPEAT THROUGH ALL BOARD MEMBERS]

I would now like to ask that any member of the PCC Foundation board speak up at this time if they have not been able to clearly hear any member of the board. [BRIEF PAUSE] Hearing no comment, the record should reflect that all board members present have indicated that they were able to hear all other board members clearly.

I would next request that any board member speak up at this time if such board member has any reason to believe, based on voice recognition or otherwise, that any person representing themselves to be a certain board member is not truly so. [BRIEF PAUSE] Hearing no comment, the record should reflect that no board member has expressed doubt that any board members are the parties participating by teleconference.

I would now like to advise the board members and the public that any votes taken during the remote conference portion of this meeting must be taken by roll call.

## Biography

### William L Krantz

Bill's professional career spanned 37 years (1969-2005) in the investment management business. Prior to his retirement in 2005 he was an original principal with Boston Partners Asset Management in Los Angeles specializing in equity portfolio management and client service for institutional accounts from Michigan to Hawaii.

Fresh out of Pasadena High School, Bill earned an A.A. degree from PCC and then transferred to USC where he received bachelor and master's degrees. He earned the Chartered Financial Analyst (CFA) designation in 1976.

As a longtime member of CFA Society Los Angeles Bill is a past president and is in his thirteenth year as co-director of the CFA exam prep program jointly sponsored with USC. He also spent twelve years as an instructor of the portfolio management curriculum.

Bill was a member of the board of regents at California Lutheran University for twelve years serving as chair of the investment committee responsible for investing CLU's endowment and planned giving assets. No longer on the governing board, he continues to serve as a member of the investment committee. He has previous board experience with the national and local Red Cross and is actively engaged in his tenth year as a trustee of Solheim Senior Community in Eagle Rock.

## Geoffrey Baum



Geoffrey Baum is executive director of Michelson Philanthropies, coordinating the work of the three private foundations co-chaired by Alya and Gary Michelson. They include the Michelson 20MM Foundation, the Michelson Found Animals Foundation, and the Michelson Medical Research Foundation. He also serves as executive director of the Michelson Center for Public Policy, a 501(c)4 social impact organization.

Baum has more than three decades experience in senior leadership positions with nonprofit, education, and news organizations, including the Milken Institute, the University of Southern California's Keck School of Medicine and Annenberg School for Communication and Journalism, Claremont McKenna College, the Annenberg Foundation Trust at Sunnylands, and C-SPAN.

An energetic advocate for public higher education, Baum served for twelve years on the California Community Colleges board of governors, including two terms as president following his appointment by the Governor and unanimously confirmation by the California State Senate. He was elected three times to the Pasadena City College board of trustees and served two terms as president. He is a former board member and president of the Pasadena Community Access Corporation, the city-chartered agency that manages the city's public access cable television network.

He holds an M.A. in Broadcast Journalism from USC and a B.A. in Economics and Literature from Claremont McKenna College. He lives in Pasadena with his wife, Lisa, and daughter, Amy.

**BOARD OF DIRECTORS MEETING**  
**PASADENA CITY COLLEGE FOUNDATION**  
**MINUTES OF THE**  
**ANNUAL MEETING & QUARTERLY REGULAR BUSINESS MEETING**  
**Tuesday, June 16, 2020**  
**7:30 A.M. Open Session**  
**Pasadena City College**  
**Zoom Conference: <https://cccconfer.zoom.us/j/93916818991>**  
**1570 East Colorado Boulevard, Pasadena, California 91106**

**Page 1**

The Board of Directors of the Pasadena City College Foundation met on Tuesday, June 16, 2020 via Zoom conference, Pasadena City College, located at 1570 East Colorado Boulevard, Pasadena, California 91106.

**ANNUAL MEETING**

**I. CALL TO ORDER**

The meeting was called to order at 8:04 a.m. by Mr. Bill Hawkins, President.

**Board of Directors Present:**

Mr. Glenn Bowie	Mr. Michael Mitchell
Ms. Vivian Chan	Ms. Ryan Newman
Ms. Dana Dattola	Ms. Gloria Scharre Pitzer (Vice President)
Ms. Charmayne Mills Ealy	Ms. Clara Potes-Fellow
Dr. Erika Endrijonas (PCC Superintendent-President)	Ms. Diane Rankin
Mr. Ralph Frammolino	Ms. Estela Richeda
Mr. Jon Fuhrman	Mr. Don Schweitzer (Secretary)
Mr. Mark Harmsen	Dr. Jack Scott
Mr. Bill Hawkins (President)	Mr. Chuck Stanislawski
Mr. Preston Howard	Mr. Gregory Sun
Ms. Susan Kinney	Mr. Wade Winter (Treasurer)
Dr. Robert Miller	

**Board of Directors Absent:**

Mr. Scott Bell	Dr. Nancy Lan
Mr. Sheldon Bull	Ms. Clara Potes-Fellow
Ms. Carmella Grahn	Mr. R.C. Schrader
Ms. Stephanie Lam	

**Board of Trustees Liaison:**

Mr. James Osterling  
Ms. Berlinda Brown

**Advisory Members Present:**

Ms. Julie Gallant  
Ms. Bobbie Moon

**Foundation Staff Present:**

Ms. Bobbi Abram, Executive Director  
Ms. Kris McPeak, Director of Operations  
Ms. Ocie Kara-Simonyan, Administrative Assistant  
Ms. Lisa Velasco, Administrative Assistant

**Guest(s):**

Ms. Cynthia Kurtz, Nominee to become member of the board  
Ms. Gilda Petti, Nominee to become member of the board  
Mr. Justin Tsui, Nominee to become member of the board

II. OPEN SESSION

A. PUBLIC COMMENT ON NON-AGENDA ITEMS

There was no public comment.

B. INTRODUCTION OF GUESTS

Mr. Hawkins introduced Cynthia Kurtz, Gilda Pettit and Justin Tsui, the nominees who were present to become members of the Board of Directors.

C. ACTION ITEMS

1. Approval of Board Members, Standing Committees, Officers and Executive Committee

Approval of 2020-2021 Board of Directors

Mr. Schweitzer presented the slate of nominees of current board members who are eligible for re-election: Gloria Pitzer, Diane Rankin, RC Schrader, and Chuck Stanislawski. The new nominees for election are: Gilda Pettit, Gloria de Olarte, Cynthia Kurtz, Hoyt Hilsman and Justin Tsui. Mackenzie Rivera will serve for one year in the Ex-officio capacity, as President of Associated Students.

**MOTION:** **ON MOTION OF** Mr. Schweitzer and seconded by Ms. Pitzer, the Board voted by a unanimous vote of the twenty-three members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to approve the Slate of Board Members for election.

Approval of 2020-2021 Standing Committees

**MOTION:** **ON MOTION OF** Mr. Harmsen and seconded by Ms. Pitzer, the Board voted by unanimous vote of twenty-three members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to approve the following standing committees: Advancement, Audit, Board Development, Executive, Finance & Investment, Communications & Public Relations, Scholarship and Student Success.

Approval of 2020-2021 Officers and Executive Committee

Mr. Schweitzer then presented the slate of officers and at large members who will serve on the Executive Committee, which are: Gloria Pitzer, President; Don Schweitzer, Vice President; Hoyt Hilsman, Secretary; Wade Winter, Treasurer; Bill Hawkins, Past President; Erika Endrijonas, PCC Superintendent-President, Ralph Frammolino, Chair, Communications & Public Relations; Bob Miller, Vice Chair, Advancement; Greg Sun, Chair, Scholarship & Student Success; Ryan Newman, Vice Chair, Scholarship & Student Success; Jack Scott, Chair, Board Development; Charmayne Mills Ealy, Vice Chair, Board Development; Greg Sun, Chair, Scholarship; TBD, Chair, Audit; TBD, Vice Chair, Finance & Investment and James Osterling as Trustee Liaison.

**MOTION:** **ON MOTION OF** Mr. Hawkins and seconded by Ms. Richeda, the Board voted by unanimous vote of twenty-three members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to approve the 2020-2021 Officers and Executive Committee.

Approval of 2020-2021 Finance & Investment Committee

Mr. Schweitzer presented the members of the committee: Wade Winter, Chair; Bill Hawkins, Jim Sarni, Michael Mitchell, Diane Rankin, Lonnie Schield and Gloria Pitzer.

**MOTION:** **ON MOTION OF** Mr. Hawkins and seconded by Ms. Richeda, the Board voted by a unanimous vote of the twenty-three members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to approve the Finance & Investment Committee as presented.

Approval of Amendment to the Bylaws

Ms. Abram presented this change to the Amendment to the Bylaws to section 11.2 – signing authority and limitations. To add online payments which ensures we have signing authority and limitations and allows us to electronically sign the disbursement forms.

**MOTION:** **ON MOTION OF** Ms. Chan and seconded by Ms. Pitzer, the Board voted by a unanimous vote of the twenty-three members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to approve the Amendment to the Bylaws section 11.2. as presented.

Approval of 2018-2019 Audit

Ms. Abram presented the audit which had several changes to it. The audit had to be re-categorized; it now has two sections: unrestricted and restricted. We have a clean audit.

**MOTION:** **ON MOTION OF** Ms. Pitzer and seconded by Mr. Winter, the Board voted by a unanimous vote of the twenty-three members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to acknowledge the receipt and acceptance of the 2018-2019 Audit.

D. SPECIAL RECOGNITION

Mr. Hawkins congratulated the newly elected Directors, Executive Committee members and officers. He also thanked Don Schweitzer, Jim Sarni and Clara Potes-Fellow who led the Board Development Committee who have worked all year long to bring new board members throughout the year.

Mr. Hawkins then paid special tribute to the board members who are leaving the board, Jon Fuhrman, Preston Howard, Susan Kinney and Estela Richeda.

E. ADJOURNMENT

**MOTION:** **ON MOTION OF** Mr. Winter and seconded by Mr. Howard, the Board voted by unanimous vote of twenty-five members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Fuhrman, Harmsen, Hawkins, Howard, Kinney, Miller, Mitchell, Newman, Pitzer, Potes-Fellow, Rankin, Richeda, Schweitzer, Scott, Stanislawski, Sun, and Winter) to adjourn the Annual Business Meeting held on Tuesday, June 16, 2020.



### QUARTERLY REGULAR BUSINESS MEETING

#### I. CALL TO ORDER

The meeting was called to order at 8:38 a.m. by Ms. Gloria Pitzer

#### II. OPEN SESSION

##### A. PUBLIC COMMENT ON NON-AGENDA ITEMS

There was no public comment.

##### B. ANNOUNCEMENTS

Ms. Gloria Pitzer thanked Mr. Bill Hawkins for his exceptional leadership and paid a nice tribute to him. Ms. Abram also thanked Mr. Hawkins for his mentorship to the Foundation staff.

##### C. ACTION ITEMS

1. Approval of Minutes of March 17, 2020 | Quarterly Board Meeting

**MOTION:** **ON MOTION OF** Mr. Hawkins and seconded by Mr. Winter, the Board voted by unanimous vote of twenty-one members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Harmsen, Hawkins, Kurtz, Miller, Mitchell, Newman, Pettit, Pitzer, Rankin, Pitzer, Schweitzer, Scott, Sun, Tsui and Winter) to approve the minutes of March 17, 2020 Quarterly Board Meeting.

#### III. REPORTS

##### D. COLLEGE PRESIDENT'S REPORT

Dr. Endrijonas thanked Mr. Hawkins for his amazing leadership. The college has been working remotely since March 18<sup>th</sup>. Spring semester ended last week, which would have been graduation day but the college decided to invite all the graduates back next year June to take part in a graduation with the 2021 graduates. The college and the Foundation put together graduation boxes which include a tassel, mortar board, and a mask with the PCC logo – these were mailed to every graduate to commemorate the very unusual graduation of 2020.

Summer term begins tomorrow and enrollment is through the roof with 1,500 more students enrolled. The average is two classes per person and 100% online for summer.

Fall semester will be 90% online and only 10% will be those labs that require in person attendance.

The legislature and the governor did not come to terms on the budget. The governor has 15 days to decide whether to sign the budget or reject it. There is a lot of disagreement when it comes to higher education.

The Board of Trustees will approve the continuing resolution tomorrow instead of the tentative budget.

Dr. Endrijonas is the vice chair of the California Community College Athletics Association and they're having a big debate if there should be athletics this year. Trying to figure out what is safe and effective.

The Educational & Facilities master plan has been passed and now the college is working on the Technology master plan. Federal Aid – college received \$15.2 million is Federal Cares Act. \$7.6 million is for direct student aid and the other \$7.6 million is for institutional money to cover the cost of dealing with the pandemic.

E. TRUSTEE LIASION REPORT

Trustee Hilsman thanked outgoing board members and Mr. Hawkins for his leadership.

Mr. Hilsman applauded the college for once again being one of the top 10 community colleges in the running for the Aspen Institute award. It is quite an accomplishment and he credits Dr. Endrijonas and the administration. The Aspen Award is about student success and student equity.

There was a Black Lives Matter listening forum last week and Mr. Hilsman encouraged every board member who hasn't listened to it, to please do so. It's a raw, emotional but very humbling listening forum. The college has a long way to go to completely eliminate racism and to achieve full diversity and equity campus wide.

The Board of Trustees will be considering a resolution at the board meeting tomorrow – it's a resolution in support of Black Lives Matter, which many of the campus groups wrote to the board.

Dr. Endrijonas and Dr. Scott helped tremendously with the U building in retaining our funding. They have taken out a bridge loan which will allow the college not to lose state funding for that building. This loan will enable the college to get underway with the demolition of the existing building and the construction of the new building.

F. FINANCIAL REPORT

Mr. Winter thanked all of the outgoing board members.

He reported May financials are on budget for the year; cash flow was a little low but now it's back. There is more cash in endowment funds.

The impact of Covid-19 brought our endowment portfolio down by 15% from December to March we had \$26 million in endowment by the end of last year but it was back up again by June 10<sup>th</sup> to \$27.6 million.

The payout ratio has been adjusted from 4% to 3.5%.

G. COMMUNICATIONS AND PUBLIC RELATIONS REPORT

Mr. Frammolino reported they are creating a strategic plan for communications that ties to the Foundation work and explains this function to the greater public.

There are several articles in the que; one being why did you join the Foundation board. This will most likely be a standing feature in the newsletter.

Working to match the different types of content with the different platforms. The Foundation has a writer who is working on producing articles on the announcement of the Adelaide Hixon gift, the Tournament of Roses gift and a wrap up of the campaign.

H. ADVANCEMENT COMMITTEE

Ms. Bobbi Abram reported on behalf of Carmella Grahn – she brought attention to percentage to goal which is 108%. We have made our budget and made our unrestricted goal for the year. We have raised \$237,938. Next fiscal year, we will be very conservative with our budget.

Pledge collection rate is in the 99% category. This year we started a planned giving program and more systematically an annual giving program.

I. SCHOLARSHIP & STUDENT SUCCESS REPORT

Mr. Sun thanked Mr. Hawkins for his leadership and inspiration.

The committee was in the midst of creating a sponsorship program when the pandemic hit; instead the committee came up with a pilot program for students experiencing economic hardships. Mr. Sun thanked Ms. Kris McPeak and the Foundation staff for their great work in this pilot program.

Ms. McPeak went over the mission statement of this program –it's to assist with the essential needs of at risk students to enable their course completion and graduation.

Phase 1 took place from Dec – March in which the committee met with a number of various groups on campus, including the extended opportunity programs. After conversations with these groups –they identified the top three needs: food, housing or transportation and access to technology and supplies.

The amount allocated for this program is \$80K for the year – which comes down to \$40K a semester.

Ms. McPeak gave an extensive report on this program which is on pg. 71 in the packet.

Approval of the Scholarship & Student Success Sponsorship program

**MOTION:**

**ON MOTION OF** Mr. Hawkins and seconded by Ms. Pitzer, the Board voted by unanimous vote of twenty-one members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Harmsen, Hawkins, Kurtz, Miller, Mitchell, Newman, Pettit, Pitzer, Rankin, Pitzer, Schweitzer, Scott, Sun, Tsui and Winter) to approve the Scholarship & Student Success program.

J. PCC FOUNDATION PRESIDENT'S REPORT

Ms. Pitzer thanked the outgoing board members for their dedication and involvement and welcomed the new board members.

Encouraged the board to make their unrestricted gift.

K. EXECUTIVE DIRECTOR'S REPORT

Ms. Abram thanked Mr. Sun, Ms. Newman and Ms. McPeak for all their hard work in putting together the Scholarship & Student Success Pilot program. This was the number one goal in the strategic plan and they did this in record time.

Mr. Hawkins asked the board to look at the statement in the packet regarding Black Lives Matter. He reiterated the importance of initiating discussions of dialogue of inequities in terms of education, employment, racial injustice – to try to have these conversations amongst ourselves.

There was unanimous concensus to approve this statement to be put on the college's website and the Foundation website.

IV. ADJOURNMENT

Ms. Pitzer thanked the Foundation team for their professionalism and adjourned the meeting at 9:48 a.m.

**MOTION:**        **ON MOTION OF** Mr. Hawkins and seconded by Ms. Pitzer, the Board voted by unanimous vote of twenty-one members present (Bowie, Chan, Dattola, Ealy, Endrijonas, Frammolino, Harmsen, Hawkins, Kurtz, Miller, Mitchell, Newman, Pettit, Pitzer, Rankin, Pitzer, Schweitzer, Scott, Sun, Tsui and Winter) to adjourn the Quarterly Regular Business Meeting held on Tuesday, June 16, 2020.

**MOTIONS CARRIED – June 16, 2020**

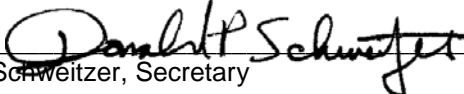
**ANNUAL MEETING**

1. To approve 2020-2021 Board of Directors.
2. To approve 2020-2021 Standing Committees.
3. To approve 2020-2021 Officers and Executive Committee.
4. To approve 2020-2021 Finance and Investment Committee.
5. To approve an Amendment to the Bylaws.
6. To approve the 2018-2019 Audit.
7. To adjourn the Annual meeting held on Tuesday, June 16, 2020.

**QUARTERLY BOARD MEETING**

1. To approve the Minutes of March 17, 2020 Quarterly Board Meeting.
2. To approve the Scholarship & Student Success program.
3. To adjourn the Quarterly Regular Business Meeting held on Tuesday, June 16, 2020.

Respectfully submitted,

By:  \_\_\_\_\_  
Don Schweitzer, Secretary

## Summary

PCC Foundation  
 Summary Budget  
 August 31, 2020

	BUDGET		YTD			VARIANCE
	Total For Foundation BUDGETED	YTD Budget ÷ 12 <i>2nd Month</i>	Actual Scholarship, Agency & Other Funds	Actual Unrestricted Fund	YTD Actual TOTAL	Favorable/ (Unfavorable)
Endowment Revenue (PR)	\$ 182,992	\$ 30,499	\$ 34,951		\$ 34,951	\$ 4,452
Agency Revenue/Grant (TR)	529,688	88,281	14,519		14,519	(73,762)
Scholarship Revenue (TR)	563,088	93,848	251,012		251,012	157,163
Loan Program (TR)		-			-	-
Operating Revenue (UR)	140,000	23,333		12,468	12,468	(10,865)
		-				
Administrative Fee ( - ) <i>[Full year]</i>	350,000	58,333		350,047	350,047	291,714
Investment Income ( - ) <i>[Actual YTD]</i>	1,295,439	215,906	1,589,527	348,921	1,938,447	1,722,541
<b>TOTAL REVENUE</b>	<b>3,061,207</b>	<b>510,201</b>	<b>1,890,008</b>	<b>711,436</b>	<b>2,601,444</b>	<b>2,091,243</b>
Administrative Fee ( - ) <i>[Full year]</i>	350,000	58,333	350,047		350,047	(291,714)
Agency Expense/Grant (TR)	395,234	65,872	21,793		21,793	44,079
Scholarship Paid (TR)	1,110,291	185,049	23,726		23,726	161,323
Foundation Support (UR)	265,000	44,167		6,216	6,216	37,950
Fund Raising Expense (UR)	365,500	60,917		2,029	2,029	58,887
General & Administrative (UR)	299,550	49,925		18,040	18,040	31,885
<b>TOTAL EXPENSES</b>	<b>2,785,575</b>	<b>464,263</b>	<b>395,566</b>	<b>26,286</b>	<b>421,853</b>	<b>42,410</b>
Transfers	-	-	-	-	-	-
<b>NET CHANGE</b>	<b>\$ 275,632</b>	<b>\$ 45,939</b>	<b>\$ 1,494,442</b>	<b>\$ 685,150</b>	<b>\$ 2,179,592</b>	<b>\$ 2,133,653</b>

**Pasadena City College Foundation**  
**Balance Sheet**  
**August 31, 2020**

**Assets**

**Current Assets**

Cash and Cash Equivalents		
BOW 635 Operating		\$ 392,568
BOW 619 Net Community		12,811
BOW 544 Debit Card		8,635
CS MM-335		492,104
CS MM-932		174,333
BOW PCC President		5,702
	Total Cash and Cash Equivalents	<u>1,086,153</u>
Accounts Receivable		
Pledges Receivable Current		663,701
Holding		9,007
	Total Pledges Receivable	<u>672,708</u>
	<b>Total Current Assets</b>	<b><u>1,758,861</u></b>

**Long Term Assets**

Investments		
CS Inv 335		28,397,860
Osher Funds		2,011,443
	Total Investments	<u>30,409,303</u>
Lots in Arizona		10,850
Pledges Receivable Long Term		1,906,756
	Total	<u>32,326,909</u>
	<b>Total Assets</b>	<b><u>34,085,770</u></b>

**Liabilities and Fund Balance**

**Liabilities**

Accounts Payable		119,690
	<b>Total Liabilities</b>	<b><u>119,690</u></b>

**Fund Balance**

Unrestricted Fund Balance		3,521,874
Temp Restricted Fund Balance		9,095,535
Perm Restricted Fund Balance		21,348,671
	<b>Total Fund Balance</b>	<b><u>33,966,080</u></b>
	<b>Total Liabilities and Fund Balance</b>	<b><u>\$ 34,085,770</u></b>

**Pasadena City College Foundation**  
**Income Statement**  
**August 31, 2020**

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Revenues</b>				
Operating Revenue				
Donations	12,468	-	-	12,468
Total Operating Revenue	<u>12,468</u>	<u>-</u>	<u>-</u>	<u>12,468</u>
Program Donations				
Agency	-	14,519	200	14,719
Scholarship	-	251,012	34,751	285,763
Total Program Donations	<u>-</u>	<u>265,530</u>	<u>34,951</u>	<u>300,481</u>
Administrative Fee Revenue				
Administrative Fee	350,047	-	-	350,047
Total Administrative Fee Revenue	<u>350,047</u>	<u>-</u>	<u>-</u>	<u>350,047</u>
Investment Income				
Interest	4,944	22,523	-	27,468
Dividends	6,361	28,979	-	35,340
Cost Basis Adjustment	(615)	(2,801)	-	(3,416)
Unrealized Gain/Loss	358,105	1,631,367	-	1,989,472
Realized Gain/Loss	(14,403)	(65,615)	-	(80,018)
Investment Management Fees	(5,472)	(24,926)	-	(30,398)
Total Investment Income	<u>348,921</u>	<u>1,589,527</u>	<u>-</u>	<u>1,938,447</u>
<b>Total Revenues</b>	<b><u>711,436</u></b>	<b><u>1,855,057</u></b>	<b><u>34,951</u></b>	<b><u>2,601,444</u></b>
<b>Expenses</b>				
<b>Program Expenses</b>				
Personnel Expenses				
Total Personnel Expenses	<u>386</u>	<u>-</u>	<u>-</u>	<u>386</u>
Program Support				
Scholarships	-	23,726	-	23,726
Agency	-	21,793	-	21,793
Total Program Support	<u>-</u>	<u>45,519</u>	<u>-</u>	<u>45,519</u>
Operating Expenses				
Administrative Fee	-	350,047	-	350,047
Community Involvement	1,000	-	-	1,000
Foundation Meetings	125	-	-	125
PCC President Discretionary	(25)	-	-	(25)
Newsletter & Annual Report	4,731	-	-	4,731
Total Operating Expenses	<u>5,831</u>	<u>350,047</u>	<u>-</u>	<u>355,878</u>
<b>Total Program Expenses</b>	<b><u>6,216</u></b>	<b><u>395,566</u></b>	<b><u>-</u></b>	<b><u>401,783</u></b>

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>General and Administrative</b>				
Personnel Expenses				
Total Personnel Expenses	193	-	-	193
Operating Expenses				
Accounting Fees	5,425	-	-	5,425
Office Supplies	198	-	-	198
Photocopier Lease	484	-	-	484
Advertising	5,250	-	-	5,250
Bank Fees	90	-	-	90
Taxes	150	-	-	150
Major Gifts Operational	6,250	-	-	6,250
Total Operating Expenses	17,847	-	-	17,847
<b>Total General and Administrative</b>	<b>18,040</b>	<b>-</b>	<b>-</b>	<b>18,040</b>
<b>Development Expenses</b>				
Personnel Expenses				
Total Personnel Expenses	263	-	-	263
Fundraising Expenses				
Printing Expense	1,176	-	-	1,176
Memberships	590	-	-	590
Total Fundraising Expenses	1,766	-	-	1,766
<b>Total Development Expenses</b>	<b>2,029</b>	<b>-</b>	<b>-</b>	<b>2,029</b>
<b>Total Expenses</b>	<b>26,286</b>	<b>395,566</b>	<b>-</b>	<b>421,853</b>
<b>BEGINNING FUND BALANCE</b>	<b>3,185,645</b>	<b>9,193,161</b>	<b>19,407,683</b>	<b>31,786,488</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>685,150</b>	<b>1,459,491</b>	<b>34,951</b>	<b>2,179,592</b>
<b>ENDING FUND BALANCE</b>	<b>3,870,795</b>	<b>10,652,652</b>	<b>19,442,634</b>	<b>33,966,080</b>



**Pasadena City College Foundation**  
**Unrestricted Budget**  
**August 31, 2020**

	<b>Budget 2020/2021</b>	<b>YTD Budget 08/31/2020</b>	<b>YTD Actual 08/31/2020</b>	<b>YTD Budget Variance</b>
<b>Revenues</b>				
Operating Revenue				
Donations	140,000	23,333	12,468	(10,865)
Unrestricted Pledge Payments Received	114,000	19,000		
<b>Total Operating Revenue</b>	<b>254,000</b>	<b>42,333</b>	<b>12,468</b>	<b>(10,865)</b>
Administrative Fee Revenue				
Administrative Fee	350,000	58,333	350,047	291,714
<b>Total Administrative Fee Revenue</b>	<b>350,000</b>	<b>58,333</b>	<b>350,047</b>	<b>291,714</b>
Investment Income				
Dividends and Interest on Unrestricted	50,000	8,333	11,305	2,972
<b>Total Investment Income</b>	<b>50,000</b>	<b>8,333</b>	<b>11,305</b>	<b>2,972</b>
<b>Total Revenues</b>	<b>654,000</b>	<b>109,000</b>	<b>373,820</b>	<b>283,820</b>
<b>Expenses</b>				
Program Expenses				
Personnel Expenses	175,000	29,167	386	28,781
Operating Expenses				
Community Involvement	12,000	2,000	1,000	1,000
Discretionary Fund	3,000	500	-	500
PCC President's Discretionary	5,000	833	(25)	858
Conference and Seminar	3,000	500	-	500
Foundation Meetings	5,000	833	125	709
Awards and Recognition	2,000	333	-	333
Newsletter & Annual Report	30,000	5,000	4,731	269
Printing Expense	15,000	2,500	-	2,500
Postage	2,500	417	-	417
Events	2,500	417	-	417
Advertising	10,000	1,667	-	1,667
<b>Total Operating Expenses</b>	<b>90,000</b>	<b>15,000</b>	<b>5,831</b>	<b>9,170</b>
<b>Total Program Expenses</b>	<b>265,000</b>	<b>44,167</b>	<b>6,216</b>	<b>37,950</b>
<b>General and Administrative</b>				
Personnel Expenses	120,000	20,000	193	19,807
Operating Expenses				
Accounting Fees	130,000	21,667	5,425	16,242
Office Supplies	2,500	417	198	219
Printing Expense	1,000	167	-	167
Postage	1,000	167	-	167
Computer Software and Equipment	1,000	167	-	167
Office Interior	1,500	250	-	250

	Budget 2020/2021	YTD Budget 08/31/2020	YTD Actual 08/31/2020	YTD Budget Variance
Photocopier Lease	2,800	467	484	(17)
Advertising	10,000	1,667	5,250	(3,583)
Legal Fees	5,000	833	-	833
Bank Fees	2,000	333	90	243
Taxes	250	42	150	(108)
Miscellaneous	2,000	333	-	333
Subscriptions	500	83	-	83
Audit Fees	15,000	2,500	-	2,500
Travel	3,000	500	-	500
Software Training	2,000	333	-	333
Total Operating Expenses	179,550	29,925	11,597	18,328
<b>Total General and Administrative</b>	<b>299,550</b>	<b>49,925</b>	<b>11,790</b>	<b>38,135</b>
<b>Development Expenses</b>				
Personnel Expenses	155,000	25,833	263	25,570
Fundraising Expenses				
Marketing and Printing	30,000	5,000	1,176	3,824
Postage	2,000	333	-	333
Computer Software and Equipment	14,000	2,333	-	2,333
Advertising	-	-	-	-
Miscellaneous	1,500	250	-	250
Travel	500	83	-	83
Donor Cultivation	12,000	2,000	-	2,000
Presidents Circle	12,000	2,000	-	2,000
Annual Dinner	-	-	-	-
Memberships & Subscriptions	4,000	667	590	77
Database Maintenance	500	83	-	83
Software Training	1,000	167	-	167
Major Gifts Program	37,500	6,250	6,250	-
Planned Giving	45,500	7,583	-	7,583
Stewardship	50,000	8,333	-	8,333
Total Fundraising Expenses	210,500	35,083	8,016	27,067
<b>Total Development Expenses</b>	<b>365,500</b>	<b>60,917</b>	<b>8,279</b>	<b>52,637</b>
<b>Total Expenses</b>	<b>930,050</b>	<b>155,008</b>	<b>26,286</b>	<b>128,722</b>
<b>Transfers</b>				
Transfers In				
Transfer from other funds (SCPR)	(300,000)	(50,000)	-	(50,000)
Total Transfers In	(300,000)	(50,000)	-	(50,000)
Transfers Out				
Transfer to other funds	-	-	-	-
Total Transfers Out	-	-	-	-
<b>Total Transfers</b>	<b>(300,000)</b>	<b>(50,000)</b>	<b>-</b>	<b>(50,000)</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>\$ 23,950</b>	<b>\$ 3,992</b>	<b>\$ 347,534</b>	<b>\$ 343,543</b>

**Pasadena City College Foundation**  
**Pledges Receivable**  
**August 31, 2020**

<u>Total Pledged</u>	<u>Pledge Balance as of 7/31/20</u>	<u>Pledge Balance as of 8/31/20</u>	<u>Fund</u>
150,000	50,000	50,000	Berger Found-CDC GR
10,000	6,159	5,992	Child Development Center
50,000	30,000	30,000	Cliu
5,000,000	1,574,999	1,574,999	Found-Endowment
8,000	4,000	4,000	Gertmenian Culinary
16,667	12,500	12,500	IMPACT-Arts
2,500	1,250	1,250	IMPACT-Arts
75,000	30,000	30,000	IMPACT-CTE
5,000	2,000	2,000	IMPACT-CTE
16,667	12,500	12,500	IMPACT-CTE
15,000	6,000	6,000	IMPACT-Scholarships
2,500	1,500	1,000	IMPACT-Scholarships
25,000	15,000	15,000	IMPACT-Scholarships
10,000	6,000	6,000	IMPACT-Scholarships
10,000	5,000	5,000	IMPACT-Scholarships
2,500	1,500	1,500	IMPACT-Scholarships
25,000	11,000	11,000	JackScottSCH
11,000	4,400	4,400	Kossler
16,667	12,500	12,500	Moon
10,000	2,500	2,500	Opera Program Fund
5,000	575	575	PCC Retirees Association
25,000	8,000	8,000	PCC Retirees Association
10,000	8,000	8,000	PCC Retirees Association Scholarship Fund
750,000	150,000	150,000	Posey Loan for PCC Nursing Students
300,000	99,982	99,982	Rfreeman
10,000	6,000	6,000	Smadison
40,000	16,000	16,000	Unrestricted
30,000	20,000	20,000	Unrestricted
5,000	2,000	2,000	Unrestricted
75,000	10,000	10,000	Unrestricted
15,000	4,350	4,350	Unrestricted
5,000	2,000	2,000	Unrestricted
25,000	10,000	10,000	Unrestricted
5,000	3,167	3,083	Unrestricted
10,000	6,000	6,000	Unrestricted
2,500	1,750	1,750	Unrestricted
6,000	4,000	4,000	Unrestricted
300,000	180,000	180,000	Unrestricted
250,000	250,000	250,000	Unrestricted
5,000	575	575	Vets
<b>\$ 7,409,500</b>	<b>\$ 2,571,207</b>	<b>\$ 2,570,457</b>	

Pasadena City College Foundation  
 August 31, 2020  
 Check Register

Date	Number	Payee	Amount	Reference	Fund	Account
8/19/20	62187	Pasco scientific	\$ 6,756.12	QT115331 program supplies	Natural Sciences-AGC-R	Agency
8/14/20	62177	Chelsea Philanthropy	6,250.00	Consulting fees July 2020	Unrestricted	Major Gifts Operational
8/5/20	62171	DigitalEd	3,000.00	License to online mobius courseware	Exp. of Teach Math & Phy-AGC-R	Agency
8/19/20	62185	Okun Loritz, LLP	2,765.00	Legal research & Promisory Note drafting	Posey Institutional Loan Program for PCC Nursing Students	Agency
8/5/20	62173	Tempele Smith	2,500.00	Third Party Scholar	Third Party Scholarships-SCH-S	Scholarships
8/19/20	62189	Wendy Lucko	1,686.56	Reimburse program equipment	Auto. Associates-AGC-R	Agency
8/14/20	62181	Express Medical Supply Inc	1,217.00	20 cases of 12 spirometers	Natural Sciences-AGC-R	Agency
8/28/20	Debit	Staples	1,208.90	Boone Achievement awards	Boone Achievement Award-SCH-S	Scholarships
8/14/20	62179	Kyle Gelz	1,176.00	Content and edits	Unrestricted	Printing Expense
7/31/20	985003	Luiza Avagyan	1,100.00	Foundation Covid 19 Payment	Dorothy Gantvoort Sch Fd-SCH-P	Scholarships
8/19/20	62188	Student Financial Solutions	1,000.00	Samuel Price Scott ID A16570846	Academic Senate-SCH-P	Scholarships
8/5/20	62172	Neighborhood Survants	1,000.00	Neighborhood Survants	Unrestricted	Community Involvement
8/5/20	62176	Victor Zhang	1,000.00	Academic Senate Scholar	Academic Senate-SCH-P	Scholarships
8/25/20	212	Target	600.00	Lancer Pantry gift cards	Food Pantry-AGC-R	Agency
8/5/20	62174	Brenna Fredrickson	600.00	Foundation Covid 19 payment	Student Success Scholar-SCH-R	Scholarships
8/19/20	62186	Frances Portillo	500.00	John Q. Copeland Scholar	English Division-AGC-R	Scholarships
9/2/20	62198	Christopher Morales	300.00	Ethnic Studies scholar	ASB Ethnic Studies-SCH-P	Scholarships
8/5/20	62175	Georgia Institute of Technology	300.00	MinGyu Kim ID 903647309	Renee Copeland Memorial-SCH-P	Scholarships
8/14/20	62178	De Lage Landen Financial Services	223.13	Copier Lease August 2020	Unrestricted	Photocopier Lease
8/14/20	62180	University Club of Pasadena	220.00	Membership fees	Unrestricted	Memberships
8/24/20	211	Target	150.00	EOPS gift cards	Petersen -GNT-R	Agency
8/5/20	62170	Corri Bischer	120.00	Foster parents Workshop facilitator	Friends of Foster Care-AGC-R	Agency
8/14/20	62183	Lisa Velasco	117.94	Reimburse Foundation Retreat catering	Unrestricted	Foundation Meetings
8/20/20	Debit	Ready Refresh	99.07	Office water supply	Unrestricted	Office Supplies
8/14/20	62182	Mario Nicasio	58.00	Reimburse student tuition fees	Pasadena Community Foundation Scholars-SCH-R	Scholarships
8/25/20	213	Walmart	50.00	EOPS gift cards	Petersen -GNT-R	Agency
8/19/20	62184	De Lage Landen Financial Services	37.69	Property tax for copier	Unrestricted	Photocopier Lease
8/28/20	Debit	Forestry Suppliers Inc	20.63	Program supplies	Natural Sciences-AGC-R	Agency
8/24/20	Debit	Parking Concepts	6.56	parking Chase bank visit	Unrestricted	Foundation Meetings
			<u>\$ 34,062.60</u>			

**Pasadena City College Foundation**  
**Proposed Unrestricted Budget**  
**08/28/2020**

	Budget 2019/2020	YTD Actual 06/30/2020	Budget 2020-2021
<b>Revenues</b>			
Operating Revenue			
Donations	220,000	139,086	140,000
Unrestricted Pledge Payments Received			114,000
Total Operating Revenue	220,000	139,086	254,000
Administrative Fee Revenue			
Administrative Fee	341,004	341,243	350,000
Total Administrative Fee Revenue	341,004	341,243	350,000
Investment Income			
Dividends and Interest on Unrestricted	50,000	83,407	50,000
Total Investment Income	50,000	83,407	50,000
<b>Total Revenues</b>	611,004	563,736	654,000
<b>Expenses</b>			
Program Expenses			
Personnel Expenses	156,965	169,502	175,000
Operating Expenses			
Community Involvement	10,000	15,204	12,000
Discretionary Fund	3,000	1,896	3,000
PCC President's Discretionary	5,000	6,192	5,000
Conference and Seminar	3,000	1,805	3,000
Foundation Meetings	5,000	5,635	5,000
Awards and Recognition	2,000	469	2,000
Newsletter & Annual Report	20,000	27,962	30,000
Printing Expense	25,000	67	15,000
Postage	5,000		2,500
Events	5,000		2,500
Advertising	15,000	10,625	10,000
Total Operating Expenses	98,000	69,855	90,000
<b>Total Program Expenses</b>	254,965	239,357	265,000
<b>General and Administrative</b>			
Personnel Expenses	93,138	117,637	120,000
Operating Expenses			
Accounting Fees	130,000	130,200	140,000
Office Supplies	3,000	2,612	2,500
Printing Expense	1,000		1,000

Postage	1,000	55	1,000
Computer Software and Equipment	5,000		1,000
Office Interior	5,000	1,112	1,500
Photocopier Lease	2,500	3,220	2,800
Advertising	25,000	9,077	10,000
Legal Fees	3,000	4	5,000
Bank Fees	2,000	643	2,000
Taxes	250	20	250
Miscellaneous	2,000	324	2,000
Subscriptions	3,000		500
Audit Fees	15,000	7,000	15,000
Travel	3,000	2,265	3,000
Software Training	2,000	60	500
<b>Total Operating Expenses</b>	<b>202,750</b>	<b>156,592</b>	<b>188,050</b>
<b>Total General and Administrative</b>	<b>295,888</b>	<b>274,229</b>	<b>308,050</b>
<b>Development Expenses</b>			
Personnel Expenses	136,827	149,414	155,000
Fundraising Expenses			
Marketing and Printing	30,000	10,043	30,000
Postage	5,000	1,210	2,000
Computer Software and Equipment	13,000	12,218	14,000
Advertising	2,000		0
Miscellaneous	2,000	40	1,500
Travel	1,000	580	500
Donor Cultivation	12,000	7,339	12,000
Presidents Circle	12,000	4,295	12,000
Annual Dinner	12,000	6,919	0
Memberships & Subscriptions	4,000	3,750	4,000
Database Maintenance	500	4,209	500
Software Training	1,000		1,000
Major Gifts Program	37,500	60,823	37,500
Planned Giving	45,500	25,000	45,500
Stewardship	50,000	51,231	50,000
<b>Total Fundraising Expenses</b>	<b>227,500</b>	<b>187,656</b>	<b>210,500</b>
<b>Total Development Expenses</b>	<b>364,327</b>	<b>337,070</b>	<b>365,500</b>
<b>Total Expenses</b>	<b>915,180</b>	<b>850,656</b>	<b>938,550</b>
<b>Transfers</b>			
Transfers In		(1,661)	
Transfer from other funds (SCPR)	300,000	300,000	300,000
<b>Total Transfers In</b>	<b>300,000</b>	<b>298,339</b>	<b>300,000</b>
Transfers Out			
Transfer to other funds	-		0
<b>Total Transfers Out</b>	<b>-</b>	<b>-</b>	<b>0</b>
<b>Total Transfers</b>	<b>300,000</b>	<b>298,339</b>	<b>300,000</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>(4,176)</b>	<b>11,419</b>	<b>15,450</b>

Attached is the Proposed Budget for the PCC Foundation for fiscal year 2020-2021.

Our Treasurer, Wade Winter, along with our account and I have prepared this budget in light of the new normal of virtual meetings so you will see some differences in the budget based on our assumption that we will be virtual for meetings, annual dinner event, and not attending as many community events as usual.

In the third column from the left, you will see the variance between the actual numbers from last year and the new budget numbers. For those columns that indicate a significant change, here's are our assumptions:

1. Line 10 -Unrestricted Pledge Payments Received – this number has been added to our unrestricted budget this year so that we can monitor the number appropriately. Last year, it was only reported on the Balance Sheet and we believe it allows the Board to get a better sense of our revenues by showing it here.
2. Line 18 - Investment Income – We always budget conservatively due to uncertainty in the marketplace. But as you can see, we brought in a higher amount of revenue on this line last year.
3. Lines 24, 43, 65- Salaries – We expect some increases in salaries as we have asked for a restructuring of the Foundation staff. This has not been fully completed yet, but we are budgeting in the anticipation that it will happen.
4. Lines 34 & 67 – Printing – We have moved some printing expenses from our Program area to the Development area.
5. Line 45 – Accounting Fees – Renegotiated contract with Accountant to include Posey Loan Program.
6. Line 53 – Legal – We are using legal counsel to help us create documents pertaining to the Posey Institutional Loan program.
7. Line 58 – Audit – In FY 2019-2020, audit fees from the previous year were paid as well as the 2019 audit fees. This year, we will be showing payment for only one year.
8. Line 79 – Major Gifts – we are using less consulting time and not producing in-person Hometown Legend Series
9. Line 80 – Planned Giving – we are using less consulting time

**From:** [Alexander Boekelheide](#)  
**To:** [Alexander Boekelheide](#)  
**Subject:** PCC Board of Trustees meeting report, September 9, 2020  
**Date:** Wednesday, September 9, 2020 8:59:11 PM

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Hello:

In an effort to help our community stay informed about actions taken during governance meetings, I'm pleased to share a report from the most recent meeting of the Pasadena Area Community College District Board of Trustees.

- The board approved a memorandum of understanding with the Faculty Association governing employment conditions, compensation, and other factors related to the ongoing COVID-19 pandemic.
- A five-year, \$3 million grant from the U.S. Department of Education was formally accepted by the board. This grant will expand the college's work on guided pathways and learning resource centers while building stronger bridges between the college and local high schools. Board President Jim Osterling offered his congratulations to all who made "this significant grant award happen."
- The board approved resolutions honoring [Native American Day](#) on Friday, Sept. 25, and recognizing [Hispanic Heritage Month](#).
- Leslie Tirapelle, dean of the library and distance education, gave a presentation on the state of distance education at PCC, with particular attention to the changes made since the college went to all remote instruction in March 2020.
- Cynthia Olivo, vice president for student services, shared an update on PCC's international student population. The college will report enrollment of 566 international students for the Fall 2020 semester.
- The board formally accepted more than \$1.95 million in funds designated for adult education programs taking place at PCC and the K-12 districts in Pasadena and Temple City.
- Thanks to the board's action tonight, PCC will receive nearly \$2.6 million in federal and state funding to offset expenses related to the COVID-19 outbreak, which is targeted to support "activities that directly support student learning, continuity of education, and mitigating learning loss."
- The board approved a number of personnel actions:
  - Chellsy Atilano will serve as acting educational advisor in the Upward Bound Program for the remainder of this fiscal year.
  - Performing and Communication Arts instructor Maria Fortuna Dean will take a leave of absence through the end of the Spring semester. Donna Mungen, an English instructor with 19 years of service, Justus Richards, with 30 years' experience teaching social sciences, and Debra Wood-Martinson, with 29 years of instruction in natural sciences, all had their retirements formally accepted by the board. In addition, Leroy Avington (police and safety services) and Jordan Hernandez (Upward Bound program) have left the college.



- During his announcements at the end of the meeting, Board President Osterling shared his approval at the Pasadena City Council's approval of a comprehensive oversight reform plan of the city's police department.
- The meeting was adjourned in memory of the victims of the COVID-19 pandemic around the world, and in honor of Anthony McClain, who was killed by Pasadena Police last month.

If you'd like to know more, you can access the [full board packet online](#) (click "Sept 9, 2020" under the "Meetings" tab). Video of the meeting is also available on our [YouTube channel](#).

The next regularly scheduled board business meeting will be Wednesday, October 21, at 6 p.m. Due to the coronavirus outbreak, this meeting will be conducted remotely. Details regarding public participation will be available in advance of the meeting.

Thank you,  
Alex Boekelheide

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Alex Boekelheide  
("Buckle-hide")  
Special Assistant to the Superintendent/President  
Pasadena City College  
He, him, his

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[facebook.com/PasadenaCityCollege](https://facebook.com/PasadenaCityCollege)

[www.pasadena.edu](http://www.pasadena.edu)

**From:** [Alexander Boekelheide](#)  
**To:** [Alexander Boekelheide](#)  
**Subject:** PCC Board of Trustees meeting report, August 19, 2020  
**Date:** Wednesday, August 19, 2020 9:01:20 PM

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Hello:

In an effort to help our community stay informed about actions taken during governance meetings, I'm pleased to share a report from the most recent meeting of the Pasadena Area Community College District Board of Trustees.

- The board accepted the fiscal year 2018-19 audit of the PCC Foundation. The clean audit demonstrates the Foundation's strong position in its efforts to build resources for PCC students.
- In compliance with provisions of the state constitution, the board moved to set appropriations limits of roughly \$262 million for the 2020-21 fiscal year.
- The board approved a range of bylaws governing the body:
  - Board Bylaw 2220: [Committees of the Board](#)
  - Board Bylaw 2350: [Speakers](#)
  - Board Bylaw 2360: [Minutes](#)
  - Board Bylaw 2365: [Recording](#) – This bylaw was amended to compel the college to maintain recordings of meetings for at least one year rather than at least thirty days.
  - Board Bylaw 2725: [Board Member Compensation](#)
  - Board Bylaw 2740: [Board Education](#)
  - Board Bylaw 2745: [Board Self-Evaluation](#)
  - Board Bylaw 2760: [Resolutions by the Board and Action on Legal Issues](#)
- The board approved a series of changes to the college's curriculum that grew from the college's shared governance process.
- The board approved an agreement with the Faculty Association granting part-time faculty an additional 30 minutes of compensation for office hours during the COVID-19-impacted Fall 2020 semester, to be funded by money received through the federal CARES Act.
- PCC's TRIO Programs will continue to receive roughly \$336,000 annually through 2025 from the U.S. Department of Education thanks to action taken by the board tonight.
- The board approved submission of a form related to funding through the Equal Employment Opportunity program.
- In a series of procedural votes, the board set the framework for contract negotiations with its unions representing Classified employees.
- PCC will receive personal protective equipment from the California Governor's Office of Emergency Services – including more than 1.6 million surgical face masks – under a transfer approved by the board tonight.
- Equipment that will permit the establishment of a laser technology program at PCC was formally received by the board from the South Orange County Community College District.
- The Human Resources department will use software from Neogov to manage its job

application processes thanks to a contract approved by the board tonight.

- The college extended its lease at the Rosemead facility through January 31, 2021.
- The board approved a number of personnel actions:
  - Paula Baltazar and Kathrina Waters join the college this Friday as analysts in Information Technology Services.
  - Oshin Karami will serve as an acting supervisor in facilities services and Stephan McGrue will serve as acting Talent Search coordinator through the end of this calendar year.
  - Denise Olivo in fiscal services has retired from the college after 14 years of service to the district.
- The meeting was adjourned in honor of victims of the COVID-19 pandemic, and in memory of Anthony McClain, a Northwest Pasadena resident who was shot and killed in an officer-involved shooting on Saturday.

If you'd like to know more, you can access the [full board packet online](#) (click "Aug 19, 2020" under the "Meetings" tab). Video of the meeting is also available on our [YouTube channel](#).

The next regularly scheduled board business meeting will be Wednesday, September 9, at 6 p.m. There is also a board retreat this Tuesday, August 25, from 2 to 4 p.m. Due to the coronavirus outbreak, both meetings will be conducted remotely. Details regarding public participation will be available in advance of the meetings.

Thank you,  
Alex Boekelheide

--

Alex Boekelheide  
("Buckle-hide")  
Special Assistant to the Superintendent/President  
Pasadena City College  
He, him, his

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[@PCCLancer](#)  
[facebook.com/PasadenaCityCollege](https://facebook.com/PasadenaCityCollege)  
[www.pasadena.edu](http://www.pasadena.edu)

## 2020/2021 Advancement Efforts Timeline

As the Pasadena City College Foundation successfully completed a comprehensive campaign raising more than \$16 million even in the face of a pandemic, the Advancement Committee is recommending the following FY20/21 fundraising plan. The timeline below marks the fundraising efforts the Advancement Committee will engage.

Our fundraising efforts will include:

**Major Gifts Program** – Dr. Erika Endrijonas, Bobbi Abram, Dolores Ybarra and Nancy Davis will all carry a minimum prospect portfolio of 25. . Many of these are already Foundation donors and contributed to the Impact Campaign. A continued relationship will steward their giving to encourage future giving. Portfolios will also include donors with minimal giving to the Foundation but high wealth capacity. In some cases, prospects may be non-donors.

**Annual Giving Program** – Annual giving efforts will consist of two direct mail solicitations -- 1.) Giving Tuesday and 2.) board member and advisor solicitations, and employee giving. Annual Giving and board member and advisor giving are focused on raising unrestricted dollars. Giving Tuesday will focus on raising funds for the Sponsorship Program. Employee Giving will focus on increasing support from the PCC employee community.

**Planned Giving Program** – This year the Advancement Committee will roll out a planned giving program. The program will consist of two targeted mailings with the goal of identifying ten new planned giving donors. Those solicited will emanate from a mailing list of targeted community members based on wealth capacity, philanthropic giving to similar non-profits, and age. We will also focus on our PCC employee retiree community as well as PCCF donors.

**Stewardship** – The PCC Foundation will focus on a donor wall and campaign report for the Impact Campaign donors. Dr. Endrijonas, Dolores and Advancement Committee members will thank donors monthly by letter or phone calls. Dolores will work on revamping the President's Circle and Lancer Legacy Club to include appropriate courtesies. Dolores and Lisa Velasco, Administrative Assistant, will prepare annual donor endowment and scholarship reports.

EFFORT		DATES	STATUS	NOTES
Fall Direct Mail Piece	Goals <ul style="list-style-type: none"> <li>• 10,000 mailed</li> <li>• 100 donors</li> <li>• \$150 average gift</li> <li>• Total raised: \$15,000</li> </ul>			
	Objectives <ul style="list-style-type: none"> <li>• Increased number of donors to PCCF</li> <li>• Increase unrestricted dollars raised</li> </ul>			
	Budget: <ul style="list-style-type: none"> <li>• \$6000 (includes staff time, writer, printing and mailing)</li> </ul>			
	Planning <ul style="list-style-type: none"> <li>- Segmentation               <ol style="list-style-type: none"> <li>1. Lybunts, pybunts, sybunts</li> <li>2. Event attendees (gala, HTL)</li> <li>3. Non-Donors with DS1,2,3 ratings</li> </ol> </li> <li>- Work with writer to draft general support solicitation letter</li> <li>- Review mailing lists for consistency</li> </ul>	<b><u>Drop Date: 11/9/2020</u></b> <ul style="list-style-type: none"> <li>- Mailing List Due: 10/19/20</li> <li>- Letter 1<sup>st</sup> draft: 10/19/20</li> <li>- Letter final due: 10/23/20</li> <li>- Send to mailhouse: 10/26/20</li> </ul>		

	<ul style="list-style-type: none"> <li>- Determine appropriate ask amounts based on prior giving and wealth knowledge</li> <li>- Follow up phone calls to high net prospects</li> </ul>			
Spring Direct Mail Piece				
	<p>Goals</p> <ul style="list-style-type: none"> <li>• 10,000 mailed</li> <li>• 65 donors</li> <li>• \$215 average gift</li> <li>• Total raised: \$14,000</li> </ul>			
	<p>Objectives</p> <ul style="list-style-type: none"> <li>• Increased number of donors to PCCF</li> <li>• Increase unrestricted dollars raised</li> </ul>			
	<p>Budget</p> <ul style="list-style-type: none"> <li>• \$6000 (includes staff time, writer, printing and mailing)</li> </ul>			
	<p>Planning</p> <ul style="list-style-type: none"> <li>- Segmentation             <ol style="list-style-type: none"> <li>1. Lybunts, pybunts, sybunts</li> <li>2. Event attendees (gala, HTL)</li> <li>3. Non-Donors with DS1,2,3 ratings</li> </ol> </li> </ul>	<p><b><u>Drop Date: 5/10/21</u></b></p> <ul style="list-style-type: none"> <li>- Mailing List Due: 4/19/21</li> <li>- Letter 1<sup>st</sup> draft: 4/19/21</li> <li>- Letter final due: 4/23/21</li> <li>- Send to mailhouse: 4/26/21</li> </ul>		

	<p>4. Over The Top (donors who gave \$100 or more from 7/1-3/31)</p> <ul style="list-style-type: none"> <li>- Work with writer to draft general support solicitation letter</li> <li>- Review mailing lists for consistency</li> <li>- Determine appropriate ask amounts based on prior giving and wealth knowledge</li> <li>- Follow up phone calls to high wealth individuals</li> </ul>			
Giving Tuesday				
	<p>Goals</p> <ul style="list-style-type: none"> <li>• Email entire RE database (approx. 15,000 emails)</li> <li>• 100 donors</li> <li>• \$250 average gift</li> <li>• Total Raised: \$25,000</li> </ul>			
	<p>Objectives</p> <ul style="list-style-type: none"> <li>• Increase number of donors</li> <li>• Highlight and education Sponsorship Program</li> <li>• Increase donations to Sponsorship Program</li> </ul>			

	<p>Budget</p> <ul style="list-style-type: none"> <li>Budget - will require staff time/writer. Budget absorbed in other areas</li> </ul>			
	<p>Planning:</p> <ul style="list-style-type: none"> <li>Establish social media and email campaign</li> <li>Work with writer to draft one intro email, four email solicitation pieces explaining Sponsorship Program (highlight student recipient, highlight donor, explain program specific i.e. how many students are support, what is the impact, and how much is the monetary support) and one thank you email recapping the campaign</li> <li>Schedule email solicitations</li> <li>Update giving page to include sponsorship program</li> <li>Identify which fund donations will be deposited into.</li> <li>Content for Outlook Celebrating Charity Guide</li> </ul>	<p><b><u>Giving Tuesday – 12/1/20</u></b></p> <ul style="list-style-type: none"> <li>Email drafts due – 11/16/20</li> <li>Social Media post drafts due – 11/16/20</li> <li>Intro email sent – 11/23/20</li> <li>1<sup>st</sup> email sent – 12/1/20 at 6 am</li> <li>2<sup>nd</sup> email sent – 12/1/20 at 11:30 am</li> <li>3<sup>rd</sup> email sent – 12/1/20 at 3 pm</li> <li>4<sup>th</sup> email sent – 12/1/20 at 8 pm</li> <li>Thank you email sent – 12/2/20 at 10 am</li> <li>Charity Guide Content – TBD</li> </ul>		



Board/Advisor Giving				
	Goals <ul style="list-style-type: none"> <li>• 100% participation</li> <li>• Minimum gift of \$1000</li> </ul>			
	Objectives <ul style="list-style-type: none"> <li>• Leverage 100% participation to obtain larger gifts from Foundations/Corporations</li> </ul>			
	Budget <ul style="list-style-type: none"> <li>• Budget - will require staff time/writer. Budget absorbed in other areas</li> </ul>			
	Planning <ul style="list-style-type: none"> <li>• Solicited initially in Fall. Second round of letters will be sent in Spring to those who have not responded.</li> <li>• Work with writer to draft a board letter that thanks board members/advisors for their contributions of time and encourages an unrestricted gift</li> </ul>	<p><b><u>Drop Date: 11/9/2020</u></b></p> <ul style="list-style-type: none"> <li>- Mailing List Due: 11/2/20</li> <li>- Letter 1<sup>st</sup> draft: 10/28/20</li> <li>- Letter final due: 11/2/20</li> </ul> <p><b><u>Drop Date: 5/10/21</u></b></p> <ul style="list-style-type: none"> <li>- Mailing List Due: 5/3/21</li> <li>- Letter 1st draft: 4/28/21</li> <li>- Letter final due: 5/3/21</li> </ul>		
Planned Giving				
	Goals:			

	<ul style="list-style-type: none"> <li>• 10 new legacy donors</li> <li>• Obtain \$1000 match for each new legacy donor identified (up to \$10,000)</li> </ul>			
	<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Inspire legacy donors to self-identify</li> <li>• Inspire legacy donors to provide documentation of planned giving commitments</li> <li>• Inspire PCCF donors to consider PCCF in their estate planning</li> </ul>			
	<p>Budget</p> <ul style="list-style-type: none"> <li>• \$10,000 (include purchasing a list, staff time, writer, printing, and mailing)</li> </ul>			
	<p>Planning</p> <ul style="list-style-type: none"> <li>• Postcard to list purchase through mailhouse (simple content, self-identify and PCCF will received \$1000 up to \$10,000)</li> <li>• Letter and planned giving brochure to retirees and consecutive 5+ year donors of \$100 or more</li> <li>• Mail to donors who have already disclosed intent with extra postcards and ask them to share with friends/family</li> </ul>	<p><b><u>Drop Date: October 5<sup>th</sup></u></b></p> <ul style="list-style-type: none"> <li>- Identify mailhouse to use by 8/1/20</li> <li>- Identify donor and solicit funds by 8/3/20</li> <li>- Finalize how to record by gifts with documentation and without by 8/10/20</li> <li>- Have a student or staff identify and create a list of local attorneys, wealth managers and</li> </ul>		

	<ul style="list-style-type: none"> <li>• Send extra postcards with an introductory letter to local attorneys, wealth managers, and accountants</li> <li>• Develop content, design, and language for materials</li> <li>• Update web presence</li> <li>• Create content for Outlook ad to be ran in late Sept/early October</li> <li>• Develop a form to record legacy gifts if donors will reveal documentation</li> <li>• Develop a way to record or note intent of gift in RE when documentation isn't present</li> <li>• Ask new legacy donors about using names in publications</li> </ul>	<p>accountants by 8/31/20</p> <ul style="list-style-type: none"> <li>- Update PCCF website by 10/1/2020</li> <li>- Pull mailing list 9/14/20</li> <li>- Draft letter and postcard by 9/14/2020</li> <li>- Final letter and postcard by 10/5/2020</li> </ul>		
Employee Giving				
	<p>Goals:</p> <ul style="list-style-type: none"> <li>• Increase number of employees giving through payroll deduction</li> </ul>			
	Objectives			

	<ul style="list-style-type: none"> <li>• Bring awareness of employee giving by highlighting impact</li> </ul>			
	<p>Budget</p> <ul style="list-style-type: none"> <li>• Will require staff time/writer</li> <li>• Budget absorbed in other areas</li> </ul>			
	<p>Planning</p> <ul style="list-style-type: none"> <li>• Highlight employee donors in newsletter</li> <li>• Select four of our employee donors to profile in each newsletter edition</li> <li>• Share electronic copy with PCC campus community</li> </ul>	<p>Due Date:</p> <ul style="list-style-type: none"> <li>- TBD: work with Kris and Communications Committee to identify</li> </ul>		
Major Gifts				
	<p>Goals:</p> <ul style="list-style-type: none"> <li>• Increase the number of gifts \$10,000 and above</li> </ul>			
	<p>Objectives</p> <ul style="list-style-type: none"> <li>• Establish a cyclical support from high wealth individuals</li> <li>• Fund impactful initiatives on PCC's campus</li> </ul>			
	<p>Budget</p> <ul style="list-style-type: none"> <li>• Will require staff time/writer</li> </ul>			

	<ul style="list-style-type: none"> <li>Budget absorbed in other areas</li> </ul>			
	<p>Planning</p> <ul style="list-style-type: none"> <li>Identify 25 to 50 prospects to managed by Erika Endrijones, Bobbi Abram, Dolores Ybarra, and Nancy Davis</li> <li>Identify past/lapsed donors with high wealth indicator and send an update from Gloria Pitzer, no ask will be included</li> <li>Board members/members of the advancement committee to follow up with phone call, thank you for your past support, hope you enjoyed reading about accomplishment, we'd love for you to stay engaged. Are you getting emails, newsletters?</li> <li>Follow up with these individuals in October and include them in the Fall Direct Piece</li> </ul>	<p>Due Date:</p> <ul style="list-style-type: none"> <li>Various</li> <li>Mailing will go out mid-August</li> <li>Phone calls will take place in September</li> </ul>		
Stewardship				
	<p>Goals</p> <ul style="list-style-type: none"> <li>Properly thank donors</li> </ul>			

	<b>Objectives</b> <ul style="list-style-type: none"> <li>• Create a cycle of giving</li> </ul>			
	<b>Budget</b> <ul style="list-style-type: none"> <li>• Presidents Circle funds - \$12,000</li> </ul>			
	<b>Planning</b> <ul style="list-style-type: none"> <li>• Impact Campaign Report</li> <li>• Ads recognizing various donors</li> <li>• Virtual events</li> <li>• Scholarship recognition ceremony</li> <li>• Scholarship donor reports</li> <li>• Thank you notes from Dr. Endrijonas</li> <li>• Thank you notes from Board members and PCCF staff</li> <li>• Donor wall</li> <li>• President's Circle/ Lancer Legacy Giving Club</li> </ul>	<b>Due Date:</b> Various		

**FY 2020/21 YTD Report  
As of 8/31/2020**

	Actual 2020/21 Q1 8/31/20	Actual 2020/21 Q2	Actual 2020/21 Q3	Actual 2020/21 Q4	Actual 2020/21 TOTAL
<b>Total:</b>	\$ 364,340.18				\$ 364,340.18
<b>Unrestricted:</b>	\$ 11,740.28				\$ 11,740.28
<b>Restricted:</b>	\$ 352,599.90				\$ 352,599.90

*(Excludes In-Kind/Pledge Gifts)*

	Actual 2020/21 YTD 8/31/2020	Actual 2019/20 YTD 8/31/2019
<b>Cash</b>	\$ 284,339.52	\$ 258,662.71
<b>In-Kind</b>	\$ -	\$ 1,265.00
<b>Pledge/Planned</b>	\$ 8,000.00	\$ -
<b>Pledge Installment</b>	\$ 80,000.66	\$ 83,750.66
<b>No. of Gifts</b>	248	204
<b>No. of Constituents</b>	200	160
<b>Expected Pledge Payments in FY</b>	\$ 783,205.00	
<b>% of Pledge Installments</b>	10.2%	
<b>Unrestricted Giving</b>	\$ 11,740.28	\$ 88,773.78
<b>Restricted</b>	\$ 352,599.90	\$ 253,639.59

*(Excludes In-Kind/Pledge Gifts)*

Unrestricted Goal 2020/21	% to Goal 6/30/2021
\$ 254,000.00	5%



**FY 2020/21 YTD Report  
As of 8/31/2020**

<b><u>New Funds</u></b>	<b><u>Fund Start Date</u></b>
Rapid Response Fund	7/7/2020
Gertmenian Culinary Program Scholarship	7/15/2020
Gertmenian Culinary Program Emergency Scholarship Fund	7/15/2020
Annual Fund: League of Women Voters Pasadena Centennial Sch.	7/15/2020
Alan and Sheila Lamson Emergency Needs Fund	7/22/2020
Margaret Diedrich Tinley Memorial Scholarship Fund	8/13/2020

<b><u>Donor Types</u></b>	<b><u>Count</u></b>
Individuals	171
Organizations/Companies	6
Third Party	20
Non-Profits	3
<b>Total:</b>	<b>200</b>

<b><u>New Donors</u></b>	<b><u>Count</u></b>
Individuals/Non-Profit/Orgs.	31
Third Party	4
<b>Total:</b>	<b>35</b>



**FY 2020/21 YTD Report  
As of 8/31/2020**

<b>Foundation Board of Directors Giving (30 total)</b>		<b>Name</b>	<b>Restricted Giving FY 19/20</b>	<b>Unrestricted Giving FY 19/20</b>	<b>Restricted Giving 20/21/YTD</b>	<b>Unrestricted Giving 20/21/YTD</b>
		Scott A. Bell	No	Yes		
		Glen Bowie	No	Yes		
		Sheldon Bull	Yes	Yes		
		Vivian Chan	No	Yes		
		Dana Dattola	No	No		
		Erika Endrijonas	Yes	Yes	Yes	Yes
		Ralph A. Frammolino	No	Yes		
	<i>Term Ended</i>	Jonathan S. Fuhrman	No	Yes		
		Carmella Grahn	Yes	Yes		
		Mark Harmsen	No	Yes		
		William A. Hawkins	Yes	Yes		
		Hoyt Hilsman	No	Yes		
	<i>Term Ended</i>	Preston Howard	Yes	No		
	<i>Term Ended</i>	Susan Kinney	No	No		
	<i>New Member</i>	Cynthia Kurtz	No	Yes		
		Stephanie Lam	No	No		
		Nancy Lan	Yes	Yes		
		Robert B. Miller	No	Yes		
		Charmayne L. Mills-Ealy	No	Yes		
		Michael Mitchell	No	No		
		Ryan Newman	Yes	Yes		
	<i>New Member</i>	Gloria de Olarte	No	No		
	<i>New Member</i>	Gilda Pettit	No	Yes		
		Clara I. Potes-Fellow	Yes	Yes		
	<i>Term Ended</i>	Diane C. Rankin	No	Yes		
	<i>Term Ended</i>	Estela S. Richeda	No	Yes		
		James P. Sarni	Yes	Yes	Yes	
		Gloria Scharre Pitzer	No	Yes		
		Reinhold Schrader	No	No		
		Donald Schweitzer	No	Yes		
		Jack A. Scott	Yes	Yes		
		Charles Stanislawski	Yes	Yes		
		Gregory Sun	Yes	Yes		
	<i>New Member</i>	Justin Tsui	No	No		
		Wade Winter	Yes	Yes		Yes
		<b>No. of Board Members</b>	13	27	2	2
		<b>% of Board Giving</b>	42%	87%	7%	7%
		<b>No. of Gifts</b>	42	45	4	2
		<b>Amount Received</b>	\$17,139.50	\$76,247.59	\$0.00	\$0.00

Greetings from the PCC Foundation Business Council! Our mission is to reach out to the wider business community in the LA region and to create greater awareness of PCC as an outstanding educational institution with a talented and diverse students and faculty.

Our goal is to create opportunities for our students to embark on successful and rewarding careers through internships and full-time employment by promoting PCC as a rich source for employees in a wide range of fields.

We, as members of the PCC Foundation Board, are uniquely qualified to help achieve this mission. With our broad network of contacts in various industries we can provide PCC students – many of whom are first in their families to attend college -- with the opportunity to fulfill their career dreams.

As a first step, we are asking each of you to PLEASE send us a list of people you would be willing to contact (or have us contact) to discuss the opportunities that employers might offer to students – and how hiring PCC students can benefit employers. This information would of course remain confidential and we would not undertake any communications without first consulting you.

We are aiming to build an initial list of about 100 contacts as a beginning effort -- just click on this [link](#) to submit a list of contacts.

Please feel free to contact us by replying to this email if you have any questions or need additional information.

All best,

Hoyt Hilsman and Bill Hawkins

Co-Chairs, PCC Foundation Business Council

## Communications Plan: 2020-2021

### *Mission Statement*

As the Pasadena community is experiencing the current pandemic, many of our methods of fundraising and stewardship require innovative and creative communications. The current mission of the PCC Foundation Communications Committee is to engage the College and related communities through various platforms including quarterly newsletters, bi-monthly emails, and weekly social media engagement.

### *Type of Content and Publication Schedule*

<i>Platform</i>	<i>Content Goal</i>	<i>Frequency</i>
Print Newsletter	Donor Stewardship; Information Sharing	5x/year (for 20/21, October, December, February, April, June)
E-mail Newsletters	Donor Stewardship; Information Sharing	2x/month on Tuesdays (higher open and click rates)
Social Media	Alumni and Student Engagement; Alumni Acquisition	2x/week per platform (Facebook, Twitter, Instagram)
PCC Alumni Network (Graduway)	Alumni Acquisition and Affinity	“Regular” posting and Email Digests send every other Tuesday