2012 Evaluation Visit

March 19-22, 2012

Interviewee: Foundation Board of Governors

Interviewer(s): Dr. Chapdelaine

Venue: Conference Room, Student Center

Other Participants:

Interview with the Foundation Board of Governors/Development & Alumni Relations Office:

Questions regarding Board functions and staff:

The separation of the Foundation and the Board of Trustees were read in the minutes as being separate. Answer: BOG will have to revisit their By-Laws for them to be officially separate. Dr. Chip questioned Lorie on our 7 million dollar endowment and asked how we fare in our ability to compete for local dollars in a small island. Lorie responded to his question saying that we have to be mindful of our donors and focus on the relationships at hand.

What is the staffing of the Foundation like? I reported that the Foundation funds 50% of my salary and two positions (one Program Specialist and Data Entry Clerk). We do not report to the Foundation but to the President and are considered College employees doing work for the Foundation. The Foundation also funds our operational budget.

Special Events: Dr. Chip asked about our special events and alluded to our Parade of Shoes and Dance with Me that he read about. I expanded on the events and brought up our upcoming 35th Anniversary event. He saw the El Camino car that the students were working on and was quite impressed because he’s never seen that happen in other schools.

Grants: Dr. Chip was quite impressed with our grants and the projects that resulted from it. He also commented that he was impressed with our Foundation Boards ability to provide funding to support the A & E for our capital projects.

Alumni Relations: Dr. Chip asked how our alumni relations and how we are able to reach them, obtain information and generate alumni giving. My response to that was to focus on alumni reunions and use the organizations as a vehicle to obtain up-to-date information (emails and phone numbers) as a catalyst for our iPledge campaign. We also generate alumni giving through the ipledge in terms of the class donating an amount that coincides with their graduating year. He thought that was another creative idea.

Distinguished Alumni: Board Governor Josephine Mariano also mentioned to Dr. Chip that her organization was actually quite pleased that one of her employees was nominated for this award and actually won. Companies were more inclined to help the College because they believe in the mission and wanted to be part of that through the nomination process.

I then brought up the “walk of fame” award that the recipient will receive as a winner of this award. He compared it to the Hollywood Walk of Fame and said it was a great idea.

Workplace Giving: In terms of our workplace giving, he asked what the percentage was of employee participation. I told him that we were into our 3rd year and indicated an increase in participation and that the goal was to get to 50% giving. He wanted to make sure that I tell him what our percentage is at the end of the campaign year because in his institution, the numbers were quite low.

Donor Profiling; Prospecting: Our Board Chair, Lorie told Dr. Chip that our Joint Board just completed a Joint Board Training and work together to identify potential donors. She also mentioned that both the President and I crack the whip to ensure board participation and make their jobs easier. Lorie brought up the Menu of Opportunity Competition and provided him with a sample of the point system. He was actually impressed with the innovative way to spark enthusiasm and motivation to the team.

Board Relations: Dr. Chip also mentioned that our Boards were the envy of many institutions. He asked how are we able to maintain that. Most Colleges don’t have that type of relationship.

Endowments, Scholarships: I mentioned to Dr. Chip that our focus was to increase our endowment and scholarships. He said it was great to know that students are taking advantage of the scholarship opportunities.

Capital Giving, Planned Giving: Dr. Chip was happy to see some of the Naming Opportunities signage that he saw in the Allied Health Building. He mentioned that it was creative and was happy for the Foundation to have established it. In terms of the planned giving, I mentioned to him that we were in the process of cultivating further relationships to establish this revenue stream.

Alumni Association: In the Foundation minutes Dr. Chip read, he asked about the establishment of this association and how will we handle their fundraising efforts. I told him that we are not there yet, until such time, our Board of Governors update their By-Laws to move our association along. I also indicated that the association will operate under the auspices of the Development & Alumni office and not as a separate entity of the Foundation Board because of the 501c3 status.