

**THE FOUNDATION FOR THE COMPTON COMMUNITY COLLEGE DISTRICT
RETREAT OF THE BOARD OF DIRECTORS**

September 30, 2011
Keesal, Young and Logan
Long Beach, CA
9:00 A.M. – 3:00 P.M.

MEETING MINUTES

BOARD MEMBERS PRESENT: Anthony Williams, Sherri Franklin, Melia Keller, Dennis Lord, Keith Curry, Martin Vargas.

STAFF PRESENT: Kim Stanback and Reuben James

Board President/Retreat facilitator Mr. Tony Williams called the meeting to order. A motion was made by Mr. Williams to approve the minutes for August 22, 2011. The motion was seconded by Martin Vargas and approved unanimously.

Mr. Williams thanked the Board for their commitment to support the Foundation and reiterated the important role of the Foundation in supporting the District as a major player in the community.

AGENDA ITEMS

The Retreat's Agenda was presented and agreed upon as follows:
The morning session included a discussion of the present fund raising plan/strategy. After lunch, agenda items included discussion on modifying the fund raising plan, strategic planning session to define action steps needed. Each board member received a copy of the Foundation's priorities.

A motion was made to discuss bylaws, a recap of the Foundations' progress since the last retreat and new business after the Executive Committee presentation.

PRESENTATION

Dr. Curry, Sherri Franklin and Kim Stanback proceeded with a presentation of the Foundations' list of priorities which consisted of: 2011 – 2013 Marketing Campaign, Quiet Campaign and Wish List. The Board engaged in an interactive process of questions, answers and discussion on topics presented: Fine Arts Campaign, Annual Book Campaign, First Year Experience Campaign, Campus Technology, Unrestricted Funding and the Athletics Program. After the lunch break the presentation continued with information on fundraising strategies.

Mr. Williams also facilitated the process of defining an Action Plan and the Board agreed to the following steps:

Phase I- Research (September 2011 – December 2011)

- Determine financial targets
- Establish strategic/action plans for each strategy element

Phase II- Initial Action (January 2012 – June 2012)

- **Fundraising Strategy**
 - ⇒ Direct Marketing
 - ⇒ CEO's Circle
 - ⇒ Workplace Giving
 - ⇒ In-Kind
 - ⇒ Non-fundraising efforts
- **Approach**
 - ⇒ Each owner will research viable financial targets for their respective area.
 - ⇒ Each owner will develop their approach strategy complete with action items, due dates, and financial targets (where applicable)

Phase II- Initial Action (July 2012 – June 2013)

- **Fundraising Strategy**
 - ⇒ Grant Writing
 - ⇒ PR Campaign
 - ⇒ Board Composition

BYLAWS

The Board discussed amending Article IV, Section 1 of the Foundation bylaws and Vice President Sherri Franklin will follow-up with General Counsel.

NEW BUSINESS

The Board discussed inviting prospective Board Member Mr. Paul Simpson to the October 25, 2011 Board Meeting.

ADJOURNMENT

The meeting adjourned at 3:00 P.M.