NOTICE OF BOARD RETREAT
of the
ALLAN HANCOCK COLLEGE
FOUNDATION
BOARD OF DIRECTORS
March 7, 2012
2:30 - 7:30 p.m.

Agenda

The 510 Events Center
510 South Broadway
Santa Maria, California
NOTICE OF BOARD RETREAT
OF THE
ALLAN HANCOCK COLLEGE FOUNDATION
BOARD OF DIRECTORS
Wednesday, March 7, 2012 ~ 2:30 to 7:30 p.m.
The 510 Events Center
510 South Broadway, Santa Maria, CA 93454

Agenda

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT
   3.A. Public comment not pertaining to specific agenda items is welcome at this time. If you wish to speak to any item listed, please complete a Request to Speak Card available from the executive director. It is suggested that speakers limit themselves to 5 minutes.

4. APPROVAL OF AGENDA
   4.A. Agenda for March 7, 2012
        ACTION - Motion_____ Second_____ Vote______

5. WELCOME AND INTRODUCTIONS

6. FOUNDATION ACCOMPLISHMENTS
   6.A. A listing of foundation accomplishments will be provided for review by board members.

7. ORIENTATION – NEW AND CURRENT BOARD MEMBERS
   7.A. Information about the foundation and board member responsibilities will be reviewed.

8. FOUNDATION STRATEGIC PLAN 2009-2013
   8.A. A brief review of the 2009-2013 strategic plan, discussion of desired outcomes for the foundation, and objective setting for this year.
        ACTION - Motion_____ Second_____ Vote______

9. DATE FOR NEXT QUARTERLY BOARD MEETING
   9.A. The next regular meeting is Thursday, April 26, 2012, 4 - 5:30 p.m. at the Santa Maria Campus, 800 South College Drive, in the Student Center Room 106-A.

10. ADJOURNMENT
   10.A. A motion to adjourn the Board Retreat meeting of the Allan Hancock College Foundation Board of Directors.
        ACTION - Motion_____ Second_____ Vote______

Jeff Cotter, Executive Director
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Jeff Cotter, Executive Director
<table>
<thead>
<tr>
<th>To:</th>
<th>Board of Directors</th>
<th>INFORMATION</th>
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<tbody>
<tr>
<td>From:</td>
<td>Jeff Cotter, Executive Director</td>
<td>March 7, 2012</td>
</tr>
<tr>
<td>Subject:</td>
<td>Foundation Accomplishments</td>
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**BACKGROUND**
A listing of accomplishments by the Allan Hancock College Foundation will be provided for review by board members.

**FISCAL IMPACT**
None
BACKGROUND
The Executive Director and Foundation Board President will share information about the foundation and college. In addition, there will be a review of materials in order for board members to understand how the foundation operates. Materials include foundation committees and assignments, public meeting law (Brown Act), foundation corporate documents and policies, website, conflict of interest statement, director’s commitment statement, etc.

FISCAL IMPACT
None
Foundation Board Committees

The foundation has two types of committees: Standing Committees, which are defined in the bylaws of the corporation and subject to public meeting law (Brown Act) and Ad Hoc, which are formed to meet the needs of the foundation per the mission statement of the corporation. All committees will meet monthly and report quarterly to the full board. All committees are listed with a summary of their responsibilities. Per the bylaws of the corporation, committee meetings shall have at least three regular board members in attendance. Each committee shall have a chair – job descriptions are being created by staff outlining the role of the chair for the various committees.

Standing Committees

Executive Committee
The Executive Committee of the Allan Hancock College Foundation shall have and exercise the authority of the board of directors in the day-to-day management of the corporation as prescribed by the bylaws or as directed by the board of directors. The committee shall include the elected officers of the corporation, a trustee appointee, the Superintendent/President, and two at-large members of the board of directors. This committee will meet monthly or as necessary to effectively discharge the work of the foundation.

Investment Committee
The Investment Committee of the Allan Hancock College Foundation shall make recommendations to the Executive Committee relative to the Foundation’s financial activities but not limited to investment of funds, allocations of earnings, budgets, and fiscal policy. Subject to board approved policy, the committee shall exercise the powers of the corporation with regard to its assets and investments. The committee shall report at each regular board meeting concerning the income, expenses and investments of the corporation. The committee is chaired by the elected treasurer of the corporation; membership includes the College’s Associated Superintendent/Vice President, Administrative Services, and other voluntary members from the board and/or community. At no time should this committee have fewer than three (3) members.

Nominating Committee
The Nominating Committee of the Allan Hancock College Foundation shall be responsible for seeking out, screening, and proposing new directors, as well as officers, to be elected to the board of directors. At the annual meeting of the corporation, the committee shall deliver a slate of officers for consideration. In addition, the committee shall recommend the nomination of new directors and/or re-nomination of current board members at any regularly scheduled meeting of the Foundation’s board of directors.

Scholarship Committee
The Scholarship Committee of the Allan Hancock College Foundation shall oversee the foundation's scholarship program and make recommendations to the board of directors on ways to improve the program's policies and procedures. As needed, the Scholarship Committee will review waiver requests from student recipients, and may authorize or deny
approval of the request, as they deem appropriate. To expedite waiver requests based upon criteria that historically would be approved or denied, the committee may establish a process under which the Foundation’s Executive Director can review and process those with further input from the committee. In those instances, the waiver request must meet all other requirements and provide appropriate documentation in order to bypass the committee.

Ad Hoc Committees – Strategic Plan 2009-2013

President’s Circle Committee
The President’s Circle Committee will provide leadership in setting fundraising goals and cultivation plans, campaign schedules; and in identifying cultivating and soliciting donor prospects. The committee will also be responsible for the annual President’s Circle Campaign, Fall Scholarship Campaign, year-end appeals, and campaigns for special projects.

Events Committee
The Events Committee will develop ad hoc committees as the focus of the mission warrants. The committee will also be responsible for identifying and chairing needed ad hoc committees to seek out contributors for specific projects, some of which may include challenge or matching grants, endowments, scholarships, faculty grants, capital improvements, in-kind and/or special events.

Major Gifts Committee
The Major Gifts Committee will identify naming opportunities for existing and future college facilities.

Planned Giving Committee
The Planned Giving Committee will develop a marketing plan for deferred gifts and oversee the acquisition of all planned gifts, including real estate and insurance. The committee will also organize and publicize planned giving workshops for donor prospects and cultivate relationships with local attorneys, accountants, and financial advisors.

Community Building
The Community Building will provide leadership in creating opportunities for friend raising among the district’s communities using one-on-one meetings with foundation leadership, and small and large group settings.
BACKGROUND
The board approved at its February 9, 2012, annual meeting to hold a board retreat in conjunction with an orientation for incoming board members. Judy Markline, a retired Allan Hancock College administrator, will facilitate the retreat and lead the board through a review of the foundation’s mission statement and 2009-2013 strategic plan. A copy of both documents follows on the next several pages. Topics of discussion will include desired outcomes for the foundation; immediate priorities of the foundation such as financial leadership, stability and staffing needs; friend raising and fundraising, and committee assignments.

FISCAL IMPACT
None

RECOMMENDATION
Upon completion of the retreat, a motion is required to accept the changes and updates to the foundation’s 2009-2013 strategic plan and any other items requiring approval and adoption by the Allan Hancock College Board of Directors.
MISSION STATEMENT

“The mission of the Allan Hancock College Foundation is to operate for the advancement of education by raising funds and building community support to meet the needs of the college in the areas of scholarships, capital/infrastructure projects and program support.”
ALLAN HANCOCK COLLEGE FOUNDATION
Strategic Plan 2009-2013

To align itself with the 2009-13 Allan Hancock College Strategic Plan, the Allan Hancock College Foundation has identified within that college-wide plan, Strategic Direction Three: Resources – the responsible and effective management of institutional resources (human, financial, technology, facility), as the focus for its own strategic plan. Under Strategic Direction Three, Goal 3.2. is Objective 3.2.3: To develop and leverage AHC Foundation resources to support student success. According to the foundation’s own mission statement, it broke its response to 3.2.3. into six strategic areas of focus, those being: Community Building, Events, President’s Circle, Annual Giving, Major Gifts, and Planned Giving. By those six strategic areas, the following describes specific goals for the foundation, along with an outline of objectives, with activities, outcomes and timelines to be identified for each.

**Strategic Area One - COMMUNITY BUILDING**

**Goal 1.1 - Establish an internal process in which the college works with the foundation board to build understanding and support for academic programs.**

- Objective 1.1.1 - Increase the foundation board’s participation in and knowledge of all academic programs and college services.

**Goal 1.2 - Establish a process in which the foundation will work with the businesses and residents of the Lompoc, Santa Maria, and Santa Ynez Valley’s, to build friendships and support for Allan Hancock College.**

- Objective 1.2.1 - Increase response of college to needs of community.

**Strategic Area Two – EVENTS**

**Goal 2.1 - Activate the foundation’s events committee**

- Objective 2.1.1 – Engage event’s committee to have oversight/coordination responsibility for all foundation events

**Goal 2.2 - Engage foundation board members in planning and presentation of friend raising events**

- Objective 2.2.1 - Identify two general friend raising events to plan and host annually

**Goal 2.3 - Engage foundation board members in planning and presentation of fund raising events**

- Objective 2.3.1 - Identify fund raising methods to be used to achieve each financial goal set by board

**Strategic Area Three – PRESIDENT’S CIRCLE**

**Goal 3.1 – Establish annual membership goal for President’s Circle**

- Objective 3.1.1 - Identify annual fund raising goal
- Objective 3.1.2 - Improve retention and renewal rates for current members
- Objective 3.1.3 - Develop annual prospect list and solicitation plan

**Strategic Area Four – ANNUAL GIVING**

**Goal 4.1 - Maintain a priority listing of college funding needs.**

- Objective 4.1.1 - The college president will regularly provide the foundation with this priority listing, which it will then utilize to solicit restricted contributions

**Goal 4.2 - Develop an annual giving campaign that includes current/retired employees, current students/parents, alumni, and the community at large.**

- Objective 4.2.1 - Establish a fund raising goal for the annual campaign
**Strategic Area Five – MAJOR GIFTS**

**Goal 5.1** - Provide donors the opportunities to recognize, honor, or memorialize a business or individual.
- Objective 5.1.1 – Identify naming opportunities for all existing and future college facilities

**Goal 5.2** - Maintain a listing of areas/programs of the college that are in need of major funding.
- Objective 5.2.1 - The college president will regularly provide the foundation with a current listing of areas/programs that are in need of major funding, which it will then utilize to solicit restricted contributions
- Objective 5.2.2 - Identify 3-5 funding areas to pursue annually

**Strategic Area Six – PLANNED GIVING**

**Goal 6.1** - Host an annual workshop for planned giving professionals.
- Objective 6.1.1 - Focus of workshop centered on basics elements of planned giving and client advising
- Objective 6.1.2 – Develop a brochure for the general public that explains the basic components of planned giving

**Goal 6.2** - Establish a legacy society to recognize individuals who designate a planned gift for AHC.
- Objective 6.2.1 – Market planned gifts through the legacy society as a way to contribute to the college
**Strategic Area One - COMMUNITY BUILDING**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective(s)</th>
<th>Activities and Resources Required</th>
<th>Expected Outcomes and Timeline</th>
<th>Actual Outcomes For final reporting</th>
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</table>
| Establish an internal process in which the college works with the foundation board to build understanding and support for academic programs. | Increase the foundation board's participation in and knowledge of all academic programs, and college services. | • Resume college program presentations at quarterly board meetings.  
• Initial focus - Santa Maria: health care and industrial technologies, Lompoc: public safety SYZ Valley: viticulture and culinary/hospitality, | • Minimum of two presentations per year  
• Board members have basic knowledge of these program areas and be able to articulate that information to their sphere of community. | renewed support and understanding of relationship between community and college.  
• Increased opportunities for financial support for these program areas. |
| Establish a process in which the foundation will work with the businesses and residents of the Lompoc, Santa Maria, and Santa Ynez Valley's, to build FRIENDSHIPS and support for Allan Hancock College. | Increase response of college to needs of community.  
Educate community regarding needs of college. | • Host a group of receptions for business and community leaders showcasing college programs that provide training for the local workforce.  
• Santa Maria focus on health care and industrial technologies  
• SYZ Valley focus on culinary/hospitality and viticulture  
• Lompoc focus on public training facility, one prior to ground breaking and one upon completion. | • Minimum of two presentations per year  
• Board members have basic knowledge of these program areas and be able to articulate that information to their sphere of community. | renewed support and understanding of relationship between community and college.  
• Increased opportunities for financial support for these program areas. |
### Strategic Area Two - EVENTS

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<tbody>
<tr>
<td>Activate the foundation’s events committee</td>
<td>Committee will have oversight/coordination responsibility for all foundation events</td>
<td>• Create an events template/filter that will serve as a guide for budgeting and planning for all existing and future events.</td>
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</tbody>
</table>
| Engage foundation board members in planning and presentation of friend raising events | Identify two general friend raising events to plan and host annually                          | Current friend raising events to be reviewed for effectiveness include:  
  • Annual donor’s reception  
  • President’s Circle Events – annual luncheon, night at the theatre, holiday reception |                                |                                     |
| Engage foundation board members in planning and presentation of fund raising events | Identify fund raising methods to be used to achieve each financial goal set by board           | Current fund raising events to be reviewed for effectiveness include:  
  • Golf Tournament                                                                 |                                |                                     |
## Strategic Area Three – PRESIDENT’S CIRCLE

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<tr>
<td>Foundation will set annual membership goal for President’s Circle</td>
<td>• Identify annual fundraising goal. • Improve retention and renewal rates for current members. • Develop annual prospect list and solicitation plan.</td>
<td>• Fundraising goal of $150,000 for current year, roughly 75 new members. • Set up series of hosted home parties to invite new member prospects • Ask each board member to submit the names of five individuals/businesses to invite to one of these home events. • Continue to plan one event per year with PCPA. • All invitation and renewals should go out under signature of Dr. Ortiz.</td>
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<td>To have a priority listing of college funding needs.</td>
<td>The college president will regularly provide the Foundation with this priority listing, which it will then utilize to solicit restricted contributions.</td>
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<td>To develop an annual giving campaign that includes current/retired employees, current students/parents, alumni, and the community at large.</td>
<td>Foundation will establish a fund raising goal for the annual campaign.</td>
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<td>To provide donors the opportunities to recognize, honor, or memorialize a business or individual.</td>
<td>Naming opportunities identified for all existing and future college facilities.</td>
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| To have a listing of areas/programs of the college that are in need of major funding. | • The college president will regularly provide the Foundation with a current listing of areas/programs that are in need of major funding, which it will then utilize to solicit restricted contributions.  
• Foundation board may identify 3-5 funding areas to pursue annually. |                                   |                               |                                     |
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<td>To host an annual workshop for planned giving professionals.</td>
<td>• Workshops to focus on basics elements of planned giving and client advising.</td>
<td>• Coordinate with other local nonprofits to host annual workshop.</td>
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<td>• The foundation will have a brochure for the general public that explains the basic components of planned giving.</td>
<td>• Use brochure as part of a directed donor mailing.</td>
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<td>• Provide brochures to local planned giving professionals for use in advising clients.</td>
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<td>Establish legacy society to recognize individuals who designate a planned gift for AHC.</td>
<td>Use legacy society as vehicle to market planned gifts as a way to contribute to the college.</td>
<td>• Set up legacy society guidelines and marketing plan.</td>
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<td>• Host an annual event for selected audience of donors (past, current, potential) to help them build a broader awareness of their potential to make current and future gifts to the college.</td>
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