



## **Board of Directors Meeting Agenda**

Monday, March 28, 2022 - 5:00pm-7:00pm PDT  
Oxnard College President's Conference Room

### **I. Call to Order**

#### **Board Members**

- |  |   |
|--|---|
| <input type="checkbox"/> Mike Barber, President                        | <input type="checkbox"/> Jim Gilmer         |
| <input type="checkbox"/> Teresa Waisman, President Elect               | <input type="checkbox"/> Brenda Heredia     |
| <input type="checkbox"/> Florence LaManno, Secretary                   | <input type="checkbox"/> Natalie Jay        |
| <input type="checkbox"/> Luis Sanchez, Oxnard College President        | <input type="checkbox"/> Jonathan Light     |
| <input type="checkbox"/> Robert Cabral, Past President & Finance Chair | <input type="checkbox"/> Jeff McKenzie      |
| <input type="checkbox"/> Robert England, VP Operations                 | <input type="checkbox"/> Joe Milligan       |
| <input type="checkbox"/> Maureen Rodriguez, Development Chair          | <input type="checkbox"/> Alex Nguyen        |
| <input type="checkbox"/> Matthew Taylor, Public Relations Chair        | <input type="checkbox"/> Yolanda Plascentia |
| <input type="checkbox"/> Yolanda Benitez                               |   |

### **II. Public Comments on Non-Agenda Items**

### **III. Consent Agenda**

- A. Full Board of Directors Meeting Minutes from October 25, 2021.
- B. Executive Committee Meeting Minutes from November 18, 2021.
- C. Executive Committee Minutes from January 26, 2022.
- D. Finance Committee Meeting Minutes from March 15, 2022.
- E. Commensurate Report to the Ventura County Community College District for 2020/21.

### **IV. Action Items – Funding Requests**

- A. Website Development \$5,775 proposal.
  - a. A bid from Moni Design to design a standalone website for the Oxnard College Foundation.
- B. Oxnard College Institutional Advancement and Community Relations Director position.
  - a. A funding request to fund the position, which plans, supervises, operates, and evaluates a comprehensive resource development program for Oxnard College.
- C. Oxnard College Mural Project \$20,000 proposal.
  - a. A funding request to celebrate the resilience of our diverse student and campus community in the face of the COVID-19 pandemic. Only needed if not funded by the California Arts Council.
- D. Oxnard College Athletic Alumni Association Hall of Fame \$1,000 sponsorship request.
  - a. An invitation to sponsor the inaugural event.



**V. Reports and Communications**

- A. Board President's Report
- B. Oxnard College President's Report
- C. Executive Committee Update
- D. Development Update
- E. Finance Update
- F. Marketplace Update
- G. Public Relations Update
- H. Strategic Planning Update
- I. Scholarship Update
- J. Executive Director Report

**VI. Items for Future Board Meetings**

**VII. Adjournment**

**Informational Items**

- 1. Full Board of Directors Meeting Minutes from October 25, 2021.
- 2. Executive Committee Meeting Minutes from November 18, 2021.
- 3. Executive Committee Minutes from January 26, 2022.
- 4. Finance Committee Meeting Minutes from March 15, 2022.
- 5. Commensurate Report to the Ventura County Community College District for 2020/21.
- 6. Website Development funding proposal
- 7. Oxnard College Mural Project funding request
- 8. Development Update
- 9. Financial Statement of Activities
- 10. Marketplace Update
- 11. Public Relations Update
- 12. Strategic Planning Update
- 13. Scholarship Update
- 14. Executive Director Report



## Board of Directors w/Annual Audit Minutes

**Monday, October 25, 2021**  
**Oxnard College President's Conference Room**  
**Or**  
**Zoom Call**

*The mission of the Oxnard College Foundation is to provide support to campus development, student scholarships, educational programs, and other college needs in order to promote the progressive and continuing advancement of Oxnard College, to further educational excellence and enable the college to serve as an exemplary multi-cultural community resource.*

### **I. Call to Order, Welcome, Introductions, and Acknowledgment of Guests**

President Mike Barber called the meeting to order at 5:04 pm and welcomed the 2 new OCD Board Members; Brenda Heredia and Alex Nguyen and Oxnard College Employees; Gabriela Rodriquez, Amparo Martinez and Amy Edwards on Zoom.

### **II. Roll Call**

#### **OCF Executive Committee**

- ✓ President , Mike Barber
- President Elect , Teresa Waisman – Excused Absence
- ✓ Past President & V.P. of Finance/Treasurer, Robert Cabral
- ✓ V.P. of Operations, Robert England
- V.P. of Development & Public Relations, Yolanda Plascencia – Excused Absence
- Secretary, Florence LaManno – Excused Absence
- ✓ President, Oxnard College & Ex Officio, Luis Sanchez

#### **OCF Board of Directors**

- ✓ Yolanda Benitez on Zoom
- ✓ Jim Gilmer on Zoom
- ✓ Brenda Heredia
- ✓ Natalie Jay
- ✓ Jonathan Light on Zoom
- ✓ Jeff McKenzie
- Joe Milligan – Excused Absence
- ✓ Alex Nguyen
- ✓ Maureen Rodriguez
- ✓ Matthew Taylor

#### **Oxnard College Staff and Contractors Present**

- ✓ Connie Owens, Community Development and Institutional Advancement Specialist
- ✓ Jackie McKenzie, OCF Controller
- ✓ Sharon Roberts, Soares, Sandall, Bernacchi & Petrovich, LLP
- Bill Bartels, GreenSource Inc. – Excused Absence

### **III. Recess to Closed Session - None**

### **IV. Reconvene in Open Session - None**

### **V. Closed Session Report - None**

### **VI. Public Notice of Changes to the Agenda - None**

### **VII. Public Comments Regarding Agenized and/or Non-Agenized Items**

Gabriela Rodriquez spoke on the agenda item VIII, H. approving \$100,000 match for the Proyecto Exito Federal Grant as the Grant Director.

Amparo Martinez announced her new position as the Student Activities Specialist and Amy Edwards on Zoom call.

### **VIII. Approval of Consent Agenda**

It is recommended that the Board of Directors approve the Consent Agenda as displayed below. The Consent Agenda consists of all items to be acted upon as a group, unless a board member should request that a specific item or items be pulled for action individually.

A motion was made by Jeff McKenzie and seconded by Matthew Taylor to approve the Consent Agenda. Motion carried unanimous.

#### **A. Approval of the Board of Directors Meetings Minutes for 7-19-2021**

The Board of Directors approved the attached minutes as presented of the OCF Annual Board of Directors Meeting Minutes – July 19, 2021.

#### **B. Acknowledgement of the OCF Executive Committee Minutes – Absence of Quorum**

The Board of Directors acknowledged the Executive Committee minutes showing an absence of quorum.

#### **C. Approved funding to TRIO Student Support Services**

The Board of Directors approved the recommendation from Oscar Cobian and Luis Sanchez to fund \$500 per semester in support to cover food/snacks cost for events. Cost not to exceed \$1,000.

#### **D. Approved funding to establish \$1,000 Transferring TRIO Student Support Services Grant**

The Board of Directors approved the recommendation from Oscar Cobian and Luis Sanchez to fund \$1,000 Transferring TRIO Student Support Services Grant through Title V El Buen Hijo Endowment.

**E. Approved funding to OMEGA Program**

The Board of Directors approved the recommendation from Luis Gonzalez and Luis Sanchez to fund \$500 per semester in support to cover food/snacks cost for events. Cost not to exceed \$1,000.

**F. Approved funding to OMEGA Program Grants**

The Board of Directors approved the recommendation from Luis Gonzalez and Luis Sanchez to fund \$500 Continuing OMEGA Students and \$1,000 Transferring OMEGA Program Grants. Funding to be covered by the Title V El Buen Hijo Endowment.

**G. Approve funding for M & O Department used Lawn Sweeper, Seeding Unit and Blower Attachment**

The Board of Directors approved the recommendation from David Gardner, Assistant Director of Facilities to purchase 3 large pieces of used equipment not to exceed \$12,000 new to be used on OC Athletic Fields. The lawn sweeper, seeding unit and blower attachment is a tow behind unit that we use for all parking lots, streets and walkways. Needed on Monday mornings after all of the weekend activities, which includes the Community Market.

**H. Approve funding for the Proyecto Exito Federal Matching Grant**

The Board of Directors approved the recommendation from Oscar Cobian or Federal Matching Endowment Grant in the amount of \$100,000 to be used to cover student support for the career center mentorship program. Funds to be used out of Community Market at Oxnard College Profits.

**IX. Approval of Action Agenda**

It is recommended the Board of Directors approve items that have been placed on the Action Agenda to be voted on individually.

**I. Approval of the Oxnard College Foundation 2020 – 2021 Audited Financial Statements and Management Letter**

A motion was made by Jeff McKenzie and seconded by Matt Taylor to accept the 2020-2021 Audited Financial Statements of the Oxnard College Foundation and accompanying Management Letter as presented by Sharon Roberts with Soars, Sandall, Bernacchi & Petrovich, LLP, Certified Public Accountants and authorized their filing with the Governing Board of Ventura County Community College District in accordance with Education Code section 84040.3. Motion carried. Jim Gilmer asked to have the OCF Finance Committee look into the need to hire a Certified Public Accountant to create OCF Monthly Financial Statements.

## **J. Acceptance of the Oxnard College Foundation Executive Director**

A motion was made by Maureen Rodriquez and seconded by Matt Taylor to recess into closed session for Personnel Issues. Motion carried.

A motion was made by Maureen Rodriquez and seconded by Matt Taylor representing the Search/Recruitment for OCF Executive Director Ad-hoc Committee to approve of the Executive Director, Peter Parker at 6 - 5 - 2. Motion carried. A roll call vote was taken to verify vote:

Yes - President , Mike Barber

Abstain - Past President & V.P. of Finance/Treasurer, Robert Cabral

Yes - V.P. of Operations, Robert England

Abstain - President, Oxnard College & Ex Officio, Luis Sanchez JD, LLM

No - Yolanda Benitez

No - Jim Gilmer, M.A.

Yes - Brenda Heredia

No - Natalie Jay, Esq.

No - Jonathan Light, Esq.

No - Jeff McKenzie

Yes - Alex Nguyen

Yes - Maureen Rodriguez

Yes - Matthew Taylor

A motion was made by Maureen Rodriquez and seconded by Matt Taylor to reconvene in open session.

A closed session report was given by President Mike Barber announcing the Oxnard College Foundation Executive Director is Peter Parker.

## **X. Reports and Communications**

A. Oxnard College President's Report – Luis Sanchez reported that the campus hired a Director of Advancement and Grants that will work closely with the foundation and the incoming Executive Director. Oxnard College is hoping to have the District allocate \$1.5M for additional classes and possibly an offsite location.

B. OCF Board President's Report – Mike Barber thanked the Search/Recruitment for OCF Executive Director Ad-hoc Committee for all of their hard work on this process to find our candidate.

C. Executive Committee Report - None

D. Finance/Investment Committee Report - None

E. Development Committee Report

F. 2020-2030 Strategic Planning Ad-hoc Committee Report Out - None

G. 2020-2021 Racial and Social Equity Ad-hoc Committee Report Out – Jim Gilmer affirms the Racial and Social Equity Ad-Hoc Committee with hiring based on the

demographics of the college. He plans to build on the diversity of the foundation through the Strategic Planning Committee.

H. Other – OCF Holiday Social and Meet and Greet planned for Saturday, December 4, 2021 at Manhattan's of Camarillo at 6 pm to include board members and their guest.

#### **XI. Strategic Plan Update - Bill Bartels – No Report**

#### **XII. Adjournment**

There being no business of the OCF Board of Directors, the meeting was adjourned at 6:50 pm.

## Executive Committee Minutes

Lure Fish House (Camarillo)  
Wednesday, November 18, 2021

*The mission of the Oxnard College Foundation is to provide support to campus development, student scholarships, educational programs, and other college needs in order to promote the progressive and continuing advancement of Oxnard College, to further educational excellence and enable the college to serve as an exemplary multi-cultural community resource.*

- I. The Executive Committee meeting was called to order at 11:43 am by Mike Barber as a quorum was present.

### II. Roll Call

#### OCF Executive Committee

- ☒ Mike Barber, President
- ☒ Teresa Waisman, President-Elect
- ☒ Robert Cabral, Past President & VP of Finance
- ☐ Robert England, VP of Operations
- ☒ Maureen Rodriguez, Appointed VP of Development & Public Relations
- ☒ Florence LaManno, Secretary
- ☐ Luis Sanchez, President of Oxnard College & Ex Officio

#### OC/OCF Staff and Contractors

- ☒ Connie Owens, Community Development and Institutional Advancement Specialist
- ☒ Jackie McKenzie, OCF Controller
- ☒ Pete Parker, Incoming OCF Executive Director

- III. A motion was made by Maureen Rodriguez and seconded by Florence LaManno to approve the agenda with no changes. Motion carried.

### IV. Approval of Action Agenda

- A. A motion was made by Florence LaManno and seconded by Teresa Elenes-Waisman to approve the OCF Board of Directors Meeting Minutes as written from October 25, 2021. Motion carried with one abstention by Teresa Waisman.
- B. A motion was made by Robert Cabral and seconded by Teresa Waisman to approve two student scholarships for the Sports Industry Academy Summer Workshop, as submitted by Dr. Luis Gonzalez. Motion carried.
- C. A motion was made by Robert Cabral and seconded by Maureen Rodriguez to approve the unaudited financial statements for July 2021 and August 2021 as presented by Jackie McKenzie, the OCF Controller. Motion carried.



- D. A motion was made by Robert Cabral and seconded by Florence LaManno to approve the revised OCF 2021-22 Unaudited Budget, as presented by Jackie McKenzie, the OCF Controller. Motion carried.
- E. Agenda item pertaining to the Atharva Workforce Proposal vs. ADP Payroll Service was tabled to provide ample time to receive an additional proposal.
- F. A motion was made by Florence LaManno and seconded by Teresa Waisman with regrets to accept the resignation of Yolanda Plascencia, and the appointment by Mike Barber to serve as V.P. of Development with Maureen Rodriguez and offer V.P. of Public Relations to Matthew Taylor to serve out the remaining of the 2020 -22 OCF current years. Motion carried.

#### IV. Reports, Updates and Information Items

- A. Board President's Report – Mike Barber wanted to thank all the board members for their great work and for all to have a Merry Christmas. He also welcomed the recently hired executive director, Pete Parker.
- B. Oxnard College President's Report – no report
- C. Finance Committee Report – Robert Cabral suggested that he be removed from the Fidelity account.
- D. Development Committee – Maureen Rodriguez shared that she's looking forward to developing upcoming fundraisers.
- E. Strategic Planning Report – Pete Parker reported that he's been in contact with Bill Bartels through email and phone. They agreed to initiate the strategic planning effort after he begins his employment. They discussed a shorter focus of 5-7 years, as opposed to the original plan of 10 years. The two will continue their discussions following Pete's December 1 start date.

#### V. Adjournment

There being no further business Mike Barber adjourned the meeting at 12:19pm.

Next OCF Executive Committee Meeting – Wednesday, January 26, 2022 at 11:30am



## Executive Committee Minutes

Wednesday, January 26, 2022

11:30 am

Lure Fish House in Camarillo

*The mission of the Oxnard College Foundation is to provide support to campus development, student scholarships, educational programs, and other college needs in order to promote the progressive and continuing advancement of Oxnard College, to further educational excellence and enable the college to serve as an exemplary multi-cultural community resource.*

### I. Call to Order, Welcome, Introductions, and Acknowledgment of Guests

The Executive Committee meeting was called to order at 11:41am by Mike Barber, as a quorum was present

### II. Roll Call

#### OCF Executive Committee

- ☒ Mike Barber, President
- ☐ Teresa Waisman, President-Elect
- ☒ Robert Cabral, Past President & VP of Finance/Treasurer
- ☐ Robert England, VP of Operations
- ☒ Maureen Rodriguez, VP of Development & Public Relations
- ☒ Matt Taylor, VP of Public Relations
- ☐ Florence LaManno, Secretary
- ☐ Luis Sanchez, President of Oxnard College & Ex Officio

#### OC/OCF Staff and Contractors

- ☒ Connie Owens, Community Development and Institutional Advancement Specialist
- ☒ Jackie McKenzie, OCF Controller
- ☒ Pete Parker, OCF Executive Director

### III. Public Notice of Changes to the Agenda

### IV. Public Comments Regarding Agenda and/or Non-Agenda Items

### V. Approval of Action Agenda

#### A. Approve Meeting Minutes

A motion was made by Robert Cabral to approve the OCF Executive Committee Meeting Minutes dated November 18, 2021 as written. Seconded by Matt Taylor. Motion carried.

#### B. Unaudited Financial Statements for October 2021 and November 2021

A motion was made by Mike Barber to approve the unaudited financial statements for October 2021, as presented. Seconded by Matt Taylor. Motion carried.

C. Payroll Service

A motion was made by Matt Taylor to enter into a one year commitment with Atharva Workforce/HR Firm to manage payroll services for the Foundation, then conduct an assessment prior to extension. Seconded by Maureen Rodriguez. Motion carried.

D. West Ventura County Business Alliance Membership

A motion was made by Robert Cabral to register the Oxnard College Foundation into a Basic Membership with the West Ventura County Business Alliance. Seconded by Mike Barber. Motion carried.

E. Leadership Oxnard

A motion was made by Mike Barber to allow Pete Parker, Executive Director, to participate in the 2022 Leadership Oxnard program, as hosted by the West Ventura County Business Alliance. Seconded by Matt Taylor. Motion carried.

F. Network of California College Foundations membership

A motion was made by Matt Taylor to register the Foundation as a member of the Network of California College Foundations for one year, with Pete Parker presenting quarterly reports to the board. Seconded by Robert Cabral. Motion carried.

G. Donor Database

A motion was made by Matt Taylor to begin using a donor database to process contributions, track past and current contributions, manage existing and possible supporters, host fundraising campaigns, and spearhead e-marketing correspondence. Seconded by Mike Barber. Motion carried.

## **VI. Reports, Updates and Information Items**

### **1. Board President's Report – Mike Barber**

- a. Mike presented the agreement with Oxnard College with recommended changes, which received consensual support. He reported that Luis Sanchez, Oxnard College President, has asked the Foundation to cover the personnel costs of its new Community Development Specialist.
- b. Mike presented the agreement with the Ventura County Community College District, which is currently in the review stage.

- c. Mike wishes to be smart with allocations. The committee shared an interest in being strategic with contributions made to the College.
- 2. Oxnard College President's Report – Luis Sanchez
  - a. No report
- 3. Finance Committee Report Update – Robert Cabral
  - a. Robert plans to address the Foundation's investment and fund allocation activities and strategies.
  - b. Robert plans to schedule meetings with the Finance Committee.
- 4. Development Committee – Maureen Rodriguez
  - a. No report
- 5. Public Relations – Matt Taylor
  - a. Matt shared that he's looking forward to activating the new committee.
- 6. Executive Director Report – Pete Parker
  - a. Pete informed the committee that he hopes to resolve found in past financial audits by adding a CPA to the team.
  - b. Pete shared that there's been little movement on the new office, but hopes to be able to move in soon.
  - c. Pete shared that the Foundation webpages on the OxnardCollege.edu website have been updated, thanks to the efforts of Ariane Perez. He plans to add new online donation links and buttons when the new donor database is implemented. He also purchased the [www.oxnardcollegefoundation.org](http://www.oxnardcollegefoundation.org) domain and two connected email accounts, as the first step toward creating a stand-alone website for the Foundation.

- d. Pete informed the committee that he's been in contact with Bill Bartels and that they're recommending we put the strategic plan on hold until he's acclimated to the new position.
- e. Pete presented the 2022-23 scholarship production schedule, thanking Connie, Jackie, and Ariane for their efforts.
- f. Pete shared that he's begun a search into the Foundation's investments to gain clarity on each fund's origination, purpose, use of funds, and maturation dates.

## **VII. Adjournment**

A motion was made by Mike Barber to adjourn the Executive Committee meeting. Seconded by Robert Cabral. Motion carried at 1:03pm.



## **Finance Committee - Special Meeting**

**Agenda for Tuesday, March 15, 2022**

**11:30am - 1:00pm PDT**

**Lure Fish House (Camarillo)**

### **Committee Members**

- ☒ Mike Barber, Board President
- ☒ Teresa Elenes-Waisman, Board President Elect
- ☒ Robert Cabral, Finance Committee Chair
- ☐ Alex Nguyen, Finance Committee Member

**Quorum: Yes**

**Subject to Brown Act: Yes**

### **1. Call to Order/Roll Call**

- 1.1 The meeting was called to order at 11:35am PDT by OCF Finance Committee Chair, Robert Cabral. A quorum was present.

### **2. Action Items**

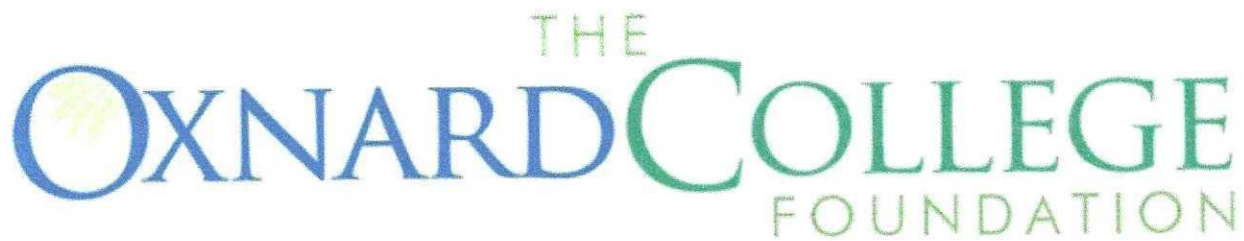
- 2.1 Approval of Agenda
  1. Mike Barber motioned to accept the agenda as presented, Motion was seconded by Teresa Elenes-Waisman.

### **3. Public Comments**

### **4. Information/Discussion Items**

- 3.1 Update on Investment Funds
  1. Tom Derse Portfolio Manager at Morgan & Company provided a simple performance update on the Foundation's investment funds, currently managed by Morgan & Company.





2. Tom shared that McMorgan charges 50 basis points (.05%), which is one-half the standard rate, for the management of the funds.
  3. Tom noted that the investment position turnover this year is under 20%.
  4. Tom identified current issues facing fund management as market volatility, rising interest rates, inflation, and world issues.
- 3.2 Draft Review of Scholarship Endowment Fund Agreement
1. Pete Parker, Foundation Executive Director, presented a draft version of a Scholarship Endowment Fund Agreement, an instrument (if approved), will be utilized when establishing future endowment funds.
- 3.3 Draft Review of Named Endowment Distribution Policy
1. Pete presented a draft version of a Named Endowment Distribution Policy, stipulating allocations from the corpus of future named endowment funds for programs or scholarships, as determined in the Scholarship Endowment Fund Agreement.
- 3.4 Review of Investment Policy
1. Pete presented a fresh copy of the Statement of Investment Objectives and Policy for committee review.
- 3.5 Executive Director Report
1. Pete presented an Executive Director Report on tasks and updates relating to the Finance Committee.
  2. Pete provided a progress report for the possible creation of a stand-alone Oxnard College Foundation website.
    - i. Mike Barber Motioned to approve the expenditure of funds to create a stand-alone website for the Oxnard College Foundation with full approval at the March 28, 2022 full Board meeting. Motion was seconded by Teresa Elenes-Waisman.



3. Pete informed the committee of potential donations, as well as possible funding requests.

#### **5. Good of the Order**

#### **6. Future Agenda Topics**

#### **7. Adjournment**

1. The meeting was adjourned by Robert Cabral at 12:57pm PDT.



# THE OXNARD COLLEGE FOUNDATION

**DRAFT**

## **Scholarship Endowment Fund Agreement**

It is hereby agreed among the undersigned parties that the Oxnard College Foundation (hereafter referred to as the Foundation) will establish in perpetuity, on behalf of **[Name of Donor]**, an endowed fund to be named **[Name of Fund]**. This fund and the contributions to it are irrevocable gifts, according to Section 501(c)(3) of the Internal Revenue Code.

### **Background**

(Reasons for establishment of the endowment)

### **Criteria**

The following terms and conditions will apply to this fund:

The award selection is made by:

**[Option A]** OCF Scholarship Committee. OR

**[Option B]** a minimum of three (3) scholarship committee members who shall review all candidates and score them according to the rubric given and ensure that the recipients meet the criteria for receiving the award. The donor(s) may serve on the committee, but may not constitute a majority of the committee members. As written in the Pension Protection Act, donors cannot individually select their fund's scholarship recipient(s).

### **Terms of Endowment**

#### **[Name(s) of donor(s) establishing the fund]**

**[Option A]** have made gifts sufficient for the endowment at a \$XX,XXX corpus to benefit Oxnard College through the Oxnard College Foundation. OR

**[Option B]** will make within a period not to exceed five years, gifts sufficient for the endowment of a fund to benefit Oxnard College through the Oxnard College Foundation. The minimum level for endowment of a permanent fund is \$10,000. During the period when gifts are being added to bring the corpus up to the minimum level, total investment returns (which may include any combination of interest, dividends, and capital gains or losses) related to this fund will be allocated to it. No grant expenditures may be made prior to achievement of the minimum level unless they are separately funded by the donor(s).

Should the endowment not be fully funded by the end of the fifth year, the corpus of this fund may be added to another endowed fund with similar purpose or it may be added to the Foundation's general endowment. The principal may also be spent as annual awards for a purpose similar to the donor's original intent. The Foundation's Board of Directors will, at the end of the five-year period, determine how the funds remaining in under-funded endowments are to be distributed. As a matter of policy, whenever practical, the Foundation will consult with the primary donor(s), if still living, in the rare event a change from original intent is necessary.

All gifts to the endowed fund are to be held by the Foundation in perpetuity, and invested according to prevailing Foundation investment policies. Under the Investment Policy, the Foundation may pool

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the principal with other endowed funds. This pooled endowment fund is invested with the objective of producing a total return on investment. This total return is expected to include the amount designated by the Foundation's current spending policy (used to determine the amount of the annual grant), a reasonable appreciation of principal in excess of inflation and a portion to be added back to principal in order to allow for continued growth of the fund. However, the donor is aware and hereby acknowledges that endowments may, over time, incur both capital gains and losses, depending upon the investment environment. It is anticipated, based on long-term historical patterns, that gains will exceed losses.

The Foundation will use the fund solely for the purpose(s) outlined above. The Foundation's intent is that the original donation will not be spent, and the benefit will not be redirected except in very unusual circumstances where the original purpose cannot be achieved. In the event of such a change in circumstances, the Foundation is obligated by law to find another purpose as closed to the original intent as possible and to the benefit of Oxnard College and its students, as long as Oxnard College is in existence.

## **Terms of Expenditure**

Investment returns produced through this endowment will be used according to the Foundation's spending policy. The portion to be expended will carry the donor's name or the name designated by the donor for the fund and will be directed toward the endowment's purpose annually at the beginning of the first full fiscal year after the fund has been fully endowed. Use of the funds will be based upon the criteria stated above. If no qualified recipient is available during any given year, the donor reserves the right to waive some or all of the criteria established in order that the funds may be distributed in that year, can be carried over to the following year, or be distributed to the overall OCF scholarship pool.

We, the undersigned parties, agree to these general rules and specific regulations, and consider them to be binding on all concerned.

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Donor Name(s)

---

Date

---

Executive Director, Oxnard College Foundation

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Date

*Two copies will be signed; one copy is to be retained by the donor, and the other will reside with the Foundation.*

Initial Draft: 3/14/2022

# THE OXNARD COLLEGE FOUNDATION

**DRAFT**

## **Named Endowment Distribution Policy**

This Named Endowment Distribution Policy determines the amount each participating fund account may spend annually to support the fund's intended purpose.

The Oxnard College Foundation Board of Directors recognizes its responsibility to provide predictable and consistent support for scholarships and programs. Therefore, distributions shall not exceed 5% of the average of the market value of the investment portfolio (calculated based on a 3-year rolling average). In typical years, distributions will be equivalent to 5%. Such a policy allows for greater predictability of spendable income for budgeting purposes and for a gradual steady growth of the Foundation's support of Oxnard College.

To retain an inflation-resistant corpus for the fund, it is highly recommended that new funds do not make a distribution until there are at least four quarters of market value history.

Upon recommended action from the Finance Committee and approved by the board, disbursements from endowed funds shall be made. It is strongly suggested that annual disbursements be made close to the start of each fiscal year to allow the Foundation and/or College use of the funds in the fiscal year. At no time shall the corpus of an endowed fund/account be spent, unless allowed under the endowment spending regulations of specific funding agencies. The corpus is defined as that amount originally gifted to the Foundation by a donor, and excludes any interest, dividends, or appreciation of the originally gifted amount.

### **Policy Review**

This policy will be reviewed by the Finance Committee annually. Recommendations for change will be made to the full Oxnard College Foundation Board of Directors each year.

Initial Draft: 3/14/2022

# THE OXNARD COLLEGE FOUNDATION

## **Statement of Investment Objectives and Policy**

### **Preamble**

Oxnard College Foundation is a non-profit tax-exempt auxiliary organization headquartered in Oxnard, California. The Foundation manages its endowed and operational assets, as well as custodial funds and all foundation funds according to guidelines established by its Board of Directors.

The purpose of the Foundation is to promote and foster the programs and activities of Oxnard College and to provide income for student scholarships, foundation operations, and projects deemed appropriate by the Board of Directors.

This Policy Statement addresses the funds management functions of the Foundation. The goals of the Foundation in managing funds, provides the authority and responsibility of certain parties with respect to the management of the Foundation's funds, and sets forth the procedures for these parties to follow in managing the Foundation's investments.

The Intent of this policy statement to establish an attitude and/or philosophy which will guide the Foundation Finance Committee and the Portfolio Manager(s) toward the performance desired the Board may elect to engage investment managers or investment management firms and that the Board may elect to delegate the daily management of Foundation funds to these investment managers of firms with Board approval guidelines with respect to asset allocation and other investment restraints. The objectives are sufficiently specific to be meaningful, but flexible enough to be practical.

### **Long-Range Goals**

The long-range goals for the Foundation are to grow its principal assets to exceed inflation and fees to provide a reliable source of distributable income.

### **Investment Objectives**

The Foundation's investment objectives are:

1. To protect and preserve the purchasing power of the Foundation's assets by earning a total return for each fund (e.g. operating endowment, scholarship endowments, etc.) which is appropriate in light of each fund's time horizon, liquidity needs and risk tolerance.
2. To maximize total return with reasonable and acceptable levels of risk.
3. To maintain appropriate asset allocations among the various funds to meet the cash flow and liquidity needs of the Foundation and the College.
4. To observe appropriate controls designed to safeguard the Foundation's assets from theft, fraud or dissipation.



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5. To honor any requests of donors as to the investment of the donated assets, within the parameters of prudent investing.

## **Investment Management**

The Board of Directors may employ the services of one or more Investment Advisory Companies who possess the necessary specialized research facilities and skilled manpower to meet these investment objectives and guidelines. The Foundation requires any Investment Advisory Company so retained to be registered under the Investment Advisors Act of 1940.

The Board of Directors requires any Investment Advisory Company to adhere to the "prudent investor rule" under such federal laws as now apply, or may in the future apply, to the investment of any trust assets subject to their control.

The Board of Directors authorizes the review and change of the Investment Advisory Company every two years unless the Finance Committee votes to retain the existing company by a majority vote.

## **Board of Directors Responsibility**

The Board of Directors is charged with the responsibility of the investment of Foundation assets. The Directors shall discharge their duties solely in the interest of the Foundation with the care, skill, prudence and diligence under the circumstances then prevailing that a prudent investor, acting in a like capacity and familiar with touch matters, would use in the conduct of an enterprise of a like character with like aims.

The Board of Directors shall appoint a Finance Committee to research and make recommendations to the board on investment management issues. Approved functions shall be executed by the Executive Director and Investment Advisory Company. On a quarterly basis, the board monitors the performance of the Foundation's investments.

## **Finance Committee and Investment Advisory Company Responsibilities**

1. The Foundation's Finance Committee Chair, the President of Oxnard College, the Foundation's Executive Director, and the Foundation's Secretary shall be authorized signatures empowered to execute the instruments necessary to make the investments contemplated by this investment policy. At least two of the four above named persons must sign each such investment related instrument in order to make such instrument effective and valid.
2. The Finance Committee is delegated, by the Board of Directors, the responsibility of overseeing the research, recommendation, selection and retention of any Investment Advisory Company employed to manage assets of the Foundation. The Investment Advisory Company will assist in the guidance of the Finance Committee to accomplish the objectives and guidelines of the Foundation. In addition, the Investment Advisory Company will

# THE OXNARD COLLEGE FOUNDATION

regularly monitor and report on its performance and investment process to assure the objectives and guidelines are maintained and accomplished. The Finance Committee shall report to the Board of Directors on a quarterly basis for each separately managed portfolio, drawing information from the following:

- a. Asset allocation;
- b. For each individual security, its description, percentage of the total portfolio, purchase date, quantity, cost basis, current market value, amount of unrealized gain or loss, indicated annual income in dollars, and yield (%) at market;
- c. A summary of all cash and non-cash transactions in each portfolio, including the name and quantify of each security purchased or sold, with the price and transaction date;
- d. Investment performance relative to appropriate benchmarks established by the Finance Committee and approved by the Board.

The Secretary or President is authorized to certify any form resolution required for the opening, closing or administration of any board approved account at a depository institution, custodian or securities brokerage firm if the resolution is consistent with the provisions of the section. The Secretary may also certify a copy of an excerpt from this statement of Investment Policies as a resolution of the Board of Directors.

## **Executive Director's Responsibilities**

The Executive Director is responsible for execution of the investment strategies recommended and approved by the Finance Committee and the Board of Directors. The Executive Director's responsibilities are:

1. To execute month to month management functions and to establish and enforce appropriate procedures and controls designed to avoid theft, embezzlement or dissipation of the Foundation's assets.
2. To ensure that cash and marketable securities are held by an FDIC insured depository, a bank trust department, a trust company or an SIPC insured brokerage firm. Cash or cash equivalent deposits in any one institution shall not exceed FDIC or SIPC insurance limits.
3. To open and close board approved accounts at depository institution, custodians or brokerage firms on behalf of the Foundation.
4. To deposit or withdraw funds from board approved Foundation accounts consistent with the signatory policy approved by the full Board of Directors.
5. To direct the investment of Foundation funds in a board approved account at a depository institution, custodian or brokerage firm.
6. To prepare reports required by the Finance Committee and the Board of Directors.

If action is required in the absence of the Executive Director, the Foundation's President, acting together with the College President will have the same authority as the Executive Director with respect to the above functions.

# THE OXNARD COLLEGE FOUNDATION

## Types of Assets

In order to provide any Investment Advisory Company the freedom to allocate invested assets in areas appropriate to meet the objectives of the Foundation, the following asset classes are expressly approved for investment.

1. Cash and Equivalents: Cash reserves may consist of individual fixed income securities such as Commercial paper, U.S. Treasury Bills and other similar instruments with less than one year to maturity and/or money market funds. All money market funds should be 2a-7 compliant.
2. Debt Instruments: United States Government and Agency Obligations, Corporate Obligations and Foreign Government Debt must have an average credit rating of A or better agency rating by Standard & Poors or similar rating agency. Average portfolio duration should not exceed 7 years.
3. Equity Securities: Publicly traded common and preferred stocks, convertible preferred stocks and convertible debentures. Equity securities may be chosen from the NYSE, AMEX, regional Exchanges, and the National Over the Counter Market. All assets must have readily ascertainable market values, and be fully liquid and marketable. Average Daily volume of equity securities shall be at least 30,000 shares.
4. Commingled Funds: Mutual funds and Exchange Traded Funds which utilize any of the above mentioned in 1, 2 or 3 may also be utilized. It is understood that some Mutual Funds may invest in stocks with average daily volume less than 30,000 shares.

If any Investment Advisory Company wishes to use an investment vehicle not included in the above list, a request must be submitted to and approved by the Finance Committee and the Board of Directors.

## Investment Restrictions

The following investment restrictions will apply:

1. There shall be no direct use of: short selling securities, commodities trading, margin purchases, derivative instruments, real estate, futures options, and precious metals.
2. No strict restrictions have been placed with regard to and individual equities or fixed income securities.

## Asset Allocation Guidelines

Each fund of the Foundation has specific guidelines as to asset allocation which will be discussed annually by the Finance Committee and the Board of Directors and shared with the Investment Advisory Company. The Foundation has or may establish the following:

1. Operating Endowment: The investment objective of the Operating Endowment is to preserve the historical dollar value of these assets, and to provide a total return, over time, which at a minimum equals or exceed the rate of inflation plus the annual endowment earning percentage set by the Board of Directors. Given the long-term investment horizon associated with these assets and the historically superior performance of equities versus other asset classes, a significant allocation to equities is required. The asset allocation for this fund will be



# THE OXNARD COLLEGE FOUNDATION

reviewed annually with the Investment Manager and the agreed upon percentages by asset class will be provided to the board annual at the final board meeting of the fiscal year.

2. Scholarship Endowments: The investment objective of the Scholarship Endowments is to preserve the historical dollar value of these assets, and to provide a total return, over time, which at a minimum equals or exceeds the rate of inflation plus the annual endowment pending percentage set by the Board of Directors. The asset allocation will be reviewed annually with the Investment Manager and the agreed upon percentages by asset class will be provided to the board annually at the final board meeting of the fiscal year.
3. Charitable Trusts: In trusts where the Foundation is a Trustee, Investment of Charitable Trust assets must be consistent with the terms of each individual trust instrument, prudent judgement just be exercised to protect both the income and remainder interests. The guidelines and restrictions contain in this statement of Investment Policies shall be observed in the investment of Charitable Trusts unless (a) the terms of the instrument dictate otherwise, or (b) specific exceptions are granted by the Board of Directors.
4. Pooled Income Funds: The investment objective of the Pooled Income Fund is to maximize current earnings, while protecting the historical dollar value of contributions, with a target yield to participants of not less than 6%. To achieve these objectives the trustee of the pooled income fund may maintain an equity position not greater than 20%.
5. Liquid Assets: Money market funds, savings accounts, checking account.
6. Other: Should the terms or circumstances of a particular gift dictate that the assets be separately, or differently, invested than other similar assets, the Finance Committee may recommend and the board may authorize such exceptions from these guidelines as necessary to effect the intent of the donor. When granting exceptions, the committee shall take utmost care to protect the interest of the Foundation.

## Spending Policy

The Finance Committee will use the rolling average method of determining year to year spending in order to smooth distributions from the aggregate portfolio. The portfolio value will be determined based on a 3-year rolling average. This policy serves two purposes. First, it provides for more consistent and predicable spending for the programs supported by this Endowment. Second, it allows the Finance Committee to design an investment strategy which is more aggressive with a higher than expected return than might be the case if spending were determined by annual investment performance. By smoothing the spending, the Endowment reduces the likelihood of real principal erosion due to portfolio volatility. The Finance Committee has set the spending target to be 4% to 5% of the 3-year rolling average of the portfolio value of each endowment fund ending on June 30<sup>th</sup>. If a fund has been invested for less than three years, the average balance of the fund's value for the length of its investment is used.

The donor will be informed that gifts not awarded (or not claimed) in any given year will be carried forward cumulatively and made available in future years.



# THE OXNARD COLLEGE FOUNDATION

## **Monitoring**

The Investment Advisory Company will continuously review its performance with the Investment Committee. The objective of monitoring is to ensure prudent management of the funds and compliance with the Investment Objectives and Guidelines. Investment monitoring will be completed on a quarterly basis evaluating the performance of the fund's assets in relation to the stated investment objectives.

Relative performance measurement may be utilized to evaluate investment management in the relation to the capital markets and other managers of similar fund with like aims. The following board indices may be used to discuss performance measurement with the Finance Committee and the Board of Directors.

- Consumer Price Index
- 90 Day Treasury Bill Rates
- Barclays Capital Aggregate Bond Index
- Standard and Poors 500 Stock Index
- A hybrid of the above indices, so-constituted as to reasonably reflect the asset allocation utilized by the Investment Advisory Company.
- A hybrid of comparable indices, utilized by the Foundation's peer group.

## **Review Meetings**

It is the desire of the Finance Committee to meet annually with the Investment Advisory Company to discuss the following:

- Review of ongoing investment policy and any changes deemed advisable for the coming year.
- Review of the current and anticipated economic environment and its effect on the Fund's assets.
- Address any major shifts in strategy which may have taken place since the previous meeting.
- Review the performance of the portfolio(s) with respect to the investment objectives and policy.

## **Conclusion**

This Statement of Investment Objectives and Policy is designed to be used as a guideline to assist the Board of Directors, the Finance Committee and the Investment Advisory Company(s). It should not be considered a legal document or contractual obligation. It should be viewed as a flexible document whose purpose is to assist all parties in the management of the Foundation's assets.

# THE OXNARD COLLEGE FOUNDATION

## **Finance Committee March 15, 2022 Meeting Executive Director Report**

### **News and Information**

#### **Donor Database**

The DonorPerfect system is up and running. The donation form on the website will be replaced, thereby allowing all online donations to record into the database and fund go directly into the general checking account at Montecito Bank. Currently set up are: general donation form, Athletic HOF event registration, and Athletic Assn membership form.

#### **Potential Donations**

We've received interest in two donations. Pete is currently crafting gift overview letters for a \$20,000 donation to the Culinary program and the creation of a \$25,000 named endowment.

### **Foundation Funding Requests**

#### **Website Development**

The Board's Public Relations Committee selected Moni Designs to develop the new OCF website. The project is expected to take eight weeks until completion. Projected cost: \$5,775, plus \$55 per month following completion.

### **Campus Funding Requests**

#### **Athletic Alumni Association**

The Foundation is co-hosting its Inaugural Hall of Fame Banquet, slated for May 21 at the Performing Arts Center. The planning committee is developing a budget to include food, beverage, decorations, awards, and promotions. The projected per person cost is \$50. Projected 50-100 person attendance. The webpages and registration form have been created and ready to promote. We've been asked to sponsor the event at the \$1,000 level. We're also collecting all payments and donations and will be earmarked for Athletic Association use.

#### **Mural Project**

An application has been submitted to the California Arts Council by Oxnard College to fund a mural on the Oxnard College campus. The amount requested is \$20,000. Should the request be denied, the College wishes for the Foundation to cover the costs of the mural project.

# THE OXNARD COLLEGE FOUNDATION

## **Maintenance and Operations**

The department seeks \$29,300 to purchase an aerator and reel grinder to maintain fields and campus beautification.

## **OC Family Festival Day**

We've been asked to contribute funds to cover costs associated with a community day on campus on Sunday, May 1. Total financial support has yet to be finalized, but may include food and decorations. We'll use the day to work with campus programs to track alumni and promote engagement.

## **Policies to Consider**

### **Scholarship Endowment Agreement**

Pete crafted an agreement to be signed by both the Foundation and donors prior to the establishment of named scholarship endowments. The document describes the amount, funding, allocation, and purpose of the endowment.

### **Named Endowment Distribution Policy**

Pete crafted a policy to specify the maximum amount distributed to scholarship awards on an annual basis for named endowments. The policy would not affect the existing challenge grant endowments.

## **Policy to Review**

### **Statement of Investment Objectives and Policy**

Pete re-created the statement for board review which, as stated in the Statement, must be reviewed on an annual basis.

## **Current Fund Balances**

### **Funds managed by Fidelity**

<b>Fund</b>	<b>Feb Gain/Loss</b>	<b>Fund Balance</b>
Title V-Progresso	-11,457.22	\$417,975.55
Title III-Acabado	-47,640.92	\$1,262,343.21
HSI Title V	-109,153.72	\$2,976,210.15
Title V-El Buen Hijo	-29,586.70	\$700,283.80
Title V	-54,843.19	\$1,347,318.96
Reserves	-79,069.55	\$2,593,690.15



**OXNARD COLLEGE FOUNDATION**  
**SCHEDULE OF COMMENSURATE RETURN TO/FROM VENTURA COUNTY COMMUNITY COLLEGE DISTRICT**  
**FISCAL YEAR END JUNE 30, 2021**

**DISTRICT CONTRIBUTIONS TO THE FOUNDATION**

Salaries/payroll taxes, Benefits (a)	\$ 9,674
VCCCD Campus Police for Community Market	4,006
Rent and office overhead	11,560
Printing/copying/postage	500
IT dept - 30 hrs annually	1,500

**TOTAL VALUE PROVIDED BY DISTRICT TO THE FOUNDATION**

	\$ 27,240
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**FOUNDATION REIMBURSEMENTS TO THE DISTRICT:**

	(4,006)
--	---------

**NET DISTRICT CONTRIBUTION TO OC FOUNDATION**

	\$ 23,234
--	-----------

**TANGIBLE/MONETARY REIMBURSEMENTS**

Scholarships disbursed to Oxnard College students	221,242
Esteem disbursements (UCSB transfer students)	60,700
supplies for Covid-19 prevention (masks, tape, hand sanitizer etc)	1,820
McNish Gallery renovation	25,000
Equipment purchased for Maintenance dept (roto rooter, paint sprayer)	6,500
NextGen Web Solution-Scholarship Award systems	7,500

**TOTAL TANGIBLE/MONETARY REIMBURSEMENTS**

	\$ 322,762
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**NON-TANGIBLE SERVICES PROVIDED TO THE DISTRICT (salaries and benefits)**

Management, tracking, reconciling of endowments	41,578
Management of scholarship awarding and disbursement process	65,131
Management of scholarship awarding and disbursement-ESTEEM	2,141
Public relations/marketing	33,014
Fundraising/donor stewardship	33,014
Student workers-scholarship followup and assistance	22,250

**TOTAL VALUE OF SERVICE PROVIDED TO THE DISTRICT**

	\$ 197,128
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**TOTAL BENEFITS PROVIDED TO THE DISTRICT**

	519,890
--	---------

**NET BENEFITS PROVIDED TO THE DISTRICT**

	\$ 496,656
--	------------

**FUTURE BENEFITS TO THE DISTRICT**

Permanently restricted endowments held in perpetuity for future scholarships	138,958
Temporarily restricted funds held for future scholarships & campus support	6,873,973
	\$ 7,012,931

**NOTES:**

- (a) This represents an allocation of the costs of employees who work for the district but also provide services to the Foundation  
 (eg. Board members, OT personnell and Maint workers) based on the percentage of their work time spent assisting the Foundation



## **Oxnard College Foundation Website Development Proposal**

### **Goals of the new Oxnard College Foundation website**

To create a clean, visually appealing, up-to-date, easy to use responsive web site using the Wordpress framework:

- 1) to make local businesses aware of local Oxnard College graduate talent available for hire to encourage hiring from Ventura County rather than from elsewhere
- 2) to raise funds to support Oxnard College students with education costs with an easy donation portal
- 3) to provide information for the Sunday Market and vendors

### **Audiences**

- 1) Ventura County businesses that could potentially hire graduates
- 2) Donors that would be willing to support Oxnard College students and know how their support could make a difference for students
- 3) Sunday Marketplace shoppers and vendors
- 4) Students, but only for Scholarships info
- 5) Approximately 70% Spanish speaking, but most visitors will likely be bilingual except perhaps the Marketplace page visitors; rest of website will be in English



## Functions

1) **Donation portal:** Some Options: [DonorBox](#). simple, straightforward, minimalist pop up for accepting donations via Stripe. Marketing integrations include Mailchimp, SalesFroce, Zapier, TexttoGive.

QGiv. More robust, more features, more expensive, higher learning curve, no pop ups, more marketing tools, more complex donation forms, more customization options.

These are typically free Wordpress plug ins or free to embed on a website, but take a percentage of donations. The estimate will be based on DonorBox as an example, and typically 3rd party Donation sites will have their own donation forms which are created on their websites, then embedded as needed.

2) **Event Calendar.** There are options for repeating events, selling tickets, Google calendar integration \$99/yr. The [Event Calendar](#) Plug is straightforward, can offer tickets if needed, and is customizable.

3) **Email list sign up** - collect emails for 1)Donors 2)Students 3)Business owners. Set up will depend on which email marketing service used. Not all of them provide integrations but Mailchimp & Constant Contact provide Wordpress integrations. This may be embedded from the donor database 3rd party site depending on which one is utilized.





Email list and donation forms will be styled on the website to match the branding as well as can be allowed for Mailchimp or Constant Contact; some features cannot be styled to match.

Email templates for Mailchimp or Constant Contact Newsletters that matches the website may be created post launch or when needed at an hourly rate.

4) **Accessibility** widget recommended. Various 3rd party solutions for ADA compliance <https://www.equalweb.com/>

## Branding & Design

The website will use the existing Oxnard College Foundation and Oxnard College logos and green and blue color scheme (with it's own font scheme); the design will have following goals:

- 1) to inspire excitement and pride in Oxnard College (Condors)
- 2) to use OC photo and video assets in a way that looks bold, personal and elegant
- 3) because the website has several goals, to delineate them clearly on the home page, and to avoid posting too much information on any one page to prevent visitor confusion; this may result in more pages but with clear information.

Having examined many College and University Foundation websites, the best example in our opinion, is the Santa Barbara City College Foundation. What sets it apart from many others is that it shows how their Promise Program has had a direct positive impact on particular individual students, and illustrates this with many diverse student stories. Other websites show photos of campus buildings which does not





connect donors to the impact that they could make over well. Other good examples are UC San Diego Foundation which does make their website personable, San Diego State also does this well. We should take similar approach with Oxnard College graduates, described further below.

**Recommendation** : When gathering content for the new website it would make a significant difference to seek out and *interview local successful graduates* and feature them the same way that SBCC has been able to do. It does not need to be as many students, but their demographics would ideally be Spanish - speaking or from the Oxnard area. The process of may take some time and could delay the development of content, but would make a significant impact with achieving the goals of the website.

Having this content would also be helpful to encourage local businesses to hire graduates. It might also be useful to have a page with statistics updated annually that shows approximately how many students graduated with certain degrees; perhaps how many are enrolled in the various majors. *Would it be possible to obtain this data? It could be shown graphically in a way that is easy to understand.*

**Design:** will have similarities to the Ventura College Foundation website; easy navigation; clean, but with Oxnard College Foundation branding.

Wherever possible, we will make use of the **VCCCD Media archive:** <https://vcccd.widencollective.com/portals/qtzrnw9s/VCCCDGRAPHICMEDIALIBRARY>

or the Oxnard College Foundation and Ventura College YouTube accounts : <https://www.youtube.com/channel/UC1EfjXjuaOitik9hNU57RA/featured>

and <https://www.youtube.com/channel/UCb1zR5exVaBXYw0lx9p8Vcg>







Hopefully quality media is available if/when graduate interviews are set up. Since the web requires lower resolution photos, taking photos around campus with a smartphone will work if lighting is good.

**Website copy:** to be supplied by Oxnard College Foundation

**Design Templates:** Three(3) Home page and interior page templates will be created by MoniDesign; website will be developed upon approval or revisions and approval of Design Templates.

**Time Frame:** approximately 8 weeks; time frame will be dependent on website copy and media availability; approval of templates; hosting and donation platform set up.

### **Website Hosting & Domain(s)**

**Hosting:** recommendation is for premium hosting with maximum security features, fast/priority 24/7 support, frequent backups and speed.

Quality Hosting companies:

**SiteGround** GoGeek package: <https://www.siteground.com/wordpress-hosting.htm>

SiteGround specializes in Wordpress hosting and offers the best technical support in the industry and their own security plug in. GoGeek \$10.69/month

**WPEngine** has a good reputation for high profile websites and security: <https://wpengine.com/plans/>





The Managed Wordpress plan would suffice but leveled up depending on anticipated website traffic. Suggested Managed Wordpress \$49/month

**SSL** - for encrypting any sensitive data; the donation platforms will also provide this, but SSL is a must for high profile websites.

Additional security option: **Securi** <https://sucuri.net/website-security-platform/signup/#cleanups>

The possibility of website hacking is unknown and probably small, Securi offers a way prevent and to clean up malware if the website is attacked.

**The domain** <http://www.oxnardcollegefoundation.org/> at Godaddy can be pointed to any hosting.

**Daily backups** and ongoing updates will be provided.

## SEO

The website build will include only standard on-page SEO, image tags and SEO keywords with one sentence descriptions for each page, but no further SEO off page campaigns or Google Adword campaigns.





## Proposed Website Outline & Content

### HOME:

The video on the current OCF page is very impressive; however it is missing students, the connection to OC. The mission of the Foundation serves the students and the community; we need to show them.

Recommendation: A rotating top banner to with still photos featuring successful graduates; especially graduates who are shown working in their desired field (a firefighter, a geologist in the field, an ESL teacher) . Scholarship awards photos; the Sunday Market. Video can be used for interviews.

**Emphasized/button links for these audiences: DONATE; OC MARKETPLACE; SCHOLARSHIPS**

Home page copy:

-State the Mission of the OC Foundation

-Newsfeed of features photos visitors can click on the check out the story -3 blog stories





## Emphasized Pages descriptions:

**DONATE button** - link will depend on which donor platform - will either go to SUPPORT page or to a pop up overlay for direct donation using DonorBox with Stripe.

**OC MARKETPLACE** - drone video at the top banner over the market; general market into for shoppers, parking etc, for vendors, photos from the market used with permission, possible link to a Twitter ? This page would have Spanish next to English; photography would ideally show colorful marketplace items, shoppers on a sunny day (photographed to protect their privacy or blurred or used with permission).

**SCHOLARSHIPS** - direct link to main OC scholarship page (link only)

## Other navigation links/pages:

**ABOUT** - child pages(3): About OCF, Board/Leadership; Financial statements

**About** : most of the text from the current home page can go here, with appropriate photos and/or video. Possible historical info.

**Board/Leadership**: can all be aggregated on one page with their photo and short bio, or a pop up for each person that shows their photo and short bio.

**Financial statements** : an archive of financial statements that most non profits publish as PDFs. This isn't on the current site but is shown on others; so this is recommended.





**PROGRAMS** - Programs & Scholarships can be one page; descriptions of Scholarship programs, student stories links in the sidebar quoting students that have benefited from the Scholarships (TBD)

**EMPLOYERS** -Visually depict OC stats regarding student majors and graduates for potential employers and donors; OC graduate statistics, majors, sidebar with photos, quotes and links to successful graduates, top banner may feature several photos of students in labs or in the field learning; Donate button at the bottom.

**SUPPORT** - child pages: Donation page with embedded donation form, or pop up donation form also available through DonorBox; info for mailing donations; Higher level donor program; TBD Student stories links in the sidebar quoting students that have benefited from the Scholarships; info for mailing donations.

Possible higher level donors programs descriptions, like an inner circle page with donors getting special acknowledgment : legacy donor page for individuals leaving an estate.

**(STUDENT STORIES —TBD)** profiles of successful graduates showing their photos. possible interviews, and bios ; using a pop up window for each graduate. Have a contact link for alumni who want to share their success stories, get involved, make a donation.

**EVENTS** - Calendar ; individual Event pages as needed - recurring Market and also holidays and awards. each calendar event is its own post with the possibility of offering location info and tickets

**NEWS** - News and announcements blog archive. Each story is its own post/page. Start with 3, (do we need a blog or will this be added later?)

**CONTACT** - use of forms to prevent SPAM





**Footer Links:** Links to other VC College Campuses, Contact info, All pages links, Social media links, VCCCD logo

## **COST ESTIMATES: PHASE 1**

### **SOFTWARE**

**Hosting & Domains:** To be selected by OCF based on recommendations \$130-\$590/year

#### **Website Theme and Plug- ins:**

- Avada or Divi theme: \$62 -\$89

- Event Calendar \$99/yr

- Accessibility if selected - \$39/mo

-Securi Security 3rd party service if selected - plans on website recommend Pro \$300/year

**Donation portal** costs based on donation platform

**Total cost:** based on selected options described above





**Install/Configure Software: \$40/hour**

Set up Hosting; point domains; install staging site: 2 hours

Install theme: 1 hour

Install and style Event Calendar; populate with recurring and known events: 2 hours

Optional: Install Accessibility: 1 hour

Optional: Configure Securi (this option may be included with WP Engine hosting): 1 hour

Set up and embed Donation forms: 2-3 hours

**Estimate:** 8-10 hours (\$320 - \$400)

**DESIGN AND DEVELOPMENT ESTIMATE: \$55/hour**

**Design Visual Templates using Adobe Creative Suite:** Design includes creating three (3) initial visual templates, with a final visual template to be selected and approved by OCF before development begins. Estimate will include 3 revisions until approval: 40 hours (\$2200)

**Design and Build:** Pages as described in Outline based on approved design template including revisions: 40-60 hours (\$3300)

**On Page SEO:** included





**Launch website (move from Staging Site to Final Domain & test links):** 4 hours  
(propagation may take several hours)

**Submit to Search Engines:** 1 hour

**Estimate:** 105 hours (\$4675 - \$5775)

Training on Wordpress web site content administration and admin accounts will be provided after launch.

## **PHASE 2 (Post Launch Schedule TBD)**

**\$55/hour**

Development: Add in additional content such as Student Stories, Events or News posts or other content updates.

Ongoing website software updates, backups and maintenance: 1 hour/month

Recommend Quarterly or every Semester content and photo updates.

## **Email Marketing templates:**

Email sign up, Email list integration and Email template design with text and images provided by OCF/VCCCD: 2-3 hours.



*Monika Petroczy | Designer/Developer | Moni Design Studios*  
805.886.9868 | [moni@monidesign.com](mailto:moni@monidesign.com) | [www.monidesign.com](http://www.monidesign.com)





**Payment Schedule:**

Design and Development to commence upon **40% deposit of estimate;**  
**30% billed upon approval of design templates;**  
**30% billed upon completion of fully functional staging site; Website will launch after receipt of final installment.**

Fees may be paid in three (3) installments, website maintenance billed monthly or quarterly after launch.

Web site design schedule TBD. Final estimate to be calculated based on hosting and software options selected by Oxnard College Foundation.

The new web site will be developed in Wordpress, which is currently the most popular CMS platform with vast support resources. This will enable the website to be updated easily and administered with blog posts easily added once set up.

The site will be developed using the mobile-friendly responsive Avada or Divi themes, which include a large variety of design options, including slide shows, many layout options, blogging, image galleries and more. The themes are widely used and well supported with frequent updates. Visit <http://theme-fusion.com/avada/> or <https://www.elegantthemes.com/layouts/> for information and to see examples.

I look forward to providing you with awesome service and a commitment to the success and outreach of the Oxnard College Foundation. For any questions, please feel free to call, text or email.

*-Monika Petroczy | Principal | monidesign.com*



# THE OXNARD COLLEGE FOUNDATION

(A Non-Profit Corporation – Tax I.D. #77-0003378)

*The mission of the Oxnard College Foundation is to provide support for campus development, student scholarships, educational programs, and other college needs in order to promote the progressive and continuing advancement of Oxnard College, to further educational excellence, and to enable the college to serve as an exemplary multi-cultural community resource.*

## APPLICATION FOR APPROPRIATIONS OF EVENTS

Applications must be received in the Foundation Office by the first week of the month to be presented for consideration by the OCF Finance Committee to make their recommendation to the Foundation Board for approval at the next regularly scheduled meeting.

DATE: 03/01/2022

Name and Title of Individual Submitting Request: Dr. Oscar Cobian, VP for Student Development

Name of Organization/Group: Oxnard College, Student Development Tax ID No.: 95-2224338

Mailing Address: 4000 South Rose Avenue

Oxnard, CA 93033

Contact Number(s): Business 805-678-5937 Cell 310-237-3437

E-mail Address: ocobian@vcccd.edu

List of Board/Committee Members:

N/A

- How does this event/project apply toward the Oxnard College Foundation mission statement above??

This mural will help celebrate the resilience of our diverse student and campus community in the face of the COVID-19 pandemic. It will also bring vibrancy, art, inspiration and revitalization to a dated outdoor stage and auditorium on campus.

- What is the Mission Statement/purpose of the organization or group making the request?

OC Student Development oversees the programs and areas that focus on student services, student success, student engagement and the student experience on the Oxnard College campus.

- Whom does your organization serve?

All Oxnard College students.

- What is the anticipated benefit of this activity or project?

There are several benefits to this project:

- 1) Campus beautification/revitalization
- 2) Acknowledgment of the disproportionate impacts of COVID-19 on OC students and the campus community.
- 3) Celebration of the resilience and perseverance of our students in the face of adversity.
- 4) Connection to the community through their input and access to public art on campus.

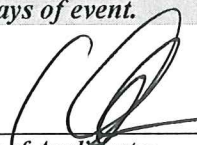
## APPLICATION FOR APPROPRIATIONS OF EVENTS


- Total monies needed for this activity or project is: *(Please attach event/project budget)* \$ Up to \$20,000
- Date funding is needed? 7/1/2022 (Funding will be needed only if not funded by CA Arts Council)
- Will organization be soliciting funds from any other source? ☒ YES ☐ NO  
*If yes, from whom and how much?* California Arts Council and OC Associated Student Government
- What are your specific requests and/or type of support needed from OC Foundation and confirmation deadline?  
*(If available, please attach written proposal)*  


Should the California Arts Council not fund the grant requested for this project, or provide reduced funding, we request that the Oxnard College Foundation fund the difference between other funds raised and the total cost of the project. The final amount that may be needed by Oxnard College Foundation should be known by June 30, 2022.
- If this is a yearly event, how do you plan to fund next year?  

N/A- This is not an annual project.

*In the event that an appropriation is made, the Oxnard College Foundation expects the person signing this application to provide a written report on the outcome of the activity or project and actual expenditures to which Foundation funds were used partially or totally. The person signing this application agrees to make such a report within 60 days of event.*

 Oscar Cobian 3/2/2022  
*Signature of Applicant* *Date*

 Oscar Cobian 3/2/2022  
*Signature of Area Administrator* *Date*

 Luis P. Sanchez 3/3/2022  
*Signature of Oxnard College President* *Date*

OCF FINANCE COMMITTEE
Date of Action Item: _____
<input type="checkbox"/> Approved <div style="margin-left: 40px;">Amount Approved: \$ _____</div>
<input type="checkbox"/> Denied <div style="margin-top: 10px;">*Please attach OCF FC meeting minutes to application.</div>

OCF BOARD OF DIRECTORS
Date of Action Item: _____
<input type="checkbox"/> Approved <div style="margin-left: 40px;">Amount Approved: \$ _____</div>
<input type="checkbox"/> Denied <div style="margin-top: 10px;">*Please attach OCF BOD meeting minutes to application.</div>

## **Development Committee Update - 3/28/2022**

### **Recent Accomplishments**

- Implementation of a donor database. We brought Donor Perfect back to the Foundation in March and actively getting it up to speed. We're adding past donations, while creating new opportunities.
- Online giving forms have been created added to the Foundation webpages. The PayPal donation platform is not being deleted, just replaced with the new online giving portal.
- An event form was created to process registrations to the May 21 Oxnard College Athletic Alumni Association's Hall of Fame Banquet. The form is featured on the OCAAA's website.
- A membership form is also featured on the OCAAA's website for past athletes to become paid members of the Alumni Association.
- Donation forms have been created for donors to select the fund of their choice, as well as a donation form specifically for the Phil Greene Memorial Student Support Fund.

### **Possible plan for annual giving activity**

Staff and the Development Committee are addressing the implementation of an annual giving program, which can be launched at any time. The areas they're addressing include:

#### Infrastructure

- Donor Database - We haven't used a database since 2004, but we need one to properly manage all giving efforts. The new system is up and running. It's new and always a work-in-progress, featuring the names and contact information of past and current donors, board members, and key volunteers.
- Online Giving Portal - Through the new database, we feature a new online giving portal. Moving forward, online donations will be processed through visually appealing donation pages, easily accessible from donate buttons and hyperlinks.
- Programs to Support - the Foundation board, led by the Development Committee, will determine any specific programs to promote. This may include restricted opportunities, such as scholarships, grants, facilities, departments, programs/initiatives, etc. and general, unrestricted support.

#### Outreach

- Website - a standalone website may be created for the Foundation. If this happens, we expect it to be live by June 30. It will feature plenty of information for potential donors with links to online giving opportunities.





- eMarketing - we'll launch a series of monthly bulletins upon completion of the new website. Bulletins will feature student and campus stories, Foundation updates, and giving opportunities to cultivate potential support.
- Press Releases - also launching upon completion of the new website, we'll send press releases to local community and business media. We'll start with the announcement of new hires, then share information about scholarships, strategic plan, and the College's 47<sup>th</sup> year.
- Social Media - we'll create a calendar of messages to distribute through the Foundation's Facebook, Instagram, and LinkedIn accounts. The messaging will correspond to the news we're sharing in the bulletins and press releases. Each message will provide a hyperlink, taking the reader to the new website.
- Giving Brochure - we'll design a 4-6 page electronic brochure to share through bulletins, social media, and personal emails. It will feature a case for support, 2021/22 financial charts, 2021/2022 achievements, programs to support, and ways to give.

#### Solicitation

- Time frame - the primary giving promotion will run between August and November, highlighted as follows:
  - In April, launch the Condor Club, a monthly recurring giving club accepting and recognizing donations of all amounts and uses (unrestricted vs restricted).
  - In June, feature Donate and Donate Now buttons on the new OCF website.
  - In August, silently launch the giving campaign by asking each board member for a contribution.
  - In September, will distribute solicitations to past donors.
  - In October, will distribute a mass appeal to potential contributors (friends, references, community, etc.).
- Players - Board and staff will participate in gift solicitation. This will mostly occur through personal asks and email requests. Those making contributions will be encouraged to make personal solicitations.

#### Processing

- Giving - donors may process contributions both online, by mailing checks, payroll deductions, and matching gifts.

#### Acknowledgement

- Online donors receive an immediate donation receipt, automatically processed through the donation platform.
- Donors will receive a mailed thank you letter, mailed soon after the actual receipt of donation.
- Donors might receive a handwritten card from staff or the personal solicitor, recognizing their generosity. Cards would be mailed within 7-10 days following donation receipt.

Statement of Activities Unaudited  
Seven Months Ended 1/31/2022

	Audited 6/30/2021	Unaudited 6/30/22	FYE 6/30/22 Budget
<b>REVENUE AND OTHER SUPPORT</b>			
Gifts, grants, and bequests	314,776	\$ 151,799	\$ 150,000
Progreso	300,000	0	100,000
ESTEEM Income (UCSB passthru)	-	0	
Title III, V and FCCC Endowment	61,764	0	-
OC Student Emerg	7,321	7,321	35,000
Investment income	2,494,310	(329,852)	2,317,000
Community market income	22,080	271,993	500,000
Unclaimed scholarship income	80,452	0	50,000
Special events (net)	(2,481)	535	10,000
Other income/PPP	2,750	2,750	5,000
<b>TOTAL REVENUE</b>	<b>3,280,972</b>	<b>104,545</b>	<b>3,167,000</b>
<b>EXPENSES</b>			
<b>Program:</b>			
Scholarships	358,694	76,972	190,000
College Contract/Student Workers	136,211	96,342	216,000
Title III Matching Acabado/Progreso	-	0	100,000
Investment Expense	28,687	28,687	23,000
OC Emergency Fund	6,846	6,846	10,000
Oxnard College Programs	25,080	8,175	7,000
Community Outreach	16,866	0	20,000
Special Events	355	355	22,000
<b>TOTAL PROGRAM EXPENSE</b>	<b>572,740</b>	<b>217,379</b>	<b>588,000</b>
<b>COMMUNITY MARKET EXPENSE</b>	<b>60,168</b>	<b>80,199</b>	<b>100,000</b>
<b>Administrative Expenses:</b>			
Professional Fees-Audit/Legal/Publishing	28,850	31,424	30,000
Payroll and Related expenses	78,683	51,079	294,000
Office expense	3,429	1,579	5,000
CC Fees	4,586	4,586	3,000
Miscellaneous	11,580	625	3,000
Conferences/Meetings/Travel/BOD	2,674	5,299	10,000
Insurance/Fees/License/Taxes	3,455	12,284	8,000
<b>TOTAL ADMIN EXPENSES</b>	<b>133,257</b>	<b>106,876</b>	<b>353,000</b>
<b>TOTAL EXPENSES</b>	<b>766,165</b>	<b>404,454</b>	<b>1,041,000</b>
	<b>2,514,807</b>	<b>(299,909)</b>	<b>2,126,000</b>
<b>CHANGE IN NET ASSETS</b>	<b>2,514,807</b>	<b>(299,909)</b>	<b>2,126,000</b>



Oxnard College Foundation  
Statement of Changes in Net Assets (Unaudited)  
Seven Months 1-31-2022

	Unrestricted	Temporarily Restricted	Total
<b>REVENUE AND OTHER SUPPORT</b>			
Gifts, grants, and bequests		151,799	151,799
Progresso		-	-
ESTEEM Income (UCSB passthru)		-	-
Title III, V and FCCC Endowment		-	-
OC Student Emerg	7,321		7,321
Investment income (net)	(162,135)	(167,718)	(329,853)
Community market income	271,993		271,993
Unclaimed scholarship income		-	-
Special events (net)	535		535
Other income/PPP	2,750		2,750
<b>TOTAL REVENUE</b>	<b>120,464</b>	<b>(15,919)</b>	<b>104,545</b>
<b>EXPENSES</b>			
Scholarships		76,972	76,972
College Contract/Student Workers	96,343		96,343
ESTEEM-Expense /Tuition		-	-
Title III Acabado/Progresso Matching			-
Investment Expense	8,045	20,642	28,687
Oxnard College Programs	14,261	-	14,261
Community Outreach	971	-	971
OC Emergency	-	-	-
Special Events	144	-	144
<b>TOTAL PROGRAM EXPENSE</b>	<b>119,765</b>	<b>97,614</b>	<b>217,378</b>
<b>Community Market</b>	<b>80,200</b>	<b>-</b>	<b>80,200</b>
<b>General and Administrative:</b>			
Professional Fees-Audit/Legal/Publishing	31,424		31,424
Payroll and Related expenses	51,079		51,079
Office expense	1,579		1,579
CC Fees	4,585		4,585
Miscellaneous	625		625
Conferences/Meetings/Travel/BOD	5,299	-	5,299
Insurance/Fees/License/Taxes	12,283		12,283
<b>TOTAL ADMIN EXPENSES</b>	<b>106,874</b>	<b>-</b>	<b>106,874</b>
<b>TOTAL EXPENSES</b>	<b>306,838</b>	<b>97,614</b>	<b>404,452</b>
	<b>(186,374)</b>	<b>(113,533)</b>	<b>(299,907)</b>
<b>CHANGE IN NET ASSETS</b>	<b>(186,374)</b>	<b>\$ (113,533)</b>	<b>\$ (299,907)</b>

From Profit & Loss - each month

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	YTD
Gifts, grants, and bequests	\$ 4,455	38,723	417	392	808	6,102	100,902						151,799
Progresso													-
ESTEEM													-
Title III, V and FCCC Endowment													-
OC Student Emerg			5,365	341	418	771	426						7,321
Investment income	83,492	213,873	(286,989)	441,001	(530,887)	676,934	(927,277)						(329,852)
Community market income	36,265	45,403	36,450	47,700	39,235	30,570	36,370						271,993
Unclaimed scholarship income													-
Special events (net)Wildlife		535											535
Other income			50	50	2,550	35,050	(34,950)						2,750
<b>TOTAL REVENUE</b>	<b>124,212</b>	<b>298,534</b>	<b>(244,707)</b>	<b>489,484</b>	<b>(487,876)</b>	<b>749,427</b>	<b>(824,529)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>104,545</b>

Scholarships/Esteem		4,606	11,604	13,206	5,957	36,999	4,600						76,972
College Contract/Student Workers	13,825	13,515	14,825	13,485	13,339	13,485	13,869						96,342
Title III Matching													-
Investment Expense				16,314		12,373							28,687
OC Emergency Fund				6,846									6,846
Oxnard College Programs			5,793	971		459	952						8,175
Community Outreach													-
Special Events		211.4			144								355
	<b>13,825</b>	<b>18,332</b>	<b>32,222</b>	<b>50,822</b>	<b>19,440</b>	<b>63,316</b>	<b>19,421</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>217,379</b>
<b>COMMUNITY MARKET EXPENSE</b>	<b>9,460</b>	<b>12,636</b>	<b>11,384</b>	<b>12978</b>	<b>6,373</b>	<b>14,328</b>	<b>13,041</b>						<b>80,199</b>

Professional Fees-Audit/Legal/Publishing		750	8,074	1,500	1,500		19,600						31,424
Payroll and Related expenses	4,292	4,678	6,194	4,964	4,117	7,393	19,441						51,079
Office expense				349	581		649						1,579
CC Fees	968	584	696	166	1,071	383	717						4,586
Miscellaneous			125			500							625
Conferences/Meetings/Travel/BOID		1,475	781	128	271	1,045	1,599						5,299
Insurance/Fees/License/Taxes	343	346	349	349	2,566	346	7,984						12,284
	<b>5,604</b>	<b>7,833</b>	<b>16,219</b>	<b>7,456</b>	<b>10,106</b>	<b>9,668</b>	<b>49,990</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>106,876</b>
<b>TOTAL EXPENSES</b>	<b>28,889</b>	<b>38,801</b>	<b>59,825</b>	<b>71,256</b>	<b>35,919</b>	<b>87,312</b>	<b>82,452</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>404,454</b>
	<b>95,324</b>	<b>259,732</b>	<b>(304,532)</b>	<b>418,228</b>	<b>(523,795)</b>	<b>662,115</b>	<b>(906,980)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(299,909)</b>

<b>CHANGE IN NET ASSETS</b>	<b>95,324</b>	<b>259,732</b>	<b>(304,532)</b>	<b>418,228</b>	<b>(523,795)</b>	<b>662,115</b>	<b>(906,980)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(299,909)</b>
		<b>355,056</b>	<b>50,524</b>	<b>468,752</b>	<b>(55,043)</b>	<b>607,072</b>	<b>(299,909)</b>						

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## Community Marketplace Update – 3/28/2022

### Statistics

Vendors in July 2021	88
Vendors in October 2022	93
Vendors in March 2022	89

### Changes Since October 2021

- Vendors which sell general merchandise were moved to the H-Lot.
- Slight decline in vendors.

### Typical Vendor Feedback

#### Complaints

- All vendors wish to be together in the H-Lot. This includes food, produce/pre-packaged, and general merchandise vendors. They believe that, since they have been separated, it's what has contributed to our decline in vendors.

#### Compliments

- Vendors appreciate the fact that we are trying to do what we can to help bring the vendors closer and consolidate the swap meet.

### Staff Feedback

#### Accomplishments

- Vendors feeling comfortable knowing they can come to Maria Olivares, our Marketplace Manager, with any issue that might arise.
- Consolidating the swap meet.

#### Areas to Improve

- Both the Foundation and vendors want to see a more vibrant Marketplace. Promoting the Marketplace will help increase patronage and vendor happiness. This may involve advertising, social media, unique on-site activities.

## **Public Relations Update - 3/28/2022**

### **Recent Accomplishments**

- We secured [www.OxnardCollegeFoundation.org](http://www.OxnardCollegeFoundation.org) as a domain, which will be the URL for a standalone website for the Foundation. It's already accessible, yet redirects visitors to the main Foundation webpage on the OxnardCollege.edu website.
- Seek bids from local specialists to design and host a website for the Foundation. Six bids were presented for consideration.
- The bid presented by Moni Design, based in Ventura, was selected as the preferred web development company. The bid met favorable support at the March 2022 Finance Committee meeting.

### **Next Steps**

Creating a new website requires the following:

- Approval by the Foundation Board of Directors to proceed.
- Provide content and images to the web developer.
- The Public Relations Committee, other board members, staff, and others will review before the site becomes public.
- Design a rollout plan to announce the new website.
- Orchestrate a social media messaging plan on our various platforms.

## **Strategic Planning Update - 3/28/2022**

The Strategic Planning Ad-hoc Committee was created to design a strategic plan for the Oxnard College Foundation. The Foundation enlisted the services of Bill Bartels of GreenSource Inc. to facilitate the strategic planning process. A series of meetings were conducted, then halted due to the search for an executive director.

The Foundation's strategic plan will be aligned with the Oxnard College Educational Master Plan and address Foundation infrastructure, operations, programs, distributions, and other deliverables.

### **Recent Activity**

- Pete contacted Bill Bartels soon after his December 1 start date. He's met with Bill Bartels on two occasions, spoke on three others, and exchanged numerous emails. The intent of each was to assess the overall situation, identify areas to address, and determine next steps.
- Based on the transition of the Foundation office and the service agreements being addressed by the College and Foundation, Pete and Bill recommended to the Foundation's Executive Committee to proceed with an abbreviated strategic plan. The plan will address goals and objectives over a 2-5 year period.
- Pete read Eric Ryan's Mission Met: Proven Strategic Planning Guidance To Help You Build a Financially Secure and Impactful Nonprofit and is champion of the Foundation's strategic planning process.

### **Next Steps**

Proceeding with the Foundation's strategic plan involves the following key steps:

- Assemble all Foundation electronic and white-paper documents, which are located in multiple areas, into a single, centralized location.
- Staff will review all documents to gain a greater understanding of Foundation infrastructure, operations, history, College support, and more.
- Pete will present reports at Strategic Planning Committee meetings of findings and suggested areas to address in the plan.
- Pete will design a production timeline to develop the strategic plan, which enlists the guidance of Bill Bartels, College faculty and staff, and Foundation board and staff.
- One-on-one and small group meetings will be scheduled with campus leadership, board members, donors and prospective donors, and community leaders.
- The Strategic Planning Committee will present updates at Executive Committee and full board meetings. It will also determine the projected completion date.





## ***Scholarships & Grants Report Update – 03/28/2022***

### **Background:**

Due to the COVID-19 pandemic and to align OC with MC and VC, OC Foundation purchased Scholarship Manager to provide an online database for scholarships and grants. The Scholarship Manager Database was purchased for a 3-year contract in October 2020. OC Foundation implemented the database in December 2020 and launched 01/14/2021.

OC Foundation offered alternative accommodations (paper copy) for students if requested. This messaging was provided via AllUsers email, on website, and posts on social media channels. Scholarship Manager is platform neutral, and has the capability for Banner data feed.

### **Production timeline:**

Scholarship Manager requires updating from OCF staff every year for academic year, application production, and fiscal purposes.

- **2021-22 academic year:**
  - Production Implementation – initial build-out of database (Nov – Dec 2020)
  - Application open date: 01/14/2021
  - Application deadline: 03/31/2021 – extended to 04/05/21 when realized initial deadline coincided w/Cesar Chavez Holiday
  - Applications Started: 261, Applications Completed: 147 (56.32%)
- **2022-23 academic year:**
  - Production Updates: 01/03 – 01/21/2022
  - Application open date: 01/21/2022
  - Application deadline: 02/28/2022 – extended to 03/10/22 to provide students with additional time to submit applications; High School Application deadline extended to 06/15/22
  - Applications Started 349, Applications Completed: 103 (29.51%)

### **Open scholarships & grants:**

- 2021-22 academic year: Scholarships = 70    Grants = 20
- 2022-23 academic year: Scholarships = 62    Grants = 22

### **Marketing & Outreach:**

OC Foundation sent AllUsers emails for both scholarship seasons. Classroom presentations, All Counselors Division Meeting presentations, FYE presentations, social media posts, and Zoom assistance sessions were provided. Campus Marketing also promoted for both application seasons. Email reminders sent to students through database.

- 2021-22 Zoom sessions: 10 students assisted; 7 sessions offered Fridays @ 10-11am (02/05 – 03/26); questions mainly focused on document uploads, application process, essay prompts
- 2022-23 Zoom sessions: 16 students assisted; 5 sessions offered Fridays @ 12-1pm (02/04 – 03/04) and one session offered 03/09 (8-9pm); questions mainly focused on document uploads, finding link in new portal, application process

## **Executive Director Report - 3/28/2022**

### **Special Thanks**

- Thank you to the Board of Directors who selected me to guide the Foundation into an exciting and fruitful future.
- Thank you to Connie for steering the Foundation in a promising direction for the past 23 years.
- Thank you to Jackie, Ariane, and Maria for the leadership and excellence they bring to the Foundation on a daily basis. This is a great team.
- Thank you to Oxnard College administration and faculty for welcoming me with open arms and the willingness to bring their interests and concerns to the surface.

### **Items Not Covered**

The following are items not covered in the board meeting agenda.

- New agreement to consider. We manage a number of named endowment funds and have been approached to create a \$25,000 endowment to award a transfer student. However, there's no agreement to formalize the partnership. Included in this report is a draft of a Named Endowment Fund Agreement.
- New policy to consider. Related to the suggested new agreement is a policy to illustrate how much will be distributed from named endowments. While this policy does not affect the existing challenge grant endowments, it will affect all other named endowments. The Named Endowment Distribution Policy, as included in this report, describes the logic behind the annual distribution.
- Future policies. I plan to present new and revisions to existing policies at the July meeting. These include a gift acceptance policy, reserves policy, legacy (deferred giving) policy, and more.
- Wealth Screening service. Now that we've implemented our donor database, we'll soon begin major donor prospecting. There are multiple wealth screening services on the market, but we hope to utilize DonorLead, which integrates with the DonorPerfect database. The cost runs about \$3,000 per year, but I'm looking at ways to lower the cost. Of course, it only takes one major gift to generate positive ROI.
- Board obligation. The July board meeting represents the Foundation's annual meeting. Board members who are continuing their leadership will be asked to sign the board agreement and invited to serve on a variety of committees.
- Board member visits. A kind thank you to each of the board members who accepted my invitation to meet in person or over the phone since my first day on the job. I still have yet to meet a handful of board members. Not only will I try to meet with you, I plan to conduct another round of visits.



- Invitation to board members. Now that in-person events are returning, when you're looking to fill an empty seat at a community event, be sure to invite me. This is a great way to networking in different community circles, thus strengthening the Foundation's image and generating great awareness. That said, I'm not a good fill-in for golf tournaments and poker nights.
- Leadership Oxnard. Thanks to the board, the Foundation is a new member of the West Ventura County Business Alliance. And, I'm participating in its Leadership Oxnard program, which officially began on March 18.

### **Upcoming Events**

April 12	We're presenting the Commensurate Report for 2020/21 to the Ventura Community College District Board of Trustees in a joint presentation with Ventura College Foundation and Moorpark College Foundation.
April 20	Annual Job Fair. The event takes place from 10am-1pm in front of the Performing Arts Building.
April 27	ESTEEM Scholar Ceremony. The event begins at 5:30pm in the Performing Arts Building.
May 1	Oxnard College Family Festival Day. The event takes place on campus from 12:00pm to 3:00pm.
May 11	Scholarship Awards Ceremony. Details will be shared soon.
May 19	Oxnard College Commencement. The event begins at 5:00pm in Condor Stadium.
May 21	Oxnard College Athletic Alumni Association Hall of Fame Banquet. The event takes place at 5:00pm in the Performing Arts Building. Registration is \$50 per person. RSVP at <a href="http://www.ocathleticalumni.com/events">www.ocathleticalumni.com/events</a> .
June 25	Foundation Executive Committee meeting. It will begin at 11:30am.
July 25	Foundation Annual Board of Directors Meeting. It will begin at 5:00pm.