

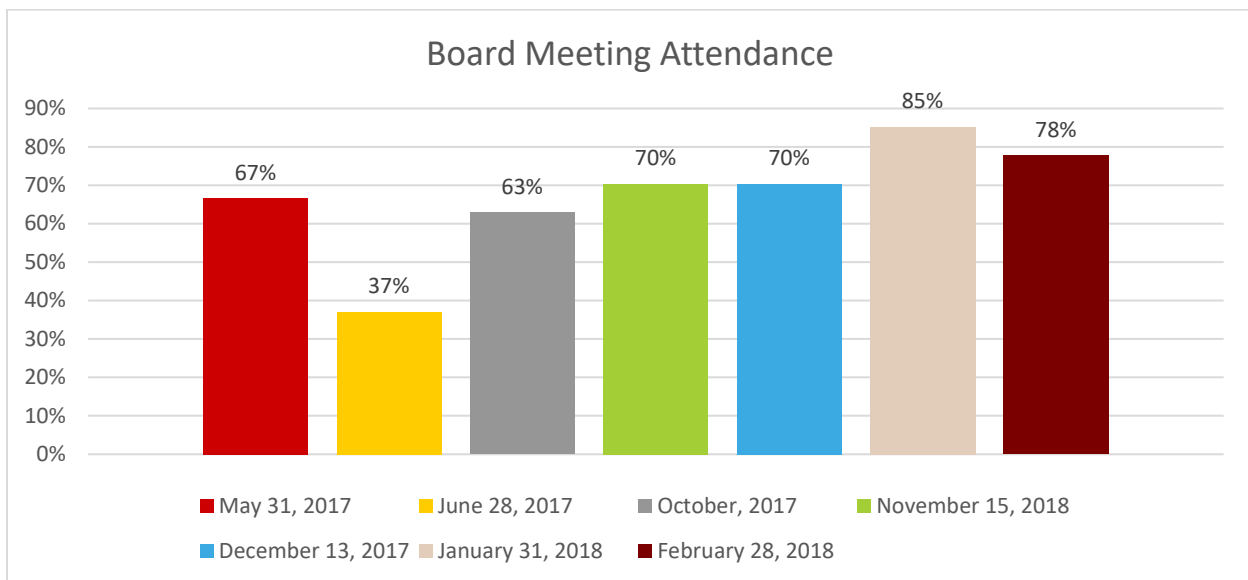
Foundation Survey, Spring 2018

Daniel Martinez, PhD

April 17, 2018

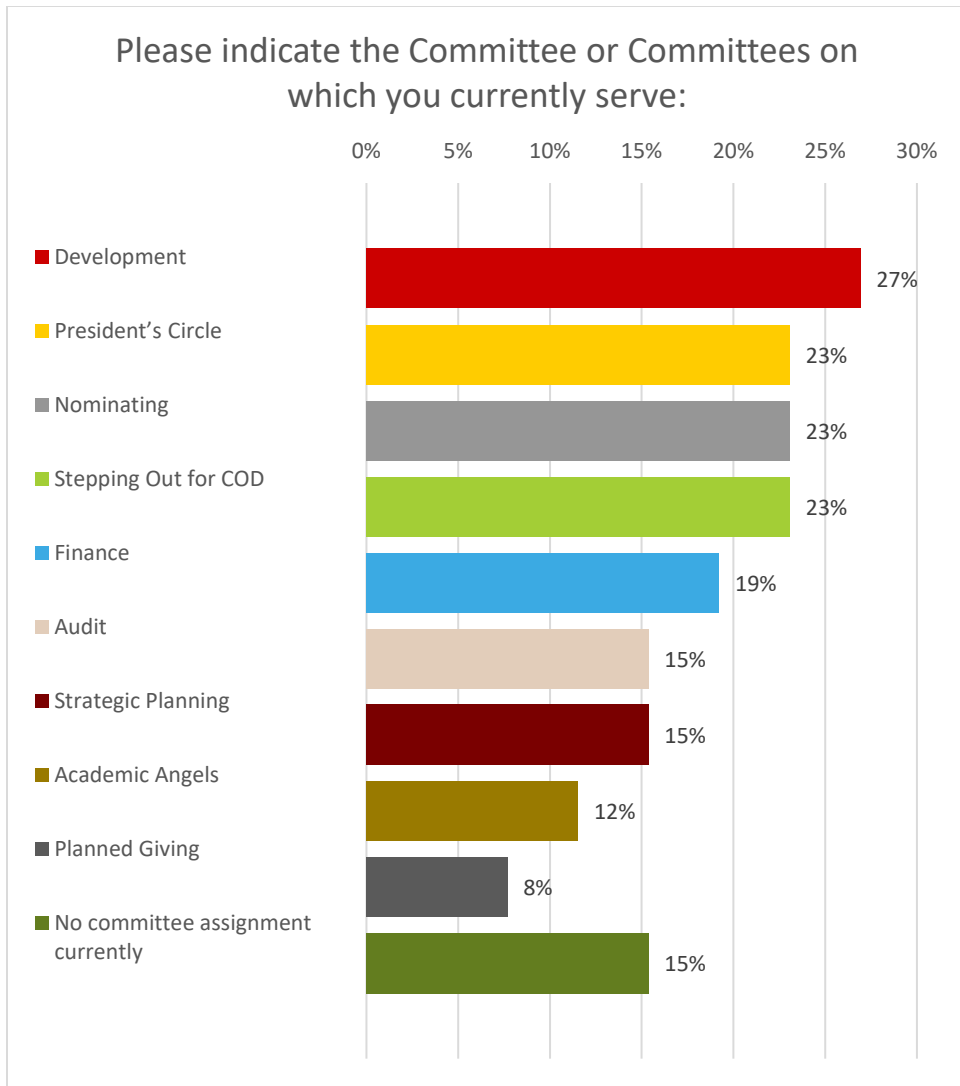
In spring 2018, a survey was sent to members of the Board for COD’s Foundation. There were 27 responses to the survey.

The chart below shows the percentage of respondents who attended the board meetings for the last few months. The lowest attended board meeting was June, 2017, and the highest attended was January, 2018. Average attendance across all the months was 67%.



The foundation board has 10 committees on which the board currently serves. As indicated by the chart below, 27% indicated that they served on the Development committee, followed by a three-way tie between the President’s Circle, Nominating, and Stepping Out for COD committees. Respondents were provided an opportunity to indicate any initiatives they would like to the board to address through either a new or existing committee. Those comments are available in Appendix A¹.

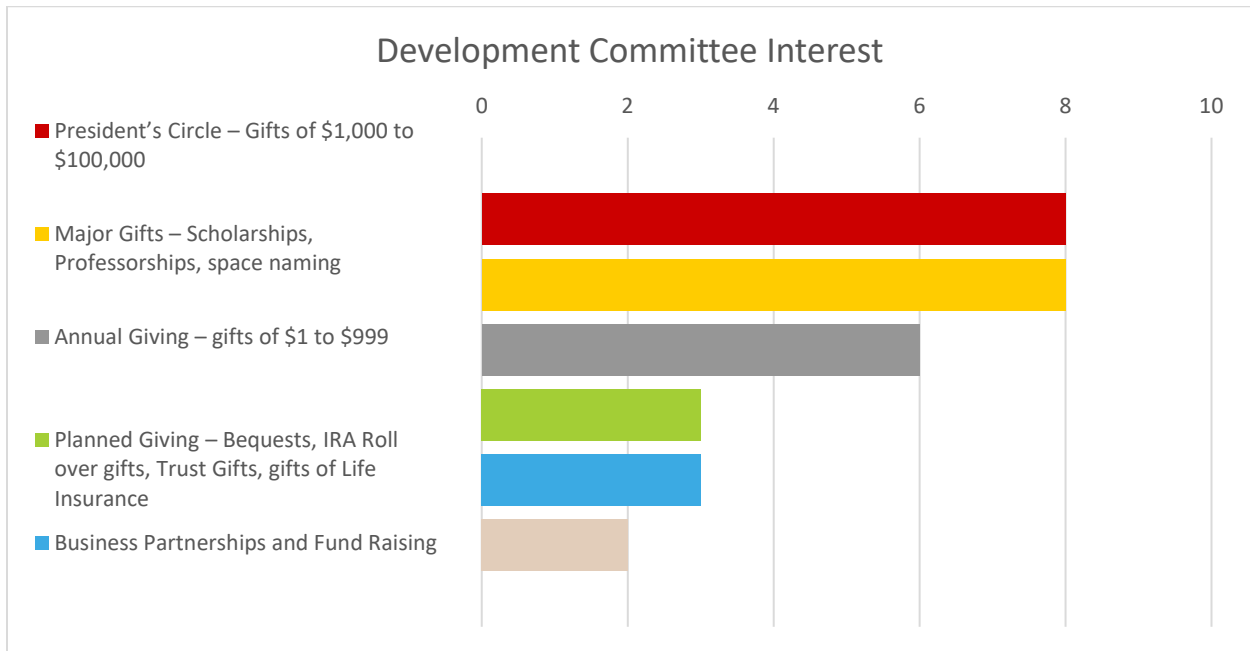
¹ Comments of “N/A,” or “None” are not included in the appendices.



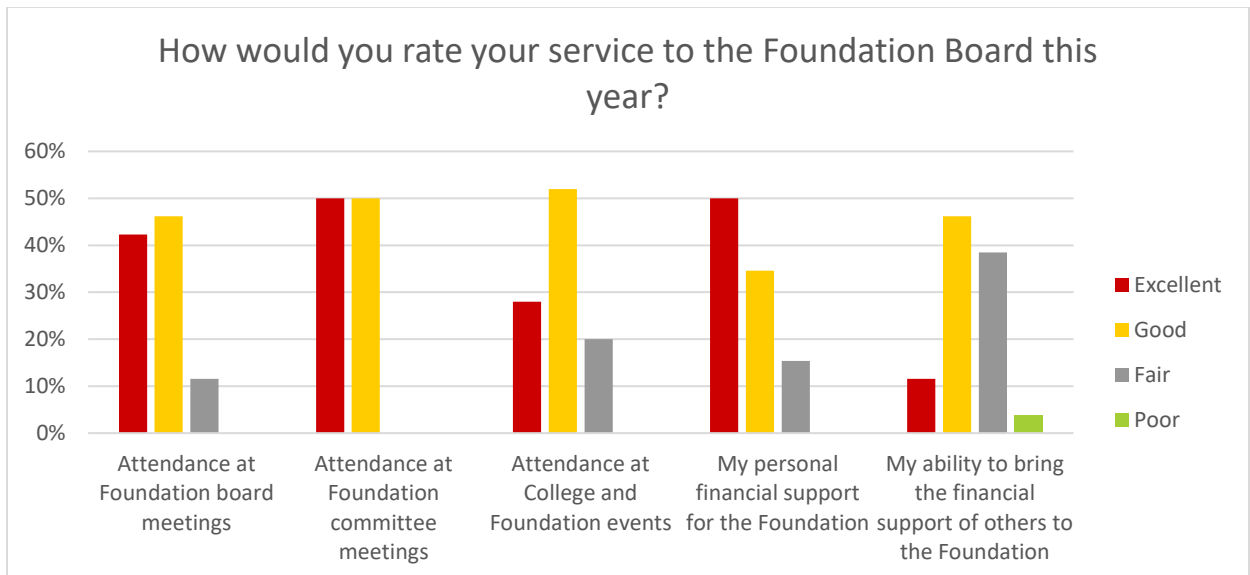
Respondents were asked to indicate the top three committees in which they have an interest in serving. The committee with the greatest interest was Development and Nominating with nine people indicating interest in both committees. A list of committee preferences for each respondent is provided in Appendix B.



For those who indicated that they were interested in the Development committee, they were asked to indicate what aspect of development they preferred. The greatest interest was in the President’s Circle and Major Gifts.

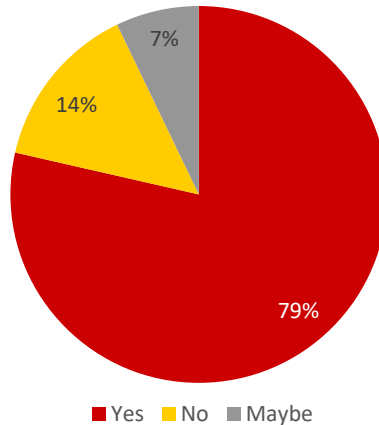


Respondents were asked to rate their service to the board. A large majority (88.5%) indicated that their attendance at board meetings was Excellent or Good and all respondents said their attendance at committee meetings was good or excellent. More members said that their attendance at college and foundation events was good (52%), almost twice as high as those who said their attendance was excellent. Half of the respondents said that their personal financial support to the board was excellent with another third indicating it was good. Finally, the respondents have a harder time with bringing financial support of others to the foundation: only 12% said excellent, almost 40% said fair and this question was the only one to get a “poor” response (4%).

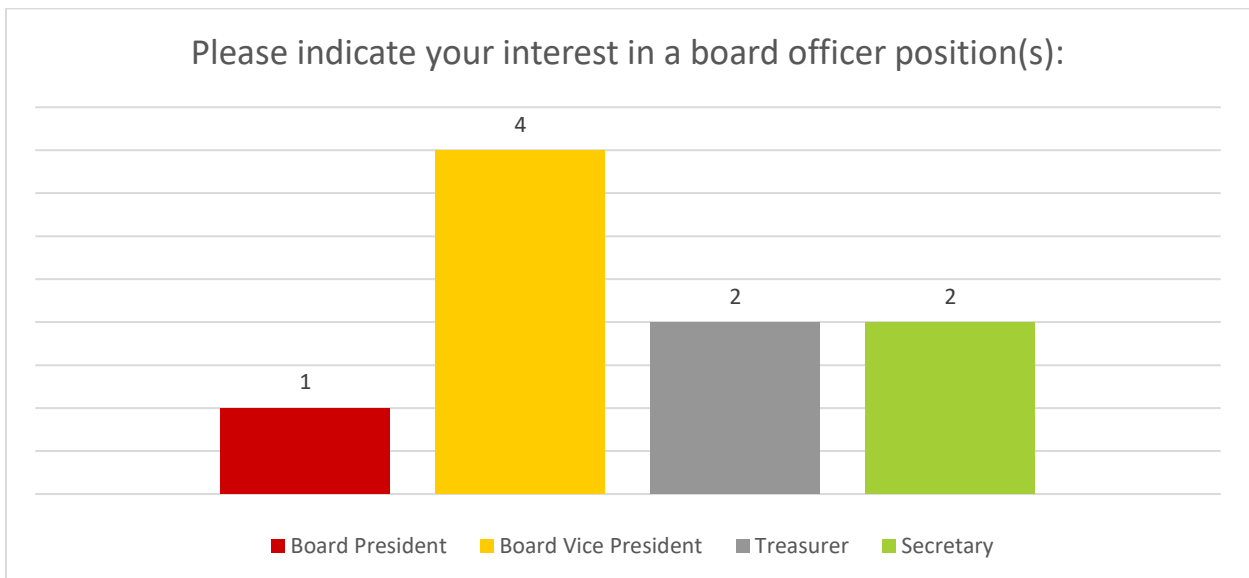


Most respondents (79%) indicated that they would like to continue as a director on the board of the foundation and another 7% said maybe.

I would like to serve as a Director of the Foundation Board for the 2018-2019 Fiscal year (Beginning May 1, 2018 thru April 30, 2019).

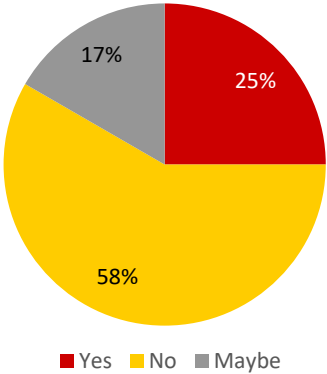


Respondents were reluctant to indicate that they wanted to be considered for an officer position on the board. Only one person said they would like to be considered for the board president, two people said they would like to be considered for the treasurer and secretary (separately), and four people said they would like to be considered for the vice president. However, three people were nominated for president by other respondents and one person would like to be considered for parliamentarian. Those names are in Appendix C.



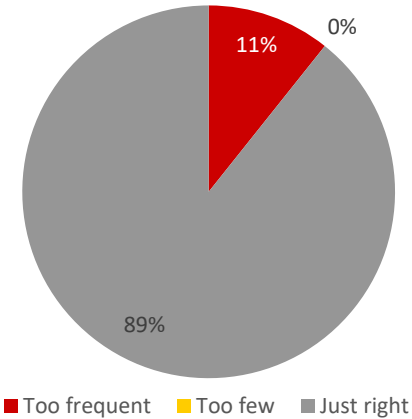
More than half of the respondents indicated that they would not be interested in an Emeritus Board Member status.

If the foundation offered an Emeritus Board Member Status, I would want to be considered for a group like this.



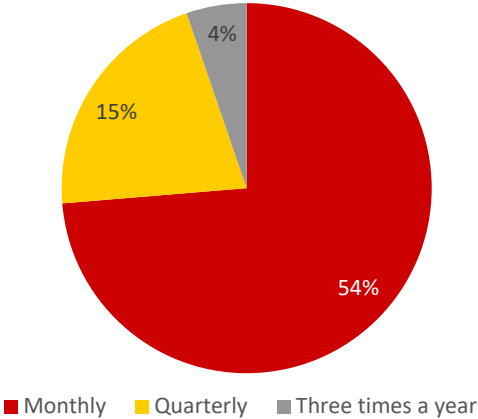
The vast majority of respondents indicated that the frequency of board meetings was “just right,” and no one thought there were too few board meetings.

I feel the frequency of Foundation Board meetings are:

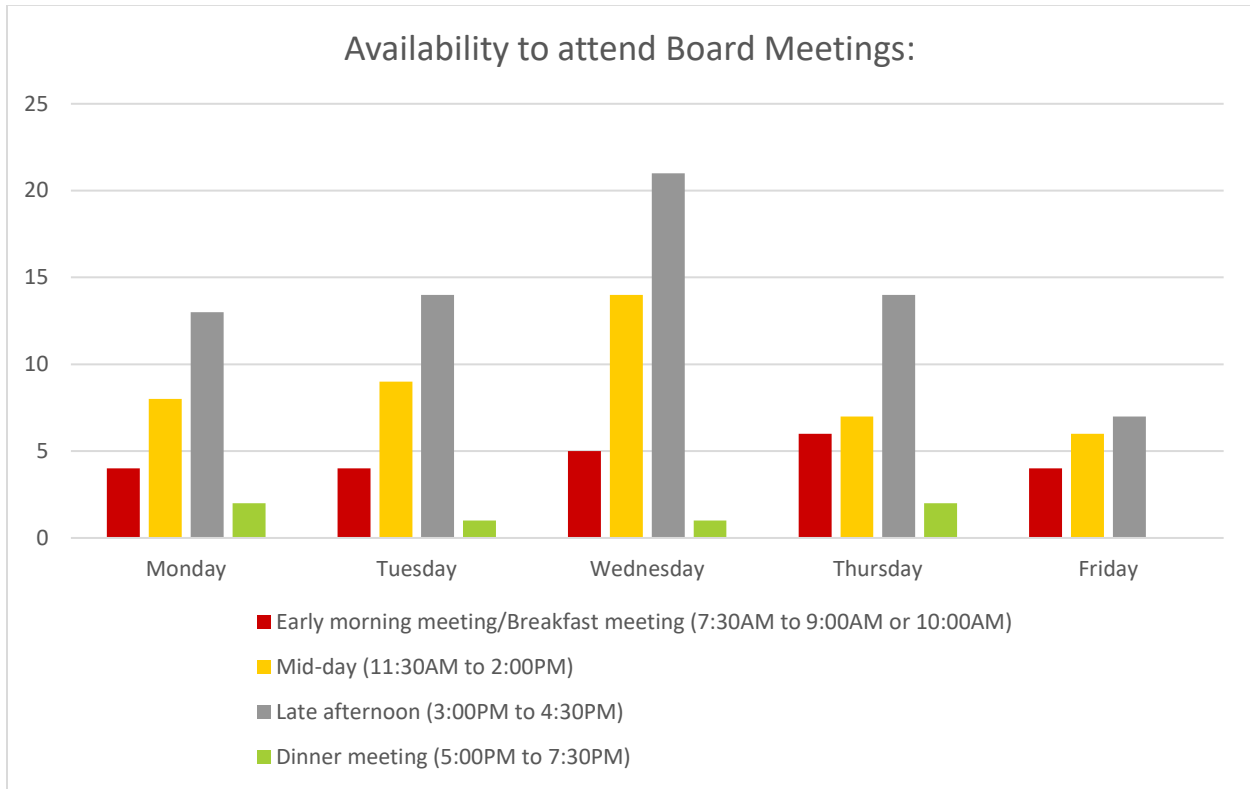


However, when asked what interval board meetings should occur, only 54% said monthly. Respondents were provided an opportunity to provide comments on this and of the 7 comments, 6 suggested not meeting during the summer (see Appendix D).

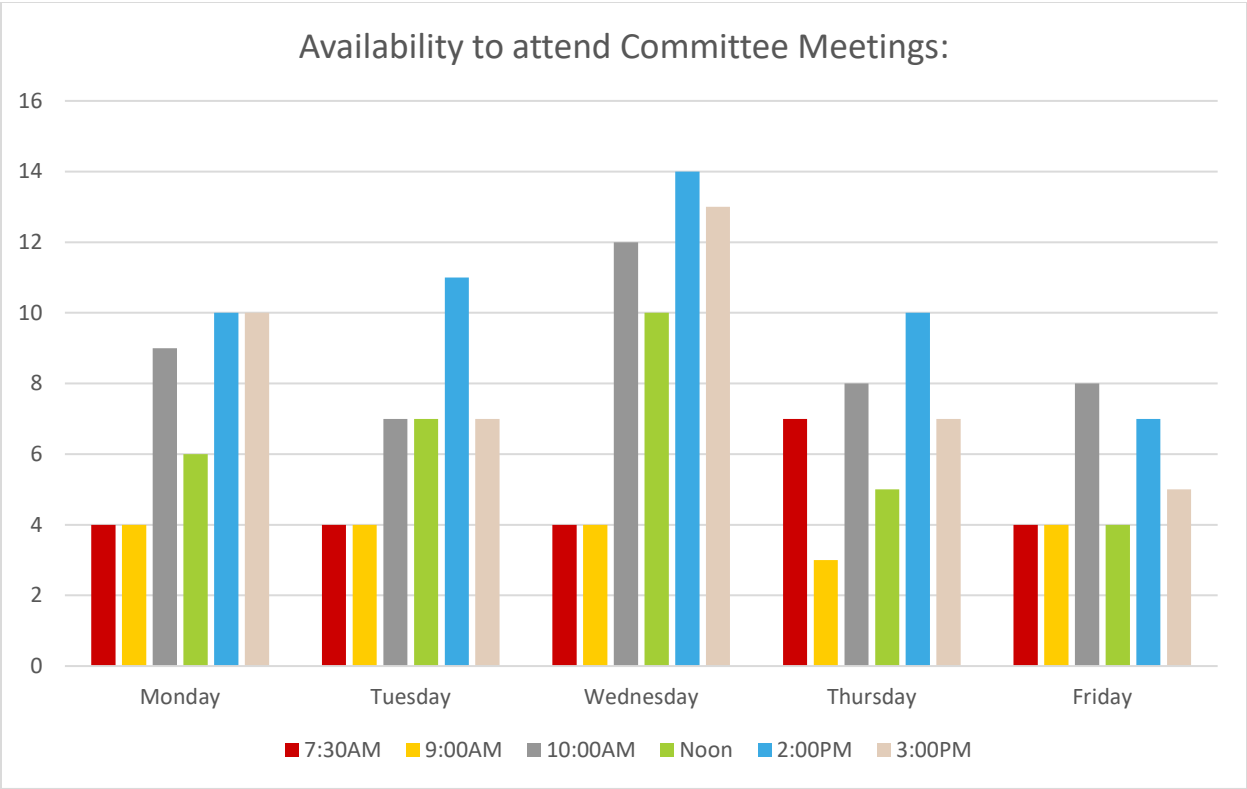
I would like Board Meetings to occur at the following interval:



Respondents indicated that late afternoons were preferred to other meeting time options (49%). In addition, Wednesday were the preferred day for board meetings (29%) followed by Tuesdays or Thursdays (20% each). Not surprisingly, late afternoon on Wednesdays was the preferred day and meeting time. Comments regarding the scheduling of board meetings are included in Appendix E.

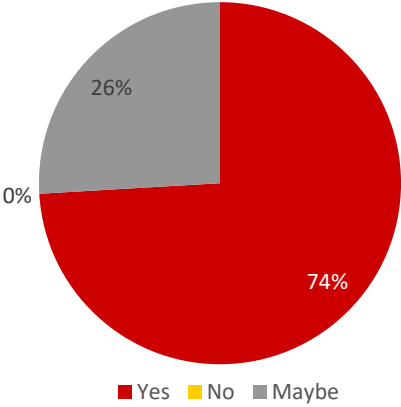


When asked about times and days to meet for committee meetings, Wednesday was also the preferred day (27%), followed by Monday (20%), and Tuesday or Thursday (19% each). The preferred time to meet was at 2:00pm (25%) followed by 10am (21%) and 3:00pm (20%). Wednesdays at 2:0pm was the preferred day and time. Comments regarding the scheduling of committee meetings are in Appendix F.



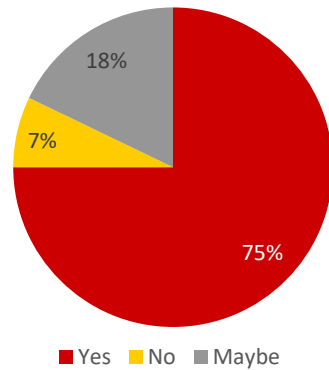
Three of every four respondents (74%) indicated that they would attend a full-day board retreat, with the other respondents indicating maybe.

I would be willing to attend an occasional full-day board retreat.

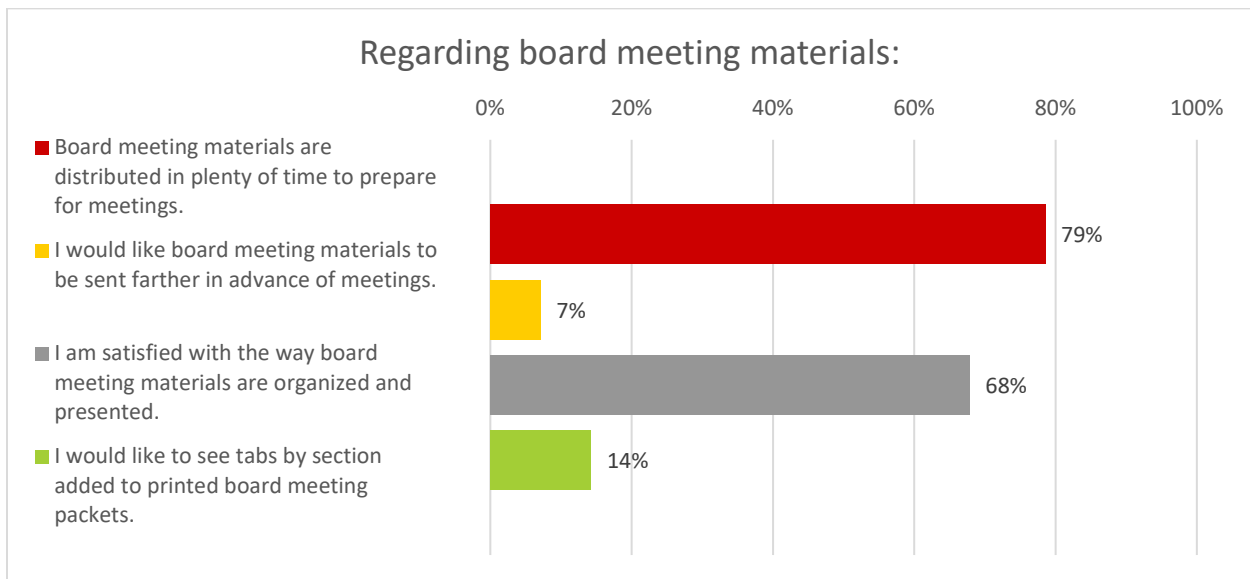


When asked whether they would like more educational sessions to learn about new programs at the college, three of every four respondents said yes with another 18% indicating maybe.

I would like to have the Foundation offer more educational sessions to learn about new programs at the college.



Regarding board materials, 79% of respondents indicated that the board materials are distributed in a timely manner and two thirds (68%) said they were satisfied with the way board materials are organized and presented.



Two comments were including in the response to this question.

- Consent calendar sometimes eliminates important discussion
- Need to receive the Board materials in advance in order to review all the information in the packet.

Appendix G has comments to the last question on the survey which asked board members to respond to this statement: "I think our Foundation Board would be more effective if the following idea(s) were implemented...". The comments are as diverse as they are insightful.

Appendix A

Please list any new initiatives you would like the board to start a committee to address.

- I believe we have a large number of committees, any new initiatives should perhaps assigned to an existing one that is in place. I would like to see us focus some commitments to sports and the arts programs. These are important to our community of students. Fields (football, baseball, golf) are in need of help and there's so much more we can be doing to earmark funding for these programs.
- I have only been on the board a few months so I don't have a clear idea of any new initiatives I'd like the board to start, yet.
- Need more time on knowing the College's plan for the Foundation.
- [M]ore public awareness of how great COD is and the opportunities it has for young aspiring students to get the education they need to be productive in society.
- Emphasis on fund raising and board membership from Latino alumni
- Focus on the west valley campus in Palm Springs
- Mentoring and involvement with students.
- More involvement in tracking and cultivating alums... opportunity here
- Perks for levels of giving; Feasibility of cumulative giving; Board Orientation needs technical and financial support
- Increased use of social media and technology for donations
- More attention to potential Legacy Donors. AND -- make it a responsibility of ALL Board members to bring COD awareness to a particular potential Legacy donor they might know --- by inviting them to an intimate dinner at their home or club for the purpose of explaining the many rewards and personal benefits of becoming a Legacy Donor --- during their lifetime.
- We just need better attendance
- We need a by laws committee
- Community partnerships in the West Valley and the East Valley.

Appendix B

Top three committee preferences

1 st Choice	Norma Castaneda Development	Gale Hackshaw Stepping Out for COD	Mark Nickerson Finance
2 nd Choice	Strategic Planning	Nominating	Audit
3 rd Choice	Stepping Out for COD		Nominating
1 st Choice	Sally Simonds Academic Angels	Carol Bell Dean President's Circle	Bill Chunowitz Audit
2 nd Choice	Nominating		President's Circle
3 rd Choice	Planned Giving		Nominating
1 st Choice	Marge Dodge Nominating	Barbara Fromm President's Circle	Jane Saltonstall Strategic Planning
2 nd Choice	Academic Angels	Academic Angels	Nominating
3 rd Choice	President's Circle		Development
1 st Choice	Vernon Kozlen Strategic Planning	Dominique Shwe Stepping Out for COD	James R. Greene Development
2 nd Choice	Development	Strategic Planning	Audit
3 rd Choice	Finance	Academic Angels	
1 st Choice	Aurora Tenorio Wilson Strategic Planning	Diane D Denkler Academic Angels	Robert Archer Finance
2 nd Choice	Nominating	President's Circle	Strategic Planning
3 rd Choice	Development	Planned Giving	
1 st Choice	John Mosser President's Circle	Donna Jean Darby Nominating	Jean C. Carrus (no first choice)
2 nd Choice	Planned Giving	Development	Academic Angels
3 rd Choice	Finance	Academic Angels	
1 st Choice	Joanne Mintz President's Circle	Peggy Cravens Planned Giving	Diane Rubin Audit
2 nd Choice	Stepping Out for COD	Stepping Out for COD	Stepping Out for COD
3 rd Choice	Development		Finance
1 st Choice	Charles Monell M.D. Audit		
2 nd Choice	Development		
3 rd Choice	Strategic Planning		

Appendix C

Interest in officer position on the board

Self-nominated

- President: Susan K Hunt (Suz)
- Treasurer: Diane Rubin, Brian Holcombe
- Secretary: Christine J Anderson, Jane Saltonstall
- Vice-president: Bill Chunowitz, Barbara Fromm, Vernon Kozlen, Diane Rubin

Nominated by others:

- President: Jane Saltonstall, Bill Chunowitz, Aurora Wilson
- Parliamentarian: Charles Monell M.D.

Appendix D

I would like Board Meetings to occur at the following interval: Other

- Dark in summer, otherwise no
- Take July, August, September off.
- Monthly with a summer break
- Monthly during the season
- Quarterly might be enough. Special meetings could be called if something of importance comes up.
- Monthly during the season with a blackout period for the summer
- Monthly but not in the summer

Appendix E

Comments or suggestions regarding the scheduling of board meetings

- Board meetings seem fine. Committee meetings are a bit difficult when middle of the morning or day for those of us who are working.
- I came on the board in December and attended the December and January board meetings. The February and March meetings were moved to 2pm and, unfortunately, I chair another meeting every week at that time - so I am unable to attend 2pm meetings :(
- No need to meet if we don't have a productive agenda at hand.
- The meetings should be scheduled after all the committee meetings are held and also to have enough time to have all Board members review the minutes of the committee meetings.
- 2:00 or 3:00 PM are most convenient
- meetings need more presentations and less routine reporting
- It would be helpful to have materials on a more timely basis
- Just fine -- as they are now.
- We have all scheduled other events around the 3 to 5 meetings on the last day of the month - I would hope you keep it that way.
- All board and committee meetings should be on a regular schedule planned in advance
- Our Board meets too frequently

Appendix F

Comments or suggestions on scheduling of committee meetings

- Better times for those of us who are working
- Mornings are definitely better for me.
- The meetings should be scheduled close to the monthly Board meeting, but to have enough time to have all information available to the members to review prior to the meeting, in order to have any dialog with the committee chairs at the meeting.
- I prefer mornings.
- Again, they should be on a regular schedule set in advance

Appendix G

I think our Foundation Board would be more effective if the following idea(s) were implemented:

- Have more involvement with what our students need. We need to “follow” where they are going after COD or what schools they are being accepted to. This information would provide more value to our marketing efforts and prove that our college sets our students up not just for jobs but also to move forward to university level study. I learned this from speaking to our scholarship students at our events. This is exciting information that is often overlooked.
- I think that I am too new to the board to offer any suggestions re: effectiveness, yet.
- Revise the bylaws to reflect current times
- We need to do a better job in letting the public know what a wonderful Community College COD is and that it is ranked as the fastest growing and premier Community College in California.. The academic achievements that COD has attained and that it is recognized as one of the top 150 Community Colleges in the Country. We should brainstorm ideas and ways to get the public aware of what the college is doing, such as enabling all first generation students to have an opportunity to make a difference in their lives with an education and vocation. This message has to be communicated to the people of the Coachella Valley as a special place just like the Air Museum, The Art Museum, McCallum Theatre, etc We have a great story to tell and we need to tell it to our public, alumni, and business people in the Desert.
- present format seems to work well. I would like to see more educational time about the many college programs and student services available. would like to know how funds are distributed, by whom and via what process.
- Oral participation should be encouraged.
- Nomination of some who are financially able to contribute significantly to the board.
- Smaller Board 20 or fewer members. allows for more discussion
- Look at Board diversity.
- This should come to be known -- out of a STUDY SESSION or a full day RETREAT.
- More updates regarding the Brown Act
- Everyone would use the microphones! Think all chairs should always summarize the highlights of their committee report and allow for questions.
- Donor recognition
- Expectations for being aBoard member and committee member, and consequences of not adhering to them. Consider term limits.
- I think things are running smoothly