

**COD Foundation Stepping Out Committee**

**Minutes for Friday, August 21, 2020**

**10:30 am**

**Zoom Video:** <https://cccconfer.zoom.us/j/97782693780>

**OR Dial:** +1 669 900 6833 (US Toll) - Meeting ID: 977 8269 3780

**Committee Members (total #): 7**

**Present:** Chris Anderson (Co-Chair), Jane Saltonstall (Co-Chair),  
Barbara Foster Monachino, Joanne Mintz, Marge Dodge,  
Marlene O'Sullivan

**Absent:** Rob Kincaid

**Additional Attendees:**

Board: Bill Chunowitz (President)

Foundation: Cathy Abbott (Executive Director), Gailya Brown  
(Development Staff), Mike Rodriguez (Accounting Specialist)

COF: Pam Hunter (Executive Director, Institutional Advancement)

**Recorder:** Dorothy Stuebner

**Quorum (51%):** Yes

**Subject to Brown Act:** Yes

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

**1.1 Call to Order**

Chris Anderson (Committee Co-Chair) called the meeting to order at 10:30 am

**1.2 Roll Call**

Chris Anderson (Committee Co-Chair) called roll and verified a quorum.

**2. Agenda**

**2.1 Approval of Agenda: Stepping Out Committee Meeting of August 21, 2020**

**Agenda:** Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

**2.2 Confirmation of Agenda: Approval of Agenda for the Stepping Out Committee Meeting of August 21, 2020 with any addition, correction or deletions.**

Motion to approve agenda was made and seconded. The Agenda was approved, with no edits or amendments, unanimously by roll call vote.

**3. Minutes**

**3.1 Approval of Stepping Out Committee Meeting Minutes of March 3, 2020.**

Motion to approve the March 3, 2020, minutes was made and seconded. The Minutes were approved, with no edits or amendments, unanimously by roll call vote.

**4. Comments from the Public**

**4.1 Comments From The Public:** Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation was allowed and were accepted by email since August 20, 2020, at 4PM to [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu) and read into the record during public comment.

There were no comments from the public received.

**5. Stepping Out for COD 2021 Proposal**

**5.1 Renaming Stepping Out for COD 2021 to Stepping Up for COD 2021**

- Discussion of renaming the committee and fundraising initiative was held until after the overview of the initiative.

**5.1 Conclusion**

A motion to rename the Committee and this year’s fundraising campaign to “Stepping Up for COD 2021” was made, seconded, and unanimously approved with a roll call vote.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
"Rebrand" this year's campaign and committee	Foundation	Immediate

## 5.2 Overview of Fundraising Initiative

- Cathy Abbott, Foundation Executive Director, presented an overview of the Foundation proposal to have a comprehensive fundraising campaign. This comprehensive campaign would replace the traditional Stepping Out gala since planning a gala (or other gatherings) will not be possible until well into next year.
- The proposal outlined the campaign as supporting various initiatives on campus and the visual aid showed four steps (or pillars) with each being a different initiative focus: Student Emergency Fund, Workforce Development (CTE), Fund for Student Success, and the pLEDGE program.
- The Campaign would encompass fundraising with the President’s Circle events, developing Annual Giving Packages, soliciting lead gifts, applying for grants, soliciting individual donations from the public, etc.
- Cathy explained that one of the marketing tools would be to have up to have displays around Coachella Valley
  - these displays would be comprised of four large pillars 3 to 7 feet tall (possibly a welded frame with frosted plexiglass coverings that could have lights inside that indicate the level of the goal attained)
  - they could be on the edge of the different COD campuses and possibly in various city centers or landmarks, if allowed
  - have the displays be an attraction that people would take selfies with and make a game or competition of getting pictures at all of the displays

## 5.3 Financial Target(s)

- Cathy discussed the overall goal of the campaign being to raise a total of \$2,000,000 this fiscal year. She noted that more than half of the campaign goal is to be met with major gifts/grants during the “Quiet Phase.”
- The proposed goals are

Student Emergency Fund - \$100,000  
Workforce Development (CTE) - \$150,000  
Fund for Student Success - \$500,000  
pLEDGE - \$1,250,000

## 5.4 Timeline(s)

- 5.4.1 Quiet Phase: Cathy discussed that the fundraising to count towards this campaign is already happening (grant applications, major gift solicitations for the areas of focus, etc.) and that October 1 is the goal for beginning to distribute campaign brochures, begin marketing, etc.
- 5.4.2 Public Launch: Cathy identified the week of November 23 as the tentative beginning of the public phase with the first of 3 or 4 Culinary Adventures.
- 5.4.3 Celebration Event(s):
  - Cathy noted ongoing activities to include Donor Outreach, Educational Packages, and Youth Leadership Program
  - She identified that a culminating or celebration event would be determined based on COVID restrictions at that time.

**5.2/5.3/5.4 Conclusion**

- Pam Hunter noted that she felt the \$2,000,000 goal is attainable as the College has had similar fundraising targets in the past and that her office is available for any support and assistance that Cathy and the Foundation may need.
- The Committee expressed their enthusiasm for the concepts presented and shared ideas for reaching out to donors and potential donors while being mindful of donor fatigue.
- The Committee also expressed their confidence in Cathy to make this a successful campaign but suggest that the official launch date be delayed to allow for a presentation to the full Board and allow time for their input.
- The Committee asked that next steps in developing the plan also include a budget for the campaign.

A motion to have Cathy continue to proceed with the “Stepping Up for COD 2021” Campaign as presented was made, seconded, and unanimously approved with a roll call vote.

<b>5.2/5.3/5.4 Follow-up Items</b>	<b>5.2/5.3/5.4 Task of</b>	<b>Due by</b>
Continue Developing Campaign Plan and include a presentation to the full Board	Cathy Abbott	Ongoing
Continue with plan for marketing displays of steps/pillars	Cathy	Ongoing
Present Committee with Budget for Campaign	Cathy Abbott	Next meeting

**6. Future Agenda Items**

- Continued discussion of Campaign to include potential Honorees, possibly focused on COD history and/or the new Architectural Program
- Additional ideas for virtual events and or videos (possibly using Lance O’Donnell)

**7. Adjournment**

Motion was made, seconded, and carried to adjourn the meeting at 12:10 pm.

**Next Scheduled Meeting: Tuesday, September 29, 2020, at 2:00 pm**