



The Board of Governors of the California Community Colleges

PRESENTED TO THE BOARD OF GOVERNORS

DATE: January 7-8, 2013

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| SUBJECT: Update on the Activities of the Foundation for California Community Colleges | | Item Number: 3.5 | |
| | | Attachment: Yes | |
| CATEGORY: | Foundation for California Community Colleges | TYPE OF BOARD CONSIDERATION: | |
| Recommended By: |  Keetha Mills, President/CEO | Consent/Routine | |
| | | First Reading | |
| Approved for Consideration: |  Brice W. Harris, Chancellor | Action | |
| | | Information | X |

BACKGROUND: This item will include the following updates related to the activities of the Foundation for California Community Colleges (Foundation).

1. Fiscal Year 2013 Financial Reforecast
2. Foundation Core Messaging – Elevator Speech
3. CollegeBuys – Discounted software offerings for students, faculty, and staff

A brief summary of each discussion item is provided below:

Fiscal Year 2013 Financial Reforecast

Despite a number of significant unexpected programmatic changes since the beginning of the fiscal year, including the extraordinary curtailment of the Career Pathway student intern program, the Foundation continues to forecast positive net results for fiscal year 2013. Conservative estimates have been made in the fiscal year 2013 reforecast to eliminate all projected, un-awarded new business and include only known, awarded business activities. The current financial reforecast projects a significant reduction in gross revenue (down 30 percent to \$30.7 million); however, due to a number of new grant awards related to Student Success Initiatives and new business opportunities within our Air Quality programs, net results are projected to end the year totaling 450,000 (within \$90,000 or 17 percent of the original budget.) As a result of aggressive philanthropic and business development activities that have culminated in new grant and contract awards over the past several months, the Foundation continues to project increasing net reserves in fiscal year 2013, expects to maintain its annual

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\$300,000 commitment to the Chancellor’s Office and Board, and has nimbly maintained staffing levels primarily through reallocation to newly awarded projects.

Foundation Core Messaging – Elevator Speech

The Foundation continues to expand use of its recently enhanced core messaging (also referred to as an “elevator speech”) to consistently communicate key strengths, create interest, and ultimately garner support with our primary audience of funders and other stakeholders. Wallet cards with the following elevator speech messaging have been developed to assist Foundation staff, Board members, and other key constituents in answering the commonly asked question of “What does the Foundation do?”

“We are the official nonprofit supporting the Chancellor’s Office and the California Community Colleges. This uniquely collaborative relationship allows the Foundation to support all 112 Community Colleges throughout the state through innovative, diverse, and far-reaching programs. These programs allow us to benefit our colleges while simultaneously improving education, environmental, and economic conditions for all California citizens.”

CollegeBuys – Discounted software offerings for students, faculty, and staff

The new CollegeBuys e-commerce site for Adobe and Microsoft software sales launched in early September and received over 20,000 visitors and 245,000 page views within the first two months. Social media sharing has been implemented on the site, encouraging students to inform friends and classmates about our program. An initial set of marketing materials including flyers, faculty desktop drink coasters, and promotional postcards were distributed at the Academic Senate fall plenary in early November to raise awareness among community college faculty. In addition, the team continues to implement strategies identified in the CollegeBuys marketing plan.

RECOMMENDATION: This item is presented to the Board for information and discussion.