



**SAN DIEGO
CONTINUING
EDUCATION
FOUNDATION**
— SINCE 2008 —

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Carlos O. Turner Cortez, Ph.D.

***Executive Director/
Chief Executive Officer***

Laurie Coskey, Ed.D.

DRAFT MINUTES

**Regular Meeting and Board Advance of the
San Diego Continuing Education Foundation
Board of Directors
October 21, 2020, 9:00 A.M.
Online via Zoom**

I. CALL TO ORDER

The Regular Meeting was called to order by SDCEF President Neil Kovrig at 9:00 a.m.

The following board members were in attendance:

- Vinzent Balaoing, Student
- Gretchen Bitterlin, Retiree
- Laurie Coskey Ed. D., Executive Director
- Michelle Fischthal, Vice President, Instructional Services
- Olivia Flores, Counselor
- Bill Grimes, Secretary
- Kelly Henwood, Treasurer
- Neill Kovrig, President
- Mary LeDuc, Retiree
- Star Rivera-Lacey, Vice President, Student Services
- Maureen Rubalcaba, Dean of Student Equity
- Jacqueline Sabanos, Vice President, Administrative Services
- Carlos O. Turner Cortez Ph.D., SDCE President
- Roma Weaver, Vice-President

No board members were absent

The following guests were present:

- Woody Ledford, SDCEF Accountant
- Caron Lieber, Manager , ETi
- Steve Rivera, Foundation Support
- John Valencia, Consultant

II. REPORTS AND INFORMATION ITEMS

a. Holiday Direct Mail Solicitation

Laurie and Ranessa are working on a direct mail solicitation to drop the week after Thanksgiving. Ranessa explained ROI differences between methods of solicitation. Discussion about which incomes level donate, asking those who have had direct experiences with SDCE with a personal solicitation (a note), and using the retiree campaign of 2017 as a possible template. Questions were raised about lack of name recognition with the general public, possibly doing parallel campaigns, and determining the ask depending on the population targeted. As were ideas of recognizing donors who gave over a certain amount and adding personal stories to the ask. Laurie and Ranessa will work on this over the holidays.

Mission:

The San Diego Continuing Education (SDCE) Foundation exists to support SDCE in championing equity by fostering innovation, raising funds for scholarships, eliminating barriers to student success, and positively impacting the community at large.

Vision:

The San Diego Continuing Education Foundation strives to provide all students with the tools and resources to reach their full potential by implementing equitable programs that address economic insecurities and promote progressive, systemic social change.

b. COVID Update

Jacqueline discussed a limited opening of the automotive program and possible options regarding the culinary and nursing programs. The focus is safety.

Maureen – correct the spelling of my last name

c. Update SB1 High Roads Construction Grant Workplan and Budget

Laurie talked about the reworked grant for \$1.3 million over 18 months with \$372,00 this fiscal year and the remainder next year. This is a partnership with the San Diego Building Trades and the San Diego Workforce Partnership, whom with we are creating a budget. We'll present a contract for your approval sometime in November. Carlos called this a lifeline contract that he has been working on for 5 years and stressed the importance of getting students employment.

d. Development Plan

Laurie asked for any changes to be sent to her and John and there would be a beautiful glossy attractive final document.

e. Update on SDCE and SDCEF COVID funds spent on Success Grants including how students request grants and the technology survey

Maureen said the Success Grants were being digitally requested and that she individually reviews them, the focus is on ensuring material needs for classes and programs, and that she is collecting demographic data. We have created hotspots for students and distributions for the laptops. Faculty, staff and students are working smoothly together to complete the necessary forms while working remotely. Carlos recognized the work to get these grants to students especially under the current circumstances.

f. DOL Strengthening Community Colleges Training Grant (SCC)

Carlos discussed Gordon Friedman, the head of the National Laboratory for Educational Transformation, who wants to work with us. He is writing on behalf of SDCE for a \$5 million grant over 4 years from the Department of Labor. We get 3.5 million directly as the fiscal agent. We are also working on a consortium grant to do what we're doing with ICOM Academy but with help from other colleges.

g. UNMUDL Update

Carlos talked about Canvas integration and ensuring smooth and easy student enrollments as the largest challenges at the moment. We'll be uploading courses in the ETPL for further funding and using Stripe as our payment vehicle. We'll also be working with faculties and Academic Senates to clear up misinformation about this and ICOM Academy knowing that this will be an ongoing conversation.

III. REVIEW OF THE MINUTES

a. Minutes from September 16, 2020

Minutes adopted as amended

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IV. PUBLIC COMMENT

No public comment

V. TREASURER AND ACCOUNTANT REOPRT

a. 2019 - 2020 Year End Report

Woody presented the 2019-2020 Year End Report

(LeDuc/Flores) – Adopt the 2019 – 2020 Year End Report as presented

b. 2019 - 2020 Cost Centers Budget Review

Woody presented the Cost Centers.

VI. STANDING ITEMS

a. ETI

Caron listed that the Brig contracts are up and running, we are working with the Marshall Islands on a summer program, are building out the ETI website , and keeping contracts filled.

b. Executive Director

Laurie wrote it out to save time and reviewed the experience she and Caron had with the military for the Brig contracts. Anisha Jackson at Gateway is expecting a baby in early December. The Foundation sponsored a series of Town Halls in August. She thanked Caron, Steve and Karen for their work and acknowledges Carlos And Kelly for their time on the cost centers.

c. Development

Laurie discussed holiday solicitations, SB1 with the Workforce Partnership, working with the City of San Diego on a CDBG grant, and four sub grants.

d. Historic Preservation Project

Laurie briefed the Board on the plan to install 8 sculptures

VII. FOR THE GOOD OF THE ORDER

Carlos – Continuing education is considering changing its name

VIII. ADJOURNMENT

Meeting adjourned by N.Kovrig at 11:05 a.m..

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