



SAN DIEGO
COLLEGE OF
CONTINUING
EDUCATION
FOUNDATION
~ SINCE 2008 ~

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Andrei Lucas

***Executive Director/
Chief Executive Officer***
Laurie Coskey, Ed.D.

MINUTES

Regular Meeting of the
San Diego College of Continuing Education Foundation
Board of Directors
September 15, 2021
In-Person Room 106, 9:30 – 11:00 a.m.

I. CALL TO ORDER

The Regular Meeting was called to order by SDCEEF President Neill Kovrig at 9:35 A.M. following a quorum call at 9:30 A.M.

The following board members were in attendance:

- Laurie Coskey Ed. D., Executive Director
- Neill Kovrig, President
- Stephanie Lewis, Dean College and Career Transitions
- Jacqueline Sabanos, Vice President, Administrative Services
- Roma Weaver, Vice-President
- Gretchen Bitterlin, Retiree
- Bill Grimes, Secretary
- Andrei Lucas, Dean of Automotive, Skilled and Technical Trades
- Shakerra Carter, Acting Vice President, Student Services
- Olivia Flores, Counselor
- Michelle Fischthal, Vice President, Instructional Services
- Kay Faulconer Boger, Interim President
- Maureen Rubalcaba, Dean of Student Equity
- Vinzent Balaoing, Student
- Mary LeDuc, Retiree

The following guests were present:

- Woody Ledford, SDCCEF Accountant
- Caron Lieber, Manager , ETi
- Juliette Bautista, SDCCEF Administrative Assistant

II. PUBLIC COMMENT: None

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III. EXECUTIVE DIRECTOR'S REPORT

Laurie Coskey – Good morning everybody, pardon the disruption of our photographs. I have a short report since we met only 3 weeks ago: We submitted the Conrad Prebys Letter of Interest grant request. Andrei, Jackie, and Michelle worked really hard to put up an estimate just north of 10 million, which was a good ask but not the best ask for a first one, because we've never talked to them before. One of their priorities is workforce development, so we ended up doing an ask for them for the Gateway program. Dean Lewis and I revised our request that we made to the SD Workforce Partnership, since we got the Immigrant Refugee and ESL grant but not the other. We revised and resubmitted to various places, but it seems like the right place for an African American focus program. Our ask was 547K for three years. We can't really do justice for the program for just one year, since our students do not really have the most success after one year. It typically takes 18 months. From my perspective, I hope we get it, because it fits for the work we are doing. Whether or not we get it, we have introduced CE to the Conrad Prebys Foundation. It was a worthwhile grant, so hopefully we can submit the other one at a later time. Dean Jessica Luedtke is continuing her Strategic Plan. Neill and I will be bringing back to you the beginning of our strategic plan for you to weigh in on in October. We have finished the biggest part of the development plan for the strategic plan. There is a press conference for the 35 million award, the first of October. In the next week, we will create an invitation for Kay's office to be sent. Come on October 1 at 11:00 a.m. That is all from me, but just wishing you all a Happy Healthy Jewish New Year. We want everybody to be happy and healthy, of course the most important thing is that the world have more peace than it does today.

ASB: Vinzent Balaoing – Some students are very excited to be here, but there are some complaints from students saying the police won't let them go through the front doors, they have to go through DSP which has been kind of a hassle. They have told their teachers, but there have also been incidents where students need to use the restroom, but they have been blocked up. ASB will resume our meetings on Zoom, not in person yet.

Andrei Lucas – I received an email from John Bromma about the details with the bathroom and campus access, I know some of that has to do with the vaccination site. They have their process where they ring in people that are getting vaccinated, but I know they have opened up some of the bathrooms. I

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can give you an update tomorrow since they are meeting about this tomorrow. A lot of it has to do with the vaccination site, which they may reduce the size. There will be a few changes in the next few weeks.

ETI: Caron Lieber – This is our special warfare group, we issued them their hammers, tape measurers and tool belts. They trained on how to build a swahut this week. Most of them have not had construction experience so I wanted to share this photo of the class. I also want to show the certificate we will be issuing them on September 24. The back of the certificate shows the skills they will have acquired by the end of the six weeks. They are very excited about being able to have this knowledge. I sat in for four hours of this construction course and it will be very efficient in their line of work. Juliette is helping put together the results of the student evaluation. I added a few additional items, but the feedback has been very positive. You can see most of them have ranked the instructors as the best they have ever had. That is my report on the Naval Special Warfare Training. We have also received the contract from Miramar Brig to teach sewing, small business, and baking. We have to build them a baking program from ground up. I think I told you all last time we finished the Arborist course, which was a 5 week course in conjunction with the California Conservation Corps to help make a difference fighting the California fire problem. We're working with Southern California's Gas and Electric to continue offering these corporates up to possibly 3 times a year. We are slowly starting to reach into the business world. I was looking for an electrician for the Seabees, and I worked on a call with DexCom to give quality control training with diabetes. We bid on the quality control training, and won that so we are looking forward to making a difference and start in the business world as well.

Laurie Coskey – I just want to thank Caron for her innovation and work, what we have done at Miramar, Caron is very modest but Miramar forced us to be in a competitive bid.

Kay Faulconer Boger – I want to say look at how remarkable the program has been. The fun and challenging part is that you are not a builder, so congratulations to you.

Unmudl: Kay Faulconer Boger – Laurie and I met with the Director of Unmudl, and we discussed the possibilities to work on. My concern was that it didn't appear that there was support of money for our students and community. In terms of what had been proposed and invested in to be accessed on the web, no one could access them. There is a possibility that they are developing some

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courses that could be integrated into a contract education area, but I could not see us continuing into this process with no income. Particularly when Laurie is involved in so many different activities that are producing wonderful results, and I think we need to put our money and time where we are going to get the most back.

Gretchen Bitterlin – I thought part of the deal was that they would be marketing the courses widely and would be recruiting people.

Laurie Coskey – I attended meetings for the last year and Ranessa and I attended the marketing meeting, but unbeknownst to us when we made the investment, they only had 5-7,000 in their marketing budget for the startup. They would have needed 10 or 20 times that to start pushing the courses. With that, none of the courses we offer could be taken by anybody in the state of California. The other colleges are for credit colleges that are involved so they are using it as a way to draw people into their campuses and their sites. For us at Continuing Ed, we do not charge for our courses so nobody in the state of California can pay for them or it could have been a funnel for us. It may have been different in Mesa or City or Miramar had started with this project, but as you know, they didn't want to. The fact that it ended up in our Foundation is sort of odd. So the colleges themselves marketed their own courses. Unmudl, which did promise a large marketing, did not come through with that. In all these months, they have had only 17-50 students total in all of their classes. They have some investments from some large foundations. I still don't see where that is with them. When Kay came to meet with them, she decided that it would not be a good continued investment except for the fact that we will stay with our \$15,000 investment. We invested another 25 or 30 with John Valencia for ICOM courses and spent some money on our website, so we spent 2-3x on our side for that was going to be Unmudl. However, if CVS decides to train with a curriculum that will be developed by a model, we would be happy to be the providers of CVS for contract training here in San Diego and that's something we know how to do and can do. I concur with Kay's assessment because I think it is time for us to formally remove us with the exception of the \$15,000 investment.

Olivia Flores – I want to thank you on behalf of Academic Senate for coming to this realization because Academic Senate for the past few years has not supported this Unmudl endeavor because we didn't really know how to explain it. I had another faculty member two summers ago, attend when there was a vote on this through the Foundation board and there was a lack of understanding. I will happily report back to academic senate next week that we

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are pulling out of Unmudl because I wasn't really sure how or what students we were trying to get with Unmudl. Thank you for bringing this up and I will let Academic Senate know at next week's meeting.

Bill Grimes – I guess we can call this a “failure” but there are things we can gain from things that did not work out the way we thought. I know that we peaked up our student services component online, which is something Carlos was very proud of, but we had to scale it back a bit because we were counting on the Unmudl revenue. I still think we probably learned a lot from this experience. It might be something we can dwell on for where to go from here and secondary benefits with ICOM Academy.

Olivia Flores – I agree with keeping the SDCCE name on the Unmudl website, but I think Bill may have mentioned this a few semesters ago: Indicating on Unmudl that if you are a California resident, you don't have to pay, you can just go to our website and apply to SDCCE might be an interesting way of advertising, especially since the Foundation has invested so much. It wasn't a failure, but we are able to look at things a little more differently.

Neill Kovrig – It was a learning moment, and I think that's a reasonable way to acknowledge it. We invested in something that could eventually pay dividends and in the future, just not at this particular time. Are there any more questions or comments with respect to the Executive Director's Report?

Laurie Coskey – This is for Dr. Fischthal: Would there be any advantage of keeping the courses up as ICOM without cost on our website with the ETI courses up before we remove that section?

Michelle Fischthal – I don't have to think too hard about it, you can be advertising it to be courses to purchase if folks do not want to attend through Continuing Education like any ETI course. We can change the framework around it.

Development: Laurie Coskey –

Historic Preservation Committee: Laurie Coskey –

Shakerra Carter – Could we do something to memorialize the book being written?

Laurie Coskey – I will ask. We will need to organize with Kay and Carlos' calendar, either the 7th or the 21st of May.

- IV. **FINANCIAL REPORT: Woody Ledford**– Mary and I met this morning, and Laurie and I met yesterday to go through the report. We have the narrative on the financial report. Going back to the way I am trying to present these: our revenues are very similar to the prior year. We are a little bit ahead in total, due to timing

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issues. We have received \$120K from ICOM and \$100K from Lucky Duck. The \$80,000 sitting in unrestricted donations is the annual support for Laurie's salary, a portion of Laurie's salary from CCE. The ETI fee based revenues are way behind because of Career Step's loss of certification. That revenue stream will basically be gone. On the expense side, our program subcontractor expenses are way up because of ICOM. This year we spent \$24,000 roughly as opposed to 300 due to the shutdown. We are expecting to be spending a lot more. We are running into a bit of issues with internships for SB1. As soon as they qualify through SB1, they are hired so we can't put them into internships.

Dean Lewis – Internships take a bit of time with paperwork, but if we have any participants that get hired before getting placed in an internship, we added on to their graduation and if they are in a union we reimburse their union dues and give them 5-700 home depot cards to be successful on the job. It's been a really good program to get jobs before an internship.

Woody Ledford – Juliette has been a fantastic addition to the team because she is so wonderful communicating where things really belong, we don't have to guess anytime I try and guess I'm usually wrong, so thank you for everything you do and helping the accounting side get better. On the bottom line, we have just under \$185,000 to the good again that has to do with receiving the lucky duck funding and the \$80,000 that we've not paid in full salary to Laurie. These two make up the bulk of the bottom line difference. We need to make money, to provide services to our participants and our students. In the case where the main thing is to make a difference, with Laurie's leadership we are definitely getting that in amazing returns. Functional expenses are still fantastic. Every dollar we spend is going to our programs. Our direct student support is currently at \$20,000. We have a \$350K budget because of the SD City Grant once received.

Final item is to talk about the audit with CLA. I spoke with the partner in charge of the audit, and we will be starting on the second week of November. I expect it will be ready by end of the month, probably middle of October.

Mary LeDuc – Are there any questions about the budget?

Kay Faulconer Boger – Can you explain the ICOM budget?

Woody Ledford – We have an agreement with the college to pay our professors from different schools to develop the ICOM programs. For that we are charging up to a 10% administrative fee, which includes taking care of the cost of me, the files are set, and go from there.

V. CONSENT CALENDAR: Approved

a. APPROVAL OF MINUTES – August 25, 2021. MSP: Gretchen Bitterlin, Second: Jacqueline Sabanos

No abstentions, no oppositions

REPORTS RECEIVED –

Development Plan 2021-22:

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Laurie Coskey – Of the big goals, there are five. If you open it up on the second page, they are all highlighted with who and when. The highlighted ones are the ones we want driven. Especially because the Strategic Plan is happening, this is going to be part of the institution’s plan. We can go over this later, but I want to start here with number two:

(Second Page)

- Maintain and cultivate Community Members who reflect the Communities and the experiences of the individuals we serve for leadership roles on the foundation board committees and advisory groups.

The first objective is to recruit board members who reflect the communities, we serve as board positions become available.

Laurie Coskey – We added Andrei Lucas in July who represents this community as the campus dean. We have added Dean Maureen and Dean Stephanie. Are there other areas we need to add Board members to fulfill this commitment?

Roma Weaver –For Board Committees, our historical group, not only advisory but is a working committee, is extremely diverse and can represent us in that fashion. They are not all board members, but it might be good to ask someone from that committee to be a liaison. At the next meeting, I was thinking we could have people there. It would also diversify our group.

Laurie Coskey – Carlos made a turn from having a community based Board to a college-based Board of Directors.

Bill Grimes – We had Board members that were actively competing against us in grants. The knowledge of that board, in terms of what ETi, Continuing Education, and we do was very much reduced. It was a radical change from the prior arrangement.

Roma Weaver – Do you have an opinion of this?

Laurie Coskey – The City College has a representative from financial institutions, SWDP representative, representatives from the institution. We empowered ourselves to have a Fundraising Board, but at the time, we did not have financial reports. It would be more appealing to the interest of the funders we want to attract. However, it is your and Kay’s conversation of the making of the Board, and I am happy to implement what the Board sees as next steps.

Roma Weaver – One thing I would like to propose with Gretchen is if there are any retirees interested in coming on as an additional member. Again, I

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do also think the idea of integrating someone in the Historic Preservation Committee may be a real asset to this group, as a community member.

Kay Faulconer Boger – If that is a goal, we definitely need a community member on this Board. I personally would welcome the idea of a carefully selected group of community members, and I think beyond that, we should have more people. We should also address what is the optimal number of people on the Board. These are things I think we should consider.

Maureen Rubalcaba – We need to strategically look at what is the best interest of the Foundation’s mission, our students and how that looks for our community. From a program support setting, City College was able to get tools to their students quicker. It connected immediately with resources for students during COVID. Being part of that immediate response team, and looking to see what we could mirror, that core work came out of their Foundation. It was the community connections they had on their Board that provided \$50,000 within a week. It is not all dollars, but being strategic helps our student success and our institution progress.

Roma Weaver – Here’s the thing: we had an advisory board a few years ago, but it was too big. If we had three or four community and industry members, we could do some recruitment and see if some would be interested in this Board.

Neill Kovrig – As Bill and I are the last surviving members of the original version of the Foundation, which at one time accounted to up to 40 members, of those it was nearly impossible to find a time to get everyone in the same spot. We would probably have to go to a night time meeting to get attendance. There are a lot of bylaw considerations that we would need to make sure are in place, and submitted to the law. I like the idea of a President’s Council, which is how Miramar had, and is certainly worth investing.

Kay Faulconer Boger – You might want to consider having a subcommittee or have a specific target or industry. You might want to consider having a representative from the military.

Laurie Coskey – A representative from our bank as well, and one gentleman from the HPC, Michel Anderson would have a great addition to our Board. As we begin to put grant seeking agencies, we are often pitted against each other. It is less now, since we are in higher and diverse grant opportunities.

Stephanie Lewis – Home Depot and Clark Construction is invested in our programs. They all have invested interest in our students and we have to be

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careful in who we are leaning towards, because once we put Home Depot, we have to put Lowe's, and we don't want it to seem as if we are leaning for one over the other.

Neill Kovrig – We can parch through some of the ways we can recruit people through a subcommittee. Let's make sure to have a point in our next meeting to create an exploratory subcommittee with regard to Board Membership and recruitment. That takes us to the second objective:

Host a Bi-Annual meeting focused on professional development and recruitment. That one seems fairly straight forward. Next: Study and Determine Significant student participation on the Board and Advisory Committees.

Vinzent Balaoing – Most students would want to participate in here, and we have been talking about it to do more participation during the Foundation and committee meetings.

Neill Kovrig – What kind of participation are we looking for specifically. When we have student participation, we want it to be part of how students get involved within the Foundation: Pathways, SDCE Eats, and Scholarship Funds. We need students that reflect that same process and commitment. Looking at students we have been able to help: Gateway, Student Development, alumni from Digital Literacy, ARP. It would be great to have someone from their ARP and apprenticeship and maybe working with the unions to have part of their assignment to serve in their capacity. I think it is really important to include students funded by the work that the board and the Foundation. We have students with a more direct Foundation and SDCCE students. There is not a program we do where we haven't enrolled them in a SDCCE course. I also want to make sure we are addressing the seven campuses we are with, to have a perspective of the other campuses and what they face. We default to ECC where a lot of things happen, but we are not monolithic.

Gretchen Bitterlin – The key point would be to find a student advisory board. Some may not be able to attend, but hopefully one or two.

Kay Faulconer Boger – I think if we were to do that, that would avoid the quorum fear and I wonder if ASB or Laurie would like to give a presentation about the Foundation to generate interest in serving.

Neill Kovrig – One of the best EGC meetings were when all students from campuses came. This is about creating a working group to discuss how we want to address student participation perhaps to appoint bodies in the next

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meeting. Are there any other comments with regard to the student advisory section?

(None)

The next item on the list:

Annually assess the role and responsibilities of the Board members, including the possibility of the addition of a give-get policy.

It is very common amongst Foundations, you give a requisite of money, you get a Board seat, or access to certain levels of opportunities of interactions, etc. I think we avoided a give-get largely because the composition of this board is internal. We didn't have one when it was external because it was very small. I think this is something we would like to have recruitment done. We need to self-evaluate, and my recommendation is part of the Board Evaluation, we look at this policy.

Laurie Coskey –Juliette and I can look into the case and the not for profit center at USD. The thing we would want to do is put in a training budget for the board per year. Neill, Juliette, and I will look into how we access that and Board development/training. We will come up with some personal development, ideas. Depending upon the Strategic Plan, we will have that for our November meeting.

- VI. ACTION ON ITEMS REMOVED FROM CONSENT CALENDAR
- VII. CLOSED SESSION (As applicable)
- VIII. REPORT OUT FROM CLOSED SESSION (as applicable)
- IX. ROUNDTABLE/BOARD COMMENTARY –

Michelle Fischthal – I just wanted to add the decrease in enrollment is a decrease in serving our communities. The conversation bringing in community members, we need to understand their needs and why they are no longer with us. That is going to be a big part of our Strategic Plan as an institution, from an instructional standpoint. I just wanted to bring that forward.

Neill Kovrig – There are changes in approach that we have seen due to the impact of the pandemic. We are perhaps bringing those folk in.

Michelle Fischthal –The Gateway model, the apprenticeship models, these are models we can bring into Continuing Education as well to some degree, and I think we do need to leverage what we've learned with all the other types of programming that's happening.

Maureen Rubalcaba – I also think it is important to put our resources to invest in those approaches. Even at the foundation level and looking at the Strategic Plan of the institution, I think we should align these resources and shift what needs to happen in order to grow that as a team.

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Bill Grimes – Do we have emails and phone numbers? Students really respond better to text messages. PeopleSoft has a component of text messages to different segments. What that has a progress of to me is maintaining interactions with students. These may already be in place, so just let me know.

Michelle Fischthal – These have been integrated through some ways, but that is something we have to figure out as far as bringing it up together. VPSS Carter and I are working with Lumina Foundation for a grant to gather their perspectives.

Laurie Coskey – In 10 minutes, we will be meeting outside of the President's Office. We will be taking a group photo at 11:15.

X. ADJOURNED: 11:15 A.M

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