



President's Council Meeting November 17, 2005

Please note:

**Holiday Gathering at Mary Griffin-Ramseur's on Dec. 15th
Next President's Council meeting February 16th
President's Breakfast Invitation lists due ASAP!
President's Breakfast March 23, 2006**

Minutes

Attendees:

President Vicki Morrow; Chair, Greg Cochran; Kim Benton, Michael Crilly, Carolyn Livengood, Jeannene Minnix, Mario Panoringan, Mario Puccinelli, Sepi Richardson, Carol Way; Director of College Development, Marketing & Public Relations, Sandy Irber; and Roxanne Brewer, Staff Assistant.

Welcome:

Chair, Greg Cochran welcomed everyone and noted that unfortunately many members of the President's Council were unable to attend due to illness.

November is National Philanthropy Month. Greg pointed out that Ben Franklin was an early philanthropist. Franklin gave to improve the community and to provide opportunities for people to help themselves. The word has Greek origins, meaning of "love for mankind." The majority of gifts given in the US are given by individuals.

Skyline Update:

Dr. Vicki Morrow extended her thanks to Mario Puccinelli and his staff for supplying the barbeque grills and grilling hot links for the Associated Student's Mardi Gras Festival Fundraiser on November 2nd, benefiting the victims of Hurricane Katrina.

On November 7th, Skyline College celebrated with a "Topping Off" Ceremony for the new Student Support and Community Service Center. Topping Off is a traditional event held when the major structural steel of a construction project is complete. The uppermost beams for the building were signed by Skyline students, staff, and the community. Dr. Morrow was delighted that Council members Maritess Lagandaon and Carolyn Livengood joined the celebration.

Dr. Morrow expressed a very special thanks to the community for their support in passing Bond Measure A.

Fresh Look Project:

Dr. Morrow gave an update on the Fresh Look Project. The project involves taking a close look at all of the ways Skyline College communicates with our students and the world – our signage, publications such as the catalog, class schedule, flyers and posters; our website and more. Recommendations on the college

reputation are currently being considered by the Fresh Look Advisory Group which includes President Council Member Bonnie Wells. A general marketing plan and creative brief will be forthcoming in December. The President's Breakfast Committee is using the draft recommendations in planning the next breakfast.

Skyline Tours:

The Skyline Tour is the foundation of our fundraising efforts using the Raising More Money (RMM) model. It is our way to start to build lifelong relationships with individuals who understand and support Skyline College. The tour is designed to give your friends, colleagues and business associates an introduction to the college. It is also a way to receive your guests permission for the college to have their contact information so that we can invite them to the President's Breakfast. After they've taken the tour, Sandy or each President's Council member will call the tour guests to thank them for taking the time to come and to ask "What did you think?" We will learn if they are interested in Skyline College, and what they are passionate about. We will also ask them if they know anyone else who may be interested in taking the tour, thus the tour program grows.

Skyline tour dates have been set for early next year so that President's Council members can host introductory tours. The tour is one hour in length from start to finish including meeting Skyline's President, Vicki Morrow. Greg suggested that President Council members "buddy up" for the tours.

A post card invitation will be designed for the Skyline Tour with room for the member to sign or put a personal note on.

Skyline Introductory Tours

All tours begin in Building 1, Room 1319.

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| January 9 th (Monday) | 4:00 – 5:00 p.m. |
| January 19 th (Thursday) | 4:00 – 5:00 p.m. |
| January 24 th (Tuesday) | 8:00 – 9:00 a.m. |
| January 30 th (Monday) | 4:00 – 5:00 p.m. |
| February 7 th (Tuesday) | 8:00 – 9:00 a.m. |
| February 9 th (Thursday) | 4:00 – 5:00 p.m. |

To schedule a tour, contact Roxanne Brewer at brewerr@smccd.net or call (650) 738-4325. Dr. Morrow also offered to speak to community organizations that President's Council members are involved with.

President's Breakfast Committee Report:

Greg reported that at the November 15th President's Breakfast Committee meeting, discussion was held on past themes, along with the "Dare to Dream" theme suggested at the October meeting. When the committee talked about Fresh Look, there was consideration of "Fresh Look" becoming the theme of the breakfast.

Mission-Minded had been on campus earlier that same day for a presentation of their Fresh Look recommendations. Sandy talked with them about the President's Breakfast theme. They recommended that rather than coming up the a different theme every year for the President's Breakfast, that we 'brand' the event as The President's Breakfast and highlight the President's Innovation Fund. There was a consensus that this should be considered. There will be a Breakfast Committee e-mail dialogue about the theme after Thanksgiving.

Mario Puccinelli raised the concern that people may think we "have enough" money due to the recent election passing the Measure A Bond. The committee reaffirmed that the focus of the President's Breakfast

is the President's Innovation Fund (PIF). The consensus was that asking for support for innovation won't be negatively affected by the Bond support for facilities and infrastructure. Mario Panoringan who gave Pro-Measure A support in the election materials concurred.

There was a general discussion about the breakfast program and Carolyn Livengood suggested that maybe we could have a PIF Faculty recipient speak. Having a student speaker that has been directly affected by the President's Innovation Fund could also underscore 'results' of the investment into the PIF. The idea will be to give testimonials, linking the breakfast with the PIF, and getting the audience emotionally involved. We will need to keep the Raising More Money model in mind in future discussions. Jeannene brought up the fact that in order to market the President's Breakfast we must consider the questions, "What is in it for me from the business and community perspective? How will the donors "benefit?" We will need to connect the PIF with our community.

Kim Benton expressed that only recently has the message been clearly understood regarding the PIF and the President's Breakfast. She thought having choices as to where a portion of the money should go was an excellent idea. (Example: 25% of my gift/pledge to one of the following: WOW! Women on Writing Conference, Kababayan Program, Athletics, Creative Arts, or Multicultural Awareness)

A goal of \$50,000 has been set for the 2006 President's Breakfast.

Table Captain Guest List and Contest:

Table Captain Invitation lists from the 2005 President's Breakfast were distributed. One list captured all attendees at the 2005 President's Breakfast and the other list was sorted by President's Council member's invitees.

Prizes for the first President's Council member who "turns-in" their list of invitee names and another prize for the member who has the most names turned in will be given at Mary Griffin's Holiday Gathering.

Meeting adjourned at 5:30 p.m.