
**MINUTES OF THE JUNE 29, 2010
ROGUE COMMUNITY COLLEGE BOARD OF EDUCATION / FOUNDATION BOARD
SPECIAL MEETING**

Location: Table Rock Campus, 206 Conference Room, 7800 Pacific Avenue, White City, OR

Due notice was given in accordance with public meeting law.

In Attendance:

A quorum of Board of Education members included Pat Ashley, Tim Johnson, Kevin Talbert and Dean Wendle.

Foundation Board members included Liz Crossman, David Hyatt, Rick Levine, Joan Momsen, Mike Murphy, Barbara Patridge, Suzanne Stewart, Verne Welo and Chuck Womer

Al Hove, Vice President, the Clements Group, L.C.

Staff included Peter Angstadt, Robyn Martin, Lynda Warren, Jennifer Wheatley and Denise Nelson.

1. Welcome and Introductions

Patricia Ashley, Chair, RCC Board of Education called the meeting to order at 11:30 a.m. College President, Peter Angstadt, welcomed all to the meeting. A round-table introduction followed. Lunch was served.

2. Recap Feasibility Study Process

Jennifer Wheatley, Foundation Executive Director, recalled that the feasibility study process began in January. A preliminary case statement was developed. The interview process included online and in-person interviews. A total of 83 individuals participated.

3. Feasibility Study Results

Al Hove, Vice President, the Clement Group, L.C., distributed the Feasibility Study Findings report (see file). He indicated this was an exciting study to conduct and is a qualitative, not quantitative study.

Mr. Hove reviewed the purpose of the study and the composition of the interview groups (respondents) involved. He reported the respondents are overwhelmingly favorable toward RCC and many indicated RCC serves as a vital community partner despite limited resources. He reviewed the following information regarding the college (see file for detail):

6.A.b

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- Major Strengths
- Major Challenges
- Impression of the Administration
- Impression of the Faculty
- Impression of the RCC Board of Education
- Impression of the RCC Foundation Board of Directors

Respondent opinion regarding the proposed **Science and Health Center Building** included:

- A strong majority is favorable toward this initiative and believes there is a compelling need for additional healthcare and science training within the college's service area.
- They added that potential donors will easily understand the initiative's high return on investment and support it, particularly given the dollar-for-dollar match that is available through the State of Oregon.
- Those offering mixed or unfavorable opinions for the most part agree with this initiative's potential for support; however, they also voiced some concerns regarding the cost of the initiative.

(See report on file for Representative Reactions)

Respondent opinion regarding the proposed **Justice Training and Education Center (JTEC)** included:

- A majority of the respondents are favorable toward the JTEC initiative and believe the center will provide additional job opportunities in the region.
- Those holding mixed or unfavorable opinions believe additional information regarding the specifics of this initiative is needed, including statistics that point to a compelling need as well as how this initiative meets RCC's mission.

(See report on file for Representative Reactions)

Respondent opinion regarding the proposed **Multi-Use Building** included:

- Respondents are favorable toward the Multi-Use building initiative and believe it will appeal to potential donors who have the ability to contribute to its funding.
- Those holding mixed or unfavorable opinions believe the initiative could be seen as duplicative to other existing performing arts centers.

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Respondent opinion regarding the proposed **RCC Foundation Scholarships** initiative includes:

- An overwhelming majority of the respondents are favorable toward the RCC Foundation Scholarships initiative and believe that scholarships are critical to many students' ability to access the educational opportunities RCC provides.
- Those voicing mixed or unfavorable opinions requested additional information regarding the specifics of this initiative.

(See report on file for Representative Reactions)

Respondent opinion regarding the proposed **Instructional Programs Endowment** initiative includes:

- A significant majority of the respondents consider the Instructional Programs Endowment initiative critical to the college's efforts to remain competitive.
- Those holding mixed or unfavorable opinions for the most part agree with the above assessment; however, many believe additional details will be needed if potential donors are to understand the purpose of the initiative.

(See report on file for Representative Reactions)

Based on the 1st, 2nd and 3rd priorities of the responding interviewees, the order of importance of the needs ranked as follows with most important listed first:

- Science & Health Care Center Building
- RCC Foundation Scholarships
- JTEC
- Instructional Programs Endowment
- Multi-Use Building

Mr. Hove reviewed the following information listed by title (see report on file for detail):

- Opinion Regarding the Proposed Major Gifts Campaign
- Opinion Regarding the Proposed Campaign Schedule
- Opinion Regarding Proposed \$15 Million Goal
- Potential Major Donors
- Potential Campaign Leadership
- Willingness to Participate
- Willingness to Contribute

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- Matching Gifts
- Philanthropic Priorities
- Gift Planning
- Other Factors

Mr. Hove announced it is the recommendation of the Clements Group, L.C., that RCC immediately begin further preparations to launch a major gifts campaign. He reviewed the following recommendations listed by title (see report on file for detail):

- Details regarding initiating a campaign
- Identify Campaign Goal
- Isolate Campaign Projects
- Address Interviewee Concerns/Suggestions
- Conduct Community Summits
- Implement Awareness Activities
- Conduct Prospect Research
- Prepare a Comprehensive Case for Support
- Implement Service Committees and Soliciting Divisions
- Appoint a Full-Time Campaign Manager

In conclusion, Mr. Hove state the recommended major gifts campaign should not be thought of as an isolated activity to raise \$8 million to \$10 million. Rather, it should be seen as a significant step in a long-term journey to enhance private-sector awareness, partnering and resource development of behalf of RCC.

Courage, determination, hard work and a commitment to excellence are required to carry out the process of inviting both the private and public sectors to join in the common goal of supporting RCC.

The findings of the feasibility study indicate that the private sector will respond to the overtures of the leadership of RCC, and its board members, and that a major gifts campaign conducted as recommended will be successful.

4. Question and Answer with Group Discussion

Board members asked questions regarding the study and subsequent recommendations. Mr. Hove provided clarification and answers.

5. Next Steps

President Angstadt suggested Board members review the study findings and email any further questions to him and/or Jennifer. He requested both Boards discuss the results in detail at their July Board meetings. He recommended a decision to proceed, or not, be reached by September.

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6. Adjournment

The meeting adjourned at 1:45 p.m.

Respectfully submitted,

Denise Nelson, Assistant to the President and Board of Education, RCC

Board Action: Approved

Patricia Ashley, Chair, RCC Board of Education

Date: July 20, 2010
