



East County Education Alliance
Fundraising & Communications Committee Meeting

**Fundraising & Communications Council
Meeting**

Thursday, July 7, 2016
FGCC Conference Room

Members: John Valencia, Lorena Ruggero, Catherine Martin, Dana Quittner, Sally Cox, Anne Krueger, Heather Cavazos, Jesse Enriquez

**Meeting
Notes**

NEW BUSINESS	SUMMARY/ACTION	COMMUNICATION (YES/NO, BY WHOM TO)
1. Update on Director of Development	<ul style="list-style-type: none"> Breanna Baer is no longer with the Foundation and FGCC is actively recruiting for the position. If there is anyone that the council might recommend have him or her forward their resumes to Sally Cox. Interviews are scheduled for the last week of July. 	
2. Update on Employee Giving Campaign	<ul style="list-style-type: none"> As a recap GCCCD employee giving campaign was in October 2015 and GUHSD was in April 2016 and they were both highly successful. Continuing on we will be doing GCCCD and GUHSD together as one campaign and are planning to launch the new campaign at the Summit in October 2016. This will be an annual campaign that has the potential to grow quite a bit. FGCC Live will make a return in the fall and will be shown at both GCCCD and GUHSD with prizes being given out. 	

<p>3. Kick off Higher Edge Fundraising Campaign October 13th</p>	<ul style="list-style-type: none"> • The Higher Edge Fundraising Campaign will be October 13th 12-5pm. The plan is to be very active workgroups to get work completed with no presentations. • John Valencia will be taking on the leadership role of the Higher Edge Team. This team will have something ready to roll out in the fall at the school back to school nights. • Freshman orientation will need to be discussed and what will be done at those, which are in August. More information to come soon. • A plan needs to be created to get word out to the community • John Valencia, Jesse Enriquez, Jesus Miranda and 2 others will be attending the Promise Conference coming soon in Oakland. • Jesse has been researching all of the programs across the United States and he has found approx. 120. 	
<p>4. Major Donors</p>	<ul style="list-style-type: none"> • The new Director of Development will use most of their time to do major gifts and use their time to build relationships. • John and Kerri met with Dana Rivers from Barona last week and they will continue to give support. • The Chancellor went to quite a few Promise Scholarship and the majority are giving out less than had hoped for. The Long Beach Promise was originally much larger and they have tapered it down. 	
<p>5. Plan moving forward</p>	<ul style="list-style-type: none"> • There will be changing of the leadership team. This will be the last time John Valencia will be chairing the Fundraising and Communications Council. Sally Cox and Anne Krueger will now co-chair for GCCCD. There are two separate pieces being one is fundraising and one is communications and the council may need to visit the idea of having two separate meetings or split the meeting into two topics so that individuals can leave for parts they are not needed for. • An MOU is being completed between GCCCD and GUHSD and will be on the docket for the upcoming board meetings. • Public awareness for the Alliance will be rolled out by October 13th. This will include the new branding and the new look. It can be beneficial to reach out to the community to help with the bonds both GCCCD and GUHSD are going for and to help aid in Education Alliance awareness. 	

Next Meeting will be August 4, 2016 at 11am @ Foundation Conference Room

