

## Cabinet Roundtable October 12, 2011

### **32<sup>nd</sup> Annual Education Open Golf Tournament- September 15, 2011**

The event was a great success on many fronts with great support from the Foundation Board of Trustees and committee members. It raised just over \$65,000 (net) to support our “Building Minds, Building Futures” scholarship fund. We were fortunate to have good weather (despite changing forecasts) and even more fortunate to have tremendous support from our sponsors, golfers, committee members, auction donors, and volunteers. The committee was chaired by **Domenick Servodio and Tina Munson**. Committee members included fellow Trustees **Kathy Boushie, , Jacquie Dalton-Fiorito, Karen Escobedo, Mark Halen, Jack McEnery, Jim McNamara, Lou Scaduto, Peggi Shader, and Jim Tignanelli**. *Special thanks to Mark Halen and Lou Scaduto, Jr. for their exceptional levels of support!*

### **The Brookdale Foundation Board of Trustees**

We welcome two new members to the Brookdale Community College Foundation Board of Trustees. **Jody Calendar**, President of Calendar Communications. Jody is a Brookdale graduate and a Distinguished Alumna. **Dennis Devito**, Vice President, Corporate Banking Group, Sovereign/Santander Bank. Dennis is also an Adjunct Professor of Business at Brookdale. Jack McEnery, Board Development Chair, will schedule an orientation meeting for Jody and Dennis.

Strategic expansion and strengthening of the Foundation Board of Trustees remains a priority. The Board Development Committee developed and uses a GAP Analysis that defines by demographics (gender, race, profession, geographical location, etc.), the “gaps” needed to be filled in order to better represent our community and the populations the college serves. A Board that was a predominately comprised of white males from the financial services industry ten years ago, is now a Board of 25 business and community leaders comprised of the following:

- ✓ 12 women and 13 men
- ✓ Professions represented include banking/financial industry; marketing and communications; health care; utilities; retail; legal; information technology; engineering; sports; faculty; accounting;, and insurance

The Board Development Committee continues to use the GAP Analysis to identify local individuals who would be assets to the Foundation’s continued growth.

### **Brookdale Scholarship Ball**

John Lloyd, President of Meridian Health has accepted our invitation to be an Honoree at the 2012 Brookdale Scholarship Ball. In his letter of acceptance, Lloyd cited many examples of Brookdale and Meridian’s long-standing relationship and collaboration and stated that “These examples and our shared commitment to academic excellence make Meridian and Brookdale natural partners, and your invitation to me very meaningful.” The event will be held on Friday, May 11<sup>th</sup> at Eagle Oaks Golf & Country Club. **Karen Escobedo and Candy Langan-Sattenspiel are Committee Co-Chairs**. We are awaiting response from Brian Williams, NBC Nightly News to our invitation to be a “co-honoree.”

### **\$25,000 Gift**

The Trustees of the Kurr Foundation responded favorably to our proposal requesting funds to support our “Building Minds, Building Futures” scholarship fund. Their \$25,000 donation will fund fifty (50) \$500 scholarships for Brookdale students this year. Our ongoing efforts to cultivate them has resulted in total

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Submitted by: Tim Zeiss, Executive Director Foundation & Alumni Affairs

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contributions of \$100,000 to our scholarship fund over the past five years. The goal for the “Building Minds, Building Futures” campaign this year is \$250,000. To date, we secured \$50,000 towards that goal. The Steering Committee is co-chaired by **Kathy Lowry and Jim Tignanelli**. **Members include Jacquie Dalton-Fiorito, Kathy Boushie, Patrice Malleus and Richard Sorrell.**

### **Finance Committee**

The Finance Committee has met regularly over the summer to review our Investment & Spending Policy, discuss possible future adjustments and to meet with the representatives from the institutions managing the Library Endowment Fund (nearly \$1 million) and the majority of our Endowed and Restricted Scholarship Funds (nearly \$1.7 million). The committee will be coming to the Board soon with recommendations on “expanding” the current investment/spending policy to be aligned more with current economic conditions, generate better yields, and preserve capital. They are also evaluating the possibility of shifting approximately \$400,000 of unrestricted funds to better yielding accounts. Special thanks to **Andy Vitale, Finance Committee Chair and committee members Kathy Lowry, Brian Burriss, Jack McEnergy and Mike Warshaw** for their investment of time and expertise.

### **Special Projects**

We are working with the President’s Office to meet with members of the local Brazilian community to hear their ideas **to hear how we can assist them, their businesses and the Brazilian community at large**. The meeting is on Tuesday, October 18<sup>th</sup> at 7 p.m. at the Brookdale Long Branch Higher Education Center on Broadway. If you have contacts in the Brazilian community, please contact me.

### **Alumni Association Membership**

The primary goal for FY12 is increasing membership. Since August 1<sup>st</sup>, the association has secured 62 new Lifetime members. The most recent mailing “hit” the streets two weeks ago. We are capturing email addresses, phone numbers etc. for our database so we can communicate with them regularly. The committee will focus on welcoming new members and hosting activities and events. The association is looking to host a member event in January 2012 on the Lincroft campus. The immediate Past President is serving as Membership Committee Chair.

### **Alumni Board of Directors**

Lauren Concar, Chad Anderson, and Brian Duffy joined the Board of Directors in September. There are now 13 alumni serving on the Board. New members will be polled to determine interest in serving on the Board.

### **Projects in “The Works”**

- ✓ Coordination of all correspondence with scholarship recipients and donors
- ✓ 2012 Scholarship Reception on March 15<sup>th</sup>
- ✓ Proposals to private and corporate foundations for “Building Minds, Building Futures” fund
- ✓ 2012 Barringer Dinner of March 23rd
- ✓ Resurrection of the Planned Giving Committee to invigorate “legacy” gifts
- ✓ FY11 Annual Report
- ✓ Foundation Brochure
- ✓ Online giving “portal”