



2010 Annual Conference Summary

California Consortium of Education Foundations (CCEF)

December 6-7, 2010 at the Doubletree Hotel in Orange County

Education foundation leaders from across California gathered for intensive pre-conference seminars on December 6th and a full day of trainings and networking opportunities on December 7th. In addition, CCEF attracted groups starting or reviving an education foundation for its semi-annual workshop, "Education Foundation Fundamentals," on December 7th.

December 6 Pre-Conference Seminars

Leaders of established foundations discussed ideas for making the case for community support of public education. These seminars were the beginning of a continuing dialogue among foundation leaders. CCEF will be following up in 2011.

One interactive seminar, "Changes in the Landscape," focused on equal access, changing demographics, messaging for donors, and foundation roles as advocates for served children. "Changes in the Landscape" was facilitated by Tom DeLapp, CEO of Communication Resources for Schools. Mr. DeLapp is a CCEF board member and past president of the Rocklin Education Foundation.

Joan Favre, Linda Greenberg Gross, and Cindy Braun shared their experiences in engaging communities around public education. Joan, Linda, and Cindy are associated with Pasadena Educational Foundation, Santa Monica Malibu Education Foundation, and Irvine Public Schools Foundation, respectively.

Nice Alterman facilitated a discussion on engagement tactics. Feedback was very encouraging. "Great discussion amongst a broad spectrum of education foundation leaders", "Very rich discussion" were some comments.

The second interactive seminar, "Updating Your Tool Box," focused on developing a strategic plan, building a successful board, and making the foundation the "go to" partner. This seminar, directed toward newer foundation leaders, was led by Nice Alterman, an independent organizational consultant.

Foundation Leaders Assisting the Conference Planning Committee

In addition to members of the CCEF Board of Directors, the following local education foundation leaders assisted in developing the content of the annual conference and pre-conference workshops.

Dr. Manny Barbara

Silicon Valley Education Foundation

Cheryl Braun

Irvine Public Schools Foundation

Valin Brown

Carlsbad Educational Foundation

Lois Giovacchini

Menlo Park Atherton Education Foundation

Patty Cowan

Coronado Schools Foundation

Katie Ragazzi

Escondido Schools Foundation Schools Foundation

Susan Warshaw

Manhattan Beach Education Foundation

Nice Alterman

Organizational Consultant
Trustee, Mendocino County Board of Education

“Updating Your Tool Box” included presentations by Laura Deitrick, Director of the Caster Family Nonprofit Research Center, University of San Diego, and Tom DeLapp, Communication Resources for Schools. The powerful information from foundation experts and the small group format made attendees report that “It was exactly what I was looking for!”

December 7 Annual Conference

“Stepping Up to Change – Foundations Making a Difference” was the theme of the 2010 CCEF Annual Conference. Caroline Boitano, CCEF President, and Susan Sweeney, CCEF Executive Director, opened the conference with an update on foundation and CCEF activities.

Ronald T. Vera, Law Offices of Gutierrez and Vera, and Heidi White, CPA and partner, Vavrinek, Trine, Day and Co. updated attendees on new legal and financial issues affecting education foundations. *(Detailed information from this session will be available on the CCEF member web site.)*



The keynote address, “**Donor Perspectives on Giving to Public Education,**” provided insights into why individual donors can be engaged in supporting public education and ideas of how education foundations can further develop such individual donors. Melanie Lundquist, civic leader and philanthropist, presented this provocative address. Melanie was introduced by Tim Shaw, Empower/Excel Inc.

Six workshops followed the keynote address. In one workshop, Tim and Melanie provided attendees the opportunity to learn about specific strategies for finding and working with individual donors. A second workshop, “Building a Successful Board” was presented by Caroline O. Boitano, an independent consultant and president of the CCEF Board, and Laura Deitrick, Director of the Caster Family Nonprofit Research Center, University of San Diego.

Two workshops blended discussions on successful foundation programs with insights from Dr. David Chang, UCLA Anderson School of Management. Dr. Chang provided insights from his recent survey of foundations in the Los Angeles area. Six foundations – three in each workshop – highlighted their unique projects. Of the last two workshops, one was directed toward leaders of established foundations and the other toward newer foundations. “Taking Your Foundation to the Next Level with Social Media,” directed toward established foundations, was presented by Tina Stout, Manhattan Beach Education Foundation, and Marcie Cullen, formerly Director of Strategic Development for O’Grady Meyers. “Marketing to Engage Your Community,” directed primarily toward newer foundations, was presented by Tom DeLapp.



The luncheon session featured presentations of the 2010 Apple Awards to local education foundations. Apple Awards celebrate outstanding projects that can be replicated by other California foundations.

(See the Apple Awards section of the CCEF web site for details. CCEF plans to post complete project descriptions on the Members Only page of the web site.)

SPONSORS SUPPORTING CCEF

CCEF offers a special thanks to Everest for providing the major 2010 conference sponsorship. For more information on Everest visit <http://www.whatnowgrad.com>.

Harris Connect was once again the sponsor of the lunch table discussions. And new this year as an exhibitor was Smart Technologies.

The workshop events were made possible by our presenters who shared their expertise with education foundations statewide.

Following the Apple Awards presentations, facilitated table discussions focused on alumni relations, supporting the arts, administrators' round table, executive directors' round table, resources for high school, and technology. Luncheon discussions were sponsored by Harris Connect.

An after-lunch panel, "Perspectives on Transforming Competition into Collaboration," featured ideas for administration, school board, foundation, and community non-profits working together to benefit the students of their community.



This panel was moderated by Muhammed Chaudhry, Silicon Valley Education Foundation and included panelists Laura Deitrick; Linda Greenberg Gross, Executive Director, Santa Monica Malibu Education Foundation; Neal Waner, Trustee, Redlands USD; and Tom DeLapp former Assistant Executive Director of the Association of California School Administrators (ACSA.)

All panel members were board members of the California Consortium of Education Foundations.

In the afternoon, attendees participated in three interactive workshops: "How to Build Effective Community Partnerships", "Developing Successful PTA Partnerships", and "Considerations in Running Programs."

"How to Build Effective Community Partnerships." Following a short presentation by Joan Palmer and Joan Favre, Pasadena Educational Foundation, attendees discussed elements of effective partnerships. Cheryl Braun, Irvine Public Schools Foundation and Laura Deitrick, University of San Diego were facilitators.

"Developing Successful PTA Partnerships." Susan Warshaw and Marla Zaslansky, Manhattan Beach Education Foundation, shared their successful experiences working with their PTA. Patty Cowan, Coronado Education Foundation and Lois Giovacchini, Menlo Park Atherton Education Foundation, facilitated the discussion.

"Considerations in Running Programs." Valin Brown, Carlsbad Education Foundation, launched the workshop with a brief presentation. Linda Greenberg Gross, Santa Monica Malibu Education Foundation, and Tim Shaw, Empower/Excel, Inc. facilitated the discussion

The 2010 conference ended with a networking/mentoring farewell reception.

The 2011 conference will be held in northern California. Please contact the CCEF office, if you are interested in joining the planning committee. Again, we thank Everest for major conference sponsorship.