Chair Jack Acosta started the Executive Committee meeting at 12:06 p.m.

IN ATTENDANCE
Jack Acosta        Chair
Marv Remmich      Vice-Chair
Debbie Chaw       Treasurer
Tanya Hauck        Foundation President
Richard Sherratt  Director
Leroy Morishita   Director
Mahla Shaghafi (by phone) Secretary
Patrick Devine    Director
Bette Felton      Director
Lou Miramontes  Director

EXCUSED
James Songey       Director
Evelyn Dilsaver    Director

OTHERS PRESENT
May Hernandez       Executive Assistant, University Advancement
Jeff Bliss          Associate Vice President, Communications
Andrea Rouah        Special Consultant, University Advancement

I. Welcome Remarks
Chair Jack Acosta welcomed everyone to the meeting.

II. Approval of Meeting Minutes
May 11, 2016 Meeting Minutes: The committee reviewed the minutes from the May 11, 2016 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the committee approves the minutes for the May 11, 2016 meeting as prepared.

Motion by: Rich Sherratt    Seconded by: Patrick Devine    Motion: Passed
III. **President’s Remarks**

The President began his remarks by announcing the new Provost, Dr. Edward Inch, and briefed the committee about his background. He said the Executive Committee would have the opportunity to meet the new Provost at a future date.

The President went on to discuss the enrollment metrics and the impact that has on the University’s budget, and the current situation of state funding and budget specific to East Bay. The committee further discussed as a group the similarities and differences of state funded and private institutions, and the impact the budget has on enrollment.

IV. **Nominating Committee**

Chair Sherratt mentioned that although the committee has not met recently, Advancement staff has been vetting some interesting prospects for potential board membership. He also reviewed the current updated roster of board members and requested an update of contact information. He also welcome Bette Felton, Chair of the Communications & Constituent Engagement Committee, to the Executive Committee meetings given that her committee was recently re-assembled.

V. **Campaign Steering Committee Update**

Co-Chair Lou Miramontes gave the report to the committee. He discussed that the committee is working toward getting more community involvement, and the group discussed past corporations that used to be heavily represented at the university, and how to re-engage those corporations to partner with us for the campaign.

Miramontes then discussed metrics of the campaign, and that recently we have been receiving larger and more frequent major gifts. The committee discussed the FY 15/16 goal of $4.5M, and how we had come very close to achieving it. He told the group that the fundraising goal for FY 16/17 is $5.5M and they discussed the action plan for this year of how to reach it. He noted that in order to reach the campaign goal of $60M, we would have to surpass the $5.5M goal for this fiscal year in order to not have too much left near the end of the campaign.

Co-Chair Devine mentioned that the University has been also receiving more small donors than large this year, and the overall number of gifts has increased. He stated that there is more participation among alumni and individuals, where historically the University had received more gifts from corporations. Tanya Hauck, Vice President of Advancement, discussed the University’s plans to engage faculty and staff and create a culture of philanthropy to help achieve the campaign goal, and talked about some of the programs that had recently been put in place, including Presidential salons and sponsorship opportunities for the upcoming Campaign Gala Kick-Off event.

VI. **Communications & Constituent Engagement Committee**

Chair Bette Felton gave a recap of the previous meeting of her committee, and discussed the gala and how it is really an introduction to our community. She asked the committee to encourage others to attend and talked about some of the plans for the gala including the key note speaker.
She introduced Andrea Rouah, Special Consultant to University Advancement, to further discuss the campaign sponsorship opportunities with the committee.

Andrea Rouah explained to the group what the sponsorships were, what they hoped to achieve, and that to date sponsorship dollars raised is $219K. She described the different levels of sponsorship and recognition that sponsors would receive at the Gala.

Chair Felton then introduced Jeff Bliss, Associate Vice President of Communications to the group and he presented to the committee in regards to the invitations created for the gala, and discussed the videos and other pieces that would be shown at the gala. He also touched on the University’s branding initiative and what types of media will be launching immediately following the gala, including print and billboard ads.

VII. University Advancement Update
Tanya Hauck, Vice President of Advancement, further elaborated on the plans for the gala and the sponsorships. She announced that there would be an initiative to promote 60 scholarships for the 60th anniversary of the University and how the sponsorship dollars raised would be distributed to the scholarship fund.

VIII. Finance & Investment Committee
Debbie Chaw, Vice President of Administration and Finance and CFO, presented the committee report on behalf of Evelyn Dilsaver who chairs the committee. She presented the final FY 15/16 budget and that the projections were very close to the actuals at the close of the fiscal year.

She went on to discuss the FY 16/17 Endowment distribution and explained in detail how the distribution was made. She also discussed with the group regulations on endowments and policy regulations in reference to them. She then reviewed the investment summary report with the committee.

IX. Educational Foundation Retreat
Chair Jack Acosta told the group that October 23-24, 2016 would be the annual Educational Foundation retreat, and this year we would return to Pebble Beach and that May Hernandez would be in touch soon with complete details.

ADJOURNMENT
There being no further business to discuss, Chair Acosta adjourned the meeting at 1:14 p.m.

Dated: August 10, 2016

Mahla Shaghahi, Secretary

Recorded by May Hernandez, Executive Assistant, University Advancement