Educational Foundation Executive Committee
Wednesday, May 14, 2014
Noon-1:30 p.m.
President’s Conference Room - Student Services and Administration Building and via
Conference Call (866) 614-8511 with Passcode 5951807

Committee members:
Evelyn Dilsaver - Chair
Jack Acosta
President Morishita
Ara Serjoie
Rich Sherratt
Marv Remmich
Brad Wells

Staff: Paris Winter

Agenda

1. Welcome Evelyn Dilsaver
2. Approval of Meeting Minutes Evelyn Dilsaver
   - February 12, 2014 Meeting
3. President’s Remarks President Morishita
4. University Advancement Plan and Staffing Update Ara Serjoie
5. Campaign Next Steps Ara Serjoie/Marv Remmich
6. Planned Gifts: Gift Agreements and Supporting Documents Ara Serjoie
7. Board/Committee Assessment Evelyn Dilsaver
   • Precursor to Self-Assessment
8. Review/Discussion of Board Commitment Form Evelyn Dilsaver
9. Draft Agenda for June 18, 2014 Board Meeting Ara Serjoie/Evelyn Dilsaver
10. Other Business Evelyn Dilsaver

Upcoming Meetings and Events:
Ed Foundation Board Meeting – June 18, 2014
Executive Committee – August 13, 2014
Chair Evelyn Dilsaver started the Executive Committee meeting at 12:05 p.m.

IN ATTENDANCE
Jack Acosta (via CC)                  Vice-Chair
Evelyn Dilsaver                      Chair
Leroy Morishita                      Director
Marv Remmich                        Secretary
Ara Serjoie                         Foundation President
Richard Sherratt                    Director
Brad Wells                          Director/Treasurer

OTHERS PRESENT
Debbie Chaw                         Chief of Operations – University Advancement

I. Welcome Remarks
Chair Evelyn Dilsaver commented on the Monday lunch with Cal State East Bay’s Working for California honorees.

II. Approval of Meeting Minutes
October 23, 2013 Meeting Minutes: The committee reviewed the minutes from the October 23, 2013 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 October 23, 2013 meeting as prepared.

Motion by: Rich Sherratt           Seconded by: Marv Remmich       Motion: Passed

III. Cal State East Bay President’s Remarks
President Leroy Morishita commented on Cal State East Bay’s enrollment target, the governor’s budget (which included a 5% increase for CSU in FY 14/15 but still below the CSU’s request), and the status of Planning for Distinction.

IV. Campaign Next Steps
Trustee Marv Remmich reviewed the results as of January 31, 2014. Foundation president Ara Serjoie provided an update on activities since the January joint executive committee
and campaign steering committee meeting. Since then, a staff group has initiated a preliminary draft list of prospects which was vetted with research to create the secondary list of prospects of which only 1 prospect has been qualified thus far for the CIRCLe Building. Additional research will be performed on this list by the board meeting. The list will be shared at the next board meeting to determine if board members have a relationship with any of the companies/foundations and individuals on the list and could help cultivate the prospect.

The next campaign steering committee meeting, which will be held sometime in April, will be used to plan for the next steps of the campaign. Everyone is aware that the next steps are highly contingent on the outcome of discussions with the 1 qualified prospect.

There were questions raised about the cost of the building and the high value per square footage. VP Wells explained that STEM facilities are typically the most expensive of capital projects. It was deemed appropriate to gather all the facts and information regarding the costs in order to make sure our proposals are solid/strong with explanations and in order to maximize funding/donation possibility.

V. 15th Annual Night of Jazz at Yoshi’s (March 10, 2014)
Chair Dilsaver and foundation president Serjoie explained that the nature of this event will be changed this year and that this will not be an Ed Foundation Board of Trustees sponsored event. Board members will be able to purchase individual tickets to attend the performance. A University Advancement gift officer and CLASS will be hosting specific donors and prospective donors at the event.

VI. Draft Agenda for March 28, 2014 Board Meeting
The committee reviewed the proposed agenda for the next board meeting. Brad Wells and Debbie Chaw stated that the Ed Foundation’s 990 tax form may be completed in time for discussion at the March board meeting, and if so, it should be included on the agenda.

VII. September 19-20, 2004 Board Retreat Discussion
The committee agreed that we should have a retreat this year in order to build off the momentum of last year’s retreat. Ara Serjoie will discuss with board director Howard Hyman the possibility of using Fremont Bank’s facilities at Pebble Beach again.

VIII. Staffing Updates
Ara Serjoie provided an update on the recent new hires: Jeff Bliss, executive director of communications, and Colin Lacon, interim AVP of development. The newly created UA leadership team has begun discussions on change management. Additionally, now that the university advancement budget has been finalized, Ara will share his new structure with the division and additional hiring will occur.

IX. Other Business
1) Trustee Rich Sherratt mentioned that two of the peer mentors from the FIT program were hired by FIT to work in Japan for 1 year.
2) Marv Remmich stated that board members should be reminded to pass along potential prospect information to Ara should they read/hear about a company or individual.

**ADJOURNMENT**

There being no further business to discuss, Chair Dilsaver adjourned the meeting at 1:00 p.m.

Dated: February 12, 2014

__________________________

Marvin Remmich, Secretary

Recorded by Debbie Chaw, Chief of Operations

**Action Items Noted:**

1) Confirm if Foundation’s 990 will be available for review at March 28 board meeting. (Chaw/Wells)

2) Discuss with Howard Hyman the possibility of having the board retreat at Pebble Beach again. (Serjoie)

3) Consult with MB regarding some of the foundations on the prospect list. (Dilsaver/Morishita)
Campaign Progress as of 4/30/2014
$22.8M vs. $40M Goal - $17.2M To Raise

$22.8M (57% of goal)

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Total</th>
</tr>
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<td>FY 09/10</td>
<td>$1.0M</td>
<td>$0.9M</td>
<td>$0.3M</td>
<td>$3.0M</td>
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<tr>
<td>FY 10/11</td>
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<td>$0.7M</td>
<td>$1.6M</td>
<td>$1.7M</td>
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<td>FY 11/12</td>
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<td>FY 12/13</td>
<td>$1.95M</td>
<td>$1.23M</td>
<td>$.135M</td>
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<tr>
<td>FY13/14</td>
<td>$0.29M</td>
<td>$0.62M</td>
<td>$.204M</td>
<td>$.694M</td>
<td>$1.8M</td>
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<tr>
<td>Annual Attainment</td>
<td>83.9% ($6.2M)</td>
<td>98.4% ($6.2M)</td>
<td>75.4% ($6.9M)</td>
<td>74.2% ($6.2M)</td>
<td>34.6% ($5.23M)</td>
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<tr>
<td>Cumulative Attainment</td>
<td>83.9% ($6.2M)</td>
<td>91.1% ($12.4M)</td>
<td>85.5% ($19.3M)</td>
<td>82.7% ($25.5M)</td>
<td>74.3% ($30.73M)</td>
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Gifts and Commitments Received by Colleges and Units Through April 30, 2014

March 15-April 30, 2014 Highlights

- $600K grant from Bayer USA Foundation for the Institute for STEM
- $80K unrestricted realized bequest received from the Estate of Pauline Brown
- $70K pledge from Rosemary Spitzer for the Matthew Spitzer Memorial Endowment Fund in Physics she endowed earlier this year
- Over $11K cash gifts raised through the Annual Fund

<table>
<thead>
<tr>
<th>College or Unit</th>
<th>Totals Received YTD as of 4/30/14</th>
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<tbody>
<tr>
<td>College of Business and Economics</td>
<td>$187,136</td>
</tr>
<tr>
<td>College of Education and Allied Studies</td>
<td>$34,567</td>
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<tr>
<td>College of Letters, Arts and Social Sciences</td>
<td>$91,206</td>
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<tr>
<td>College of Science</td>
<td>$297,208</td>
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<tr>
<td>Library</td>
<td>$4,602</td>
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<tr>
<td>Intercollegiate Athletics</td>
<td>$56,599</td>
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<td>President’s Office, Provost’s Office, Admin &amp; Business, PEMS, Univ. Advance., ITS, Concord Campus, Ed Foundation, etc.</td>
<td>$1,137,465</td>
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<tr>
<td>TOTAL</td>
<td>$1,808,781</td>
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Cal State East Bay Educational Foundation Board of Trustees

Annual Commitment Form
July 1, 2014 – June 30, 2015 Fiscal Year

(Please Note: This form is for your annual gift commitment only. Board members will be contacted directly on an individual basis for pledges/gifts towards the Comprehensive Campaign.)

As an integral member of the CSUEB family, I ___________________________________________ want to support student success and program excellence through a gift to the Cal State East Bay Educational Foundation in the amount of:

- $25,000
- $15,000
- $10,000
- $7,500
- $5,000
- $2,500
- $1,000

- Other amount $ _________________________

Please designate my donation for:

- Area of Greatest Need $ __________________
- Presidential Pioneer Scholarship $ ____________
- General Scholarships $ ___________________
- Athletic Scholarships $ ______________________
- Library $ _______________________________
- Other $ ________________________________

PLEASE SPECIFY

- My check, payable to the Cal State East Bay Educational Foundation, is enclosed.
- Please charge this gift to my credit card:
  - Visa
  - MasterCard
  - American Express on ________ /2014 or ________ /2015
  - MONTH

  OR

- Please process my pledge through a monthly credit card deduction:
  - Visa
  - MasterCard
  - American Express starting on ________ /2014
  - MONTH

  in the amount of $________ for ________ months.

NAME ON CARD
CARD #
ZIP CODE
EXP: DATE:
SECURITY CODE (CVC #)
SIGNATURE

This gift is made in □ honor of OR in □ memory of the following person: ______________________________

His/her relationship to me: □ Parent □ Child □ Sibling □ Other: ______________________________

□ Please send an acknowledgement to the family or person below. (These fields must be complete in order for us to send an acknowledgement. The amount of the gift is not disclosed.)

NAME
TITLE
ADDRESS
CITY  STATE  ZIP  PHONE  EMAIL

continued on back
I understand the importance of serving as an ambassador for California State University, East Bay. In that light, I agree to work with the University Advancement staff to invite ______ individuals from my personal network of friends and associates to take a tour of the University during the 2015 year or attend a university event with me. In addition, through collaboration with the University Advancement staff, I will arrange for ______ individuals from Cal State East Bay to be a guest speaker at the following organizations of which I am a member:

1. ____________________________________________________

2. ____________________________________________________

I appreciate the significance of being an informed advocate for California State University, East Bay and agree to attend no less than 75 percent of all board meetings, and my committee meetings, as well as the Scholarship Reception and Donor Recognition Event. In addition, I will attempt to attend other University events as deemed appropriate and when my schedule permits.

PRINT NAME

SIGNATURE

DATE

I _________________________________ would like information about:

☐ Charitable Estate Planning
☐ Creating an Endowment Fund
☐ Joining the Alumni Association
☐ Joining the Pioneer Athletic Club
Educational Foundation Board “Annual” Meeting
Wednesday, June 18, 2014
7:30 a.m. Continental Breakfast
8:00 – 10:00 a.m. Board Meeting
President’s Conference Room - Administration Building 4th Floor
and via Conference Call (866) 614-8511 with Passcode 5951807

Agenda

1. Call to Order
   - Approval of March 28, 2014 Minutes
   Evelyn Dilsaver

2. Election of Officers and Trustees
   - Minute Action to Approve the Officers and Trustees Nomination Slate for 2014-2015
   - New Committee Appointments
   Evelyn Dilsaver

3. President’s Report
   President Morishita

4. Student Speaker
   Jerry Chang

5. Executive Committee Report
   - Resolution No. BOD 061814-1 Establishing the Beth P. Snow and Pauline Brown Endowments for Student Emergency Loans
   - Board/Committee Assessment
   - Board Commitment Form
   Evelyn Dilsaver

6. Campaign Steering Committee Report
   - Campaign Fundraising Year-to-Date
   - Campaign Next Steps
   Ara Serjoie

7. Nominating Committee Report
   Richard Sherratt

8. Finance and Investment Committee Report
   - Year-to-date Investment Summary Report
   - Minute Action to Approve FY 14/15 Endowment Payout
   - Minute Action to Approve FY 14/15 Operating Budget and Reserve
   Jack Acosta
   Brad Wells
   Debbie Chaw
   Brad Wells

9. Other Business
   Evelyn Dilsaver

10. Adjournment
    Evelyn Dilsaver

Next Educational Foundation Board Meeting/Retreat: Friday/Saturday, September 19-20, 2014