Chair Evelyn Dilsaver started the Executive Committee meeting at 12:05 p.m.

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

OTHERS PRESENT
Paris Winter      Administrative Assistant and UA Office Coordinator

I. Welcome Remarks
Chair Evelyn Dilsaver opened the meeting.

II. Approval of Meeting Minutes
February 12, 2014 Meeting Minutes: The committee reviewed the minutes from the February 12, 2014 meeting. There was one amendment on page 2 (noting that the Chair of the Educational Foundation Board hosts the Yoshi’s Music fundraiser; the Educational Foundation is not the host). On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the committee approves the minutes for the February 12, 2014 meeting as amended.

Motion by: Rich Sherratt    Seconded by: Jack Acosta    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). He hopes to increase funding through Cal State East Bay’s dual status as a Hispanic servicing institution and as an Asian American and Native American Pacific Islander-Serving Institution (“AANAPISI”), which he has gathered endorsements from all of the CSUs in support of allowing both grant awards.
IV. University Advancement Plan and Staffing Updates
Ara Serjoie provided an update on the Advancement plans: we have made progress on the
Annual Giving student calling. Through that process, we have discovered that as much as
69% of our phone contact information is inaccurate, which brings the need for an
investment in research back to the forefront. Additionally, Ara shared his new structure of
the division and plans for additional hiring which includes hiring for 17 vacant positions
that have been approved in the Advancement budget. His goal is to expand the
department to approximately 40 positions by 2016.

V. Campaign Next Steps
Foundation president Ara Serjoie reviewed the results as of April 30, 2014. Ara provided an
update on activities since the last executive committee meeting. He said that the campaign
steering committee had met yesterday to review a list of CIRCLE Building prospects. We
are currently at about $2 Million total raised for this year. Ara is focusing on high net worth
individuals. We recently received a recent gift of $250,000 from Chevron for the STEM
program.

There were questions raised about how staffing levels will affect the campaign and our goal
for the CIRCLE building. Ara said that once the AVP position is hired, that person will
assume the lead on these prospects. Our progress is also contingent on the gift we
anticipate from a major foundation donor.

VI. Planned Gifts
Ara Serjoie provided a list of current planned gifts. When recently discussing with the
donor her recorded planned gift, it was discovered that the recorded amount was
overstated. Ideally, when accepting a planned gift we should have a signed gift agreement
and/or gift instrument which specify a dollar amount or a percentage of a dollar amount.
Additional work on the documentation of the already accepted planned gifts is being
performed.

VII. Board/Committee Assessment
The committee discussed the concept of board assessments. It was determined that
performance assessments for committees should occur for now, with board member
assessments to be considered in the future. Additional ways to engage the members were
covered, including: assigning new members to a committee, assigning a ‘buddy system’ to
courage accountability, and involvement in campus events.

VIII. Board Commitment Form
The committee reviewed and approved an annual Board Commitment Form. Trustees will
be provided with this form at the June meeting to formalize giving levels and involvement.

IX. Draft Agenda for June 18, 2014 Board Meeting
The committee reviewed the proposed agenda for the next board meeting. President
Morishita and Evelyn Dilsaver both said they have conflicts with the meeting date so the
committee agreed to reschedule, but noted that the date must still fall in June to remain in
the 2013-14 fiscal year.
X. **Other Business**
   1) Howard Hyman has agreed to host the Foundation Retreat at the Fremont Bank
corporate facilities in Pebble Beach.

**ADJOURNMENT**
There being no further business to discuss, Chair Dilsaver adjourned the meeting at 1:35 p.m.

Dated: May 14, 2014

[Signature]
Marv Remmich, Secretary

Recorded by Paris Winter, Development & Communications Coordinator

**Action Items:**
1. Reschedule June meeting.
2. Distribute Board Commitment Forms at June meeting.