

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee

Meeting Minutes

Friday, February 15, 2019

SA 4350 and by Conference Call

Trustees Present: Jack Acosta, Patrick Devine, Bill Johnson, Johan Klehs, Henry Salvo (community member), Rich Sherratt

By Phone: Marvin Remmich

Trustees Absent: Derek Jackson-Kimball, ^{MLS} ~~Bill Johnson~~, Jim Klescewski, Leroy Morishita, Cherrie Nanninga

Staff Present: Penny Peak, Valerie Schutz, Megan Sears, Holly Stanco, Rich Watters

I. Meeting was called to order at 10:04am.

II. Welcome Remarks/Introductions

Co-Chair Patrick Devine started the Cal State East Bay Educational Foundation Campaign Steering Committee meeting with quorum present.

a. Approval of Meeting Minutes

July 12, 2018 Meeting Minutes: The committee reviewed the minutes from the July 12, 2018 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: The committee approves the minutes for the July 12, 2018 meeting.

Motion by: Rich Sherratt

Seconded by: Johan Klehs

Motion: Passed

III. Campaign Update

- a. The group reviewed the campaign priorities and noted that the goal has been met, even without the Valley gift. Jack Acosta suggested we declare victory.
- b. \$3.3M has been raised over the past seven months, with a run rate of \$5.5M for the year, putting us over the goal of \$5M.
- c. The number of gifts has been increasing. The current average is \$38k per gift.
- d. Patrick Devine suggested collecting more data about planned giving – who is giving?
- e. Holly Stanco shared that there was a failed search for a new Director of Development for CLASS. Salary expectations couldn't be met.
- f. Holly told the group that there are currently three fundraisers who have completed 203 visits, an increase from an expected 180. They are also having more meaningful

conversations – really thinking through where they want the conversation to go. The team is outpacing last year in major gifts.

- g. Currently at \$2.5M towards the Applied Science Center (ASC), need to reach \$14.8M by December 2020.

IV. Capital Projects Update

- a. Cabinet has approved the naming opportunities. There are a wide range of price options. Holly is hoping faculty emeriti will be interested. If the naming opportunities are all funded, that will add about \$6.5M.
- b. CORE Groundbreaking is scheduled for April 22. Holly reminded the group that this project is state-funded so will be going forward, but the funding goals are still important because we want the building to be as sophisticated as possible. She noted, however, that the bulk of the team's time is still being put towards funding the Science building.

V. Annual Giving

- a. Rich Watters shared an update about Annual Giving. He reminded the group that annual giving is classified as gifts that are below \$25k. Last year we raised \$127k total. So far for this fiscal year, we are at \$198k and we still have half of the year. We've taken a more strategic approach, appeals have been more personal, e.g. CBE did a specific appeal, the End of Year appeal was focused on the Save Our Students Scholarship. We are building out profiles of donors to identify who is giving and who else fits those profiles that we can reach out to. We are reaching out to the 2018 graduates (18% donated to their class gift) and asking them to renew their gifts.
- b. Patrick noted that this was the best we've done in years and thinks we're really gaining momentum.

VI. Corporations & Foundations

- a. Valerie Schutz shared an update about her work with corporations and foundations. She has been able to reinvigorate a lot of old partnerships – lots of relationships had lapsed. Genentech is one example. They recently visited campus and had a great visit. They are interested in providing scholarships and internships for a future workforce pool. They offered the idea of an endowed faculty position. Another example is the CA Wellness Foundation – interested in supporting foster youth. Valerie and Bill recently had a meeting with JP Morgan Chase that went really well. The CA Endowment was another large funder that had lapsed for eight years.
- b. The group discussed other options for corporations and foundations to reach out to, pathways to get them to donate capital funds, i.e. offering them input on curriculum design, internship programs, etc.

VI. Important Dates

- a. Heritage Society Meeting (3/15)
- b. Etiquette Dinner (4/9)
- c. CORE Groundbreaking (4/22)

ADJOURNMENT

There being no further business to discuss, Co-Chair Devine adjourned the meeting at 11:25am.


Co-Chair Patrick Devine

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Date

Dated: February 15, 2018

Recorded by Megan Sears, Development Coordinator