



CAL STATE EAST BAY

Educational Foundation Communications & Constituent Engagement Committee

Thursday, March 8, 2018

10:30a.m.-11:30a.m.

Student Administration Building, SA 4600A or

Via Conference Call (866) 614-8511 with Passcode 5951807#

Committee Members:

Bette Felton-Chair

Bill Johnson

Samantha Quiambao

Tessie Guillermo

Allen Warren

Jack Acosta

Jennifer Case

Micky Randhawa

Marv Remmich

Staff: Jesse Cantley

Richard Watters

May Hernandez

Agenda

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| 1. Welcome | Bette Felton |
| a) Approval of Meeting Minutes from August 25, 2017 | |
| 2. Communications & Marketing Update | Jesse Cantley |
| a) Proposal Review | |
| 3. Alumni & Constituent Engagement Update | Rich Watters |
| a) Upcoming Activities / Events | |
| b) Donor Experience Discussion | |
| 4. Upcoming Projects | Jesse Cantley |
| a) Brand Awareness Survey | |
| 5. Adjournment | Bette Felton |
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Upcoming Meetings and Events:

Executive Committee-Thursday, March 8th, 12:00PM-1:30PM

Campaign Steering Committee-TBD

Board of Trustees-Friday, April 6th, 7:30am-8:00am (Breakfast) / 8a-10a Meeting

Finance & Investment Committee-Monday, April 16th, 8:30a-9:30a