



# CAL STATE EAST BAY

## Educational Foundation Communications & Constituent Engagement Committee

Friday, August 25, 2017

9:30a.m.-10:30a.m.

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) Introduce New Vice President for University Advancement | Bill Johnson  |
| 2. University Advancement Updates                          |               |
| a) Media Buy Plan  | Jesse Cantley |
| b) Giving Website / Campaign Website Changes               |               |
| 3. Legacy Gifts Update                                     | Bette Felton  |
| 4. Adjournment   | Bette Felton  |
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### Upcoming Meetings and Events:

Executive Committee-Wednesday, August 30<sup>th</sup>, 12:00PM-1:30PM

Campaign Steering Committee-Wednesday, September 13<sup>th</sup>, 10:00AM-11:00AM

Board Retreat-Saturday, September 23<sup>rd</sup>, 1:30PM-5PM / Dinner with Spouses 5:30PM

Finance & Investment Committee-Thursday, October 19<sup>th</sup>, 8:30AM-9:30AM