

## CAL STATE EAST BAY EDUCATIONAL FOUNDATION

### Board of Trustees Meeting Minutes

Wednesday, April 12, 2017

Student Administration Building, SA 4900A

Hayward Campus, Ca

And By Conference Call at 866.614.8511 / Participant Code 5951807#

**Trustees Present:** Jack Acosta, Debbie Chaw, Patrick Devine, Evelyn Dilsaver, Alan Gould, Edward Inch, Derek Jackson-Kimball, James Klescewski, Leroy Morishita, Don Sawyer, Richard Sherratt, James Songey, Gary Wallace.

**Trustees By Phone:** Richard Carson, Jennifer Case, Hendrix Erhahon, Bette Felton, James Hannan, Kent Kelley, Louis Miramontes, Micky Randhawa, Marvin Remmich.

**Trustees Absent:** Tessie Guillermo, Howard Hyman, Kumar Malavalli, Mahla Shaghafi, Allen Warren.

**Trustees On Leave:** Carolyn Aver, Janet Owen.

**Staff Present:** Kathleen Brady, Jesse Cantley, May Hernandez, Fa'aalu Lealaimatafao, Andrea Rouah, Richard Watters.

#### I. Welcome Remarks/ Approval of Meeting Minutes

Chair Acosta started the Cal State East Bay Educational Foundation Board meeting at 8:01am with a quorum present.

**December 14, 2016 Board Meeting:** The board again reviewed the December 14, 2016 board meeting minutes.

MINUTE ACTION: The board approves the minutes from December 14, 2016:

Motion by: Patrick Devine

Seconded by: Alan Gould

Motion: Passed

#### II. Cal State East Bay President's Report

Dr. Leroy Morishita recapped CSU Hill Day and the New York City Alumni event and discussed the details of his trip. He further mentioned the recent CSU Trustees voted to raise tuition, which was the first increase in 6 years; the CSU East Bay Monument Letter project to be installed on campus in June 2017; upcoming Commencement activities including the Honorary Doctorate to be awarded to Rosie Rios, and other Commencement related activities on campus.

**III. Executive Committee Report:**

Chair Acosta mentioned that most items in relation to the Executive Committee will be discussed later in the agenda, but did thank Don Sawyer for accepting the Interim Vice President of University Advancement / Interim President of the Educational Foundation role.

**IV. Finance & Investment Committee:**

Chair Dilsaver began her report by discussing the long term portfolio summary and they are happy with the returns. Debbie Chaw moved on with discussing the endowment balance to determine what the distribution would be for this year and informed the committee that we pay 4% of endowment balances as the distribution. She went on to discuss the investment summary and the revenue is better than budgeted due to gift fees and endowment balances. On the expense side, we were over the budgeted amount due to the \$10K gift given to the Rising in the East Gala, though it will still show a positive net income.

**V. Campaign Steering Committee Report:**

Co-Chair Devine discussed progress toward fiscal year FY16/17-goal is \$5.5M, and to date \$3.4M has been raised. He also mentioned the campaign goal of \$60M, and that currently \$36.6M has been raised toward that goal. He then turned the meeting over to Don Sawyer and Kathleen Brady, who gave a presentation on the Prospect Pipeline, which is a report that describes a comprehensive strategy plan to reach the campaign goal. The group then went over the type of metrics they would be putting in place to measure progress to campaign goal.

**VI. Communications & Constituent Engagement Committee:**

Chair Felton recapped the last meeting, noted that the last meeting was well attended by the committee members, and went over the points covered at the meeting including roles in Advancement, specifically University Communications and Alumni & Constituent Engagement. She said the next steps would be talking about partnerships that the committee can bring to the University.

**VII. Nominating Committee:**

Chair Sherratt told the group that he has two prospects he is working with for trustee nomination. He also asked the Board for suggestions of potential trustee candidates.

**VIII. University Advancement Update:**

Don Sawyer updated the Board with information on the search for a permanent University Advancement Vice President and that the target start date is July 1, 2017. He gave an update on the Imagine sculpture project noting that the goal to raise is \$110K and currently we have raised \$27K. He told the board about the next President's Etiquette dinner, scheduled to take place on May 9<sup>th</sup>, and that sponsorship would be \$250 per table and invited the board to attend. He touched briefly on the 60<sup>th</sup> anniversary of the University, and the celebrations that would be taking place over the next year, including the calendar of events, the 60 for 60 planned giving campaign, and the 60<sup>th</sup> anniversary sponsorships program. Don said he would be having some of his staff members present after to give more detail on these activities.


He then introduced Andrea Rouah, Director of Strategic Initiatives, who went into further detail on the planned giving campaign, and told the Board about the different types of programs they would be working with to raise funds in this area.

Richard Watters, Executive Director of Alumni & Constituent Engagement then gave a further presentation in regards to 60<sup>th</sup> anniversary sponsorships and the programs and annual events that would be taking place over the next year.

Jesse Cantley, Interim Vice President for University Communications, discussed what types of projects his team produces in support of the 60<sup>th</sup> Anniversary celebrations and the campaign.

With no further business to discuss, Chair Acosta adjourned the meeting at 9:31 a.m.

Dated: April 12, 2017

  
Mahla Shaghafi, Secretary

Recorded by May Hernandez, Executive Assistant to the Vice President of University Advancement

**Action Items Noted:**