

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Campaign Steering Committee Meeting Minutes
Monday, April 14, 2014
CSU East Bay
President’s Conference Room
25800 Carlos Bee Blvd., Hayward, CA 94542
and via Conference Call

Co-Chair Lou Miramonte started the Campaign Steering Committee meeting at 3:04 p.m.

IN ATTENDANCE

Carolyn Avers (via CC)	Director
Patrick Devine	Co-Chair/Director
Evelyn Dilsaver (via CC)	Board Chair/Director
Lou Miramontes	Co-Chair/Community Member
Leroy Morishita	Director/CSUEB President
Marv Remmich	Director/Secretary
Ara Serjoie	Foundation President/VP University Advancement
Hank Salvo (via CC)	Community Member
Richard Sherratt (via CC)	Director

OTHERS PRESENT

Debbie Chaw	Chief of Operations – University Advancement
Michael Leung	Dean – College of Science

I. Welcome Remarks

Co-chair Lou Miramontes led introductions. He thanked Carolyn Aver for her work and support as past co-chair and welcomed Patrick Devine as the new co-chair.

II. Cal State East Bay President – Thank You

President Leroy Morishita thanked the committee for their past work and in particular, Carolyn Aver for her efforts as co-chair. He commented that he looks forward to working with the committee as we recommit and move forward with the campaign.

III. Update Since January Meeting

Foundation president Ara Serjoie reviewed today’s agenda and provided an update on activities since the January joint executive committee and campaign steering committee meeting. Activities included a university leadership planning meeting to discuss the capital planning process for the Center for Interdisciplinary Research & Collaborative Learning (CIRCLe) building, University Advancement staffing changes and hiring, and prospect research efforts to identify potential donors that support STEM and capital projects. He reemphasized that the campaign’s success is predicated on receiving funding from one specific donor.

IV. Campaign Fundraising Status

Co-chair Miramontes stated that we have raised \$22.1M year-to-date versus the \$40M goal. The remaining balance will need to be achieved by raising \$15M for the CIRCLe building and \$3-5M for other projects.

V. Fundraising - Other

VP Serjoie explained that other projects included scholarships, programs, equipment, faculty support and other facility needs. The committee agreed that for whatever reason we are raising funds, the stories and pitches must resonate with the donors.

VI. CIRCLe Building

Dean Michael Leung gave a presentation on the CIRCLe building and what it encompasses. Committee members stated that in order for them to assist with fundraising and telling the story as to why the building is necessary, it is imperative that we provide prospective donors with return on investment information such as the number of educators we produce, the number of students impacted, the impact to the community, the number of teachers projected to return for professional development, and measures of quality and success.

VII. Determining Timelines

VP Serjoie reviewed the timelines associated with the internal activities of the silent phase of the campaign and key dates for the public phase.

VIII. Prospecting

VP Serjoie reviewed the prospect pyramid for the CIRCLe building and the number of donors needed, qualified prospects and possible prospects currently identified.

IX. Campaign Steering Committee Role

Board chair Evelyn Dilsaver reviewed the role of the campaign steering committee as ambassadors, advocates, donors and askers, and the actions needed to support the campaign.

X. Campaign Steering Committee Message

Co-chair Devine told his personal story of his experience at Cal State East Bay and why he supports the university and campaign. He asked that each member think about his/her own experience and to develop their own message as to why they support Cal State East Bay and what they could do to make this campaign successful.

XI. Communications

VP Serjoie discussed the types of communications (i.e, brochures, proposals, magazine stories, social media, campaign website and news releases) that will be used as we proceed with the campaign.

XII. Next Steps

Identified next steps are as follows:

- VP Serjoie and Co-Chairs Miramontes and Devine will meet within two weeks to develop an action plan for the committee.
- Committee to review action plan and sign up for tasks at next meeting.
- Increase frequency of meetings with an emphasis on face-to-face meetings.
- VP Serjoie will send out an email request for dates for a May meeting since one was not scheduled.
- Meetings should include working sessions to review prospect lists as well as committee members' contacts.
- VP Serjoie to send a LinkedIn invitation to committee members so that he could see their contacts/network for prospect/relationship identification.

ADJOURNMENT

There being no further business to discuss, Co-chair Miramontes adjourned the meeting at 5:00 p.m.

Dated: April 14, 2014

Lou Miramontes, Co-Chair

Recorded by Debbie Chaw, Chief of Operations