

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Campaign Steering Committee Meeting Minutes

Monday, April 27, 2015

CSU East Bay

SA 4600A

25800 Carlos Bee Boulevard

Hayward, Ca 94542

And via Conference Call

Trustees Present: Kathleen Brady, Patrick Devine (Co-Chair), Evelyn Dilsaver, Tanya Hauck, James Klescewski (via conference call), Louis Miramontes (Co-Chair), Leroy Morishita, Marvin Remmich (via conference call), Hank Salvo, Rich Sherratt (via conference call)

Trustees Absent: Jack Acosta, Carolyn Aver, Allen Warren

Staff Present: Jeff Bliss, May Hernandez, Richard Watters

I. Welcome Remarks/Introductions

Co-Chair Patrick Devine called the meeting to order at 4:02 p.m., welcomed the group, thanked them for participation and introduced the committee to Tanya Hauck and Kathleen Brady.

II. Cal State East Bay President's Remarks

President Morishita introduced Tanya Hauck, Vice President of University Advancement to the Committee. He commented that Brad Wells, the Vice President of Administration and Finance will be transferring to the Chancellor's Office, and Debbie Chaw will be Interim Vice President of Administration and Finance.

He also discussed the WASC Accreditation meetings and that he is still waiting on the draft report. He discussed the semester conversion that will take place in Fall 2018, then later had a short discussion of state funding.

III. Review & Discussion of Campaign

Tanya Hauck discussed the history of the campaign thus far, and that our goal was originally \$40M and would end in 2017. She stated we should extend the campaign by 2 years (making it a 10 year campaign, as allowed by CASE) and extend the goal to \$60M. She further detailed ideas about new programs, campaign updates, and the new direction the campaign will take.

Kathleen Brady discussed the status of the campaign currently, introduced a campaign timeline, and mentioned to the committee that a more detailed version task list and work plan will be the next steps.

IV. Campaign Expansion

Tanya Hauck addressed the committee regarding the possibility of expanding the committee to include members that are not currently part of the Educational Foundation in order to further the reach of the Committee. She stated that this is allowed in the foundation's by-laws as long as there are more members on the board on the Campaign Steering Committee than those that are not on the board. She discussed including honorary committee members, people of high profile in the

community, and requested the committee think of other people that might be a good fit to join the committee.

V. Open Discussion

Co-Chair Devine opened up the floor for discussion. Salvo commented on the campaign being stalled, although the new goal is not out of reach. Other committee members requested more information about how we thought we could get to \$60M which would be provided at a later date in the form of a tactical plan, and that this point would be further discussed at the next meeting on June 2, 2015. Also committee requested to change meetings to a morning schedule instead of afternoon for ease in attending meetings.

ADJOURNMENT

There being no further business to discuss, Co-Chair Devine adjourned meeting at 5:17p.m.

Dated: April 27, 2015

Co-Chair, Patrick Devne

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

Action Items Noted:

Change schedule of meetings from afternoon to morning schedule.

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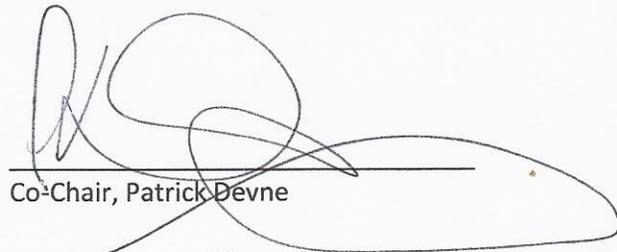
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