

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee

Meeting Minutes

Tuesday, January 10, 2017

SA 4600

Trustees Present: Lou Miramontes, Jack Acosta, Derek Kimball, Marvin Remmich, Mahla Shaghafi, Richard Sherratt, Jim Klescewski, Henry Salvo, and President Morishita

Trustees Absent: Patrick Devine, Evelyn Dilsaver, and Tanya Hauck

Staff Present: Kathleen Brady, Ann Kotas, Jonathan Reyes, Kristin Loheyde, Jeff Bliss and Myra Drouillard

I. Meeting was called to order at 10:04 am

II. Welcome Remarks/Introductions

Lou Miramontes started the Cal State East Bay Educational Foundation Steering Committee meeting with a quorum present. The November 16, 2016 minutes were approved.

III. Rising In the East: The Campaign for Cal State East Bay

- a. Fiscal Year Fundraising Update – To date we are at 25% of goal. We have raised \$1,351,795 of the \$5.5M goal for the campaign. We have raised \$35,943,963 or 60% of our \$60M goal. Lou noted that the cost of a college education is difficult as many student's families do not have this. These efforts make a difference in the student's lives. Technology is advancing – we need to be a school that keep up with this.

IV. Campaign Kick Off Board Follow Up

Rich made calls to everyone on his list. He predominately got answering machines, so he left messages. He noticed all but one on his list are contributors to CSUEB. He did get through to one professor who is highly involved with the university.

Jack had six people on his list. Tim and Judy Silva – he spoke to Judy who was open and positive.

Herb and Margaret – He left a message and Herb called back. He mentioned that he is scheduling an OLLIE opportunity for us to speak at, and Jack was not sure who would be the person to do the presentation.

Greg and Debbie Cosko – He spoke to Greg who was very supportive. (Lou mentioned that he knows Greg and he can see him being a good supporter of the university).

Lou also mentioned that we may want to add Greg Lee.

Jack also called John and Sue Muranishi who were guests of the President. They were difficult to reach by phone (the phone numbers were not good) so he emailed them and have not received a response.

Bill Schott – no response at this time - JR Havlan's guest.

At the time of this meeting Marv was not able to call those on his list. Jim had five people on his list, he was able to speak to four of them. All were very positive interactions. Don Scoble was very supportive. He also spoke to John and Kara Navolio who are alumni.

Nancy and Tom Hird are on the Friends of the Arts Board. Nancy and Jim had a great conversation, she was enquiring about the resources for the Friends of the Arts program. Kristin will follow up with Jim regarding Friends of the Arts.

Jim and Judy Stanley – he left an email for them, but did not talk to them

Mordechai Olcha – he was able to speak to him

Jim is interested in taking three people on a tour of the campus. Those three are Sherri Beetz, John and Kara Navolio, and Mark Mahon (CFO of Parnassus Funds)

Hank – He spoke to Peter Loris, he and his wife will be in contact

Karen and Jeff Miller – they just gave \$25M to Santa Clara University – he is done for now.

Rich – Valley Foundation – Rich discussed sending a memo to them regarding the status of the building. They want to know more about STEM. He believes they are still interested it is just that we have had a lot of starts and stops with the previous project and suggested that we set up a strategy for getting together what they are requesting.

V. Board Prospect Review of Assigned Prospects

Kathleen asked that each Steering Committee member review their list in regards to who you may know or have information regarding the individuals on your list.

Rich suggested reviewing our honorable doctorates as well as our distinguished alumni.

Kathleen confirmed that Brandi Gross, Director of Prospect Research, has already done so and continues to review these individuals.

VI. Campaign Fundraising Toolkit

a. Brochure, fundraising campaign materials, stories, etc.

Jeff Bliss, Associate Vice President, University Communications, presented the launch advertising and branding during the Gala. We will continue to refresh this as we go along to meet our needs.

The Communications Department is developing a comprehensive packet of materials that can be used individually and as a packet.

At the Gala the first item introduced was the Journey to Here booklet.

This next step will take us deeper with our packet of information:

The People, Place and Purpose will include the President and Board information.

Each tab will tell "People's" stories.

One-word label for each story, ie: "Justice" or "STEM"

The Directors of Development are working with the Deans on this now. We do not expect to have a story for every subject from each college.

The "Flagship Brochure" – Cal State East Bay College describes our funding needs.

The "Sibling Brochure" – Per each college and able to personalize what will be on the inside.

The "Facts Brochure" – There is a new one, 2016 – 2017 coming soon

CSUEB Website – Phase I is done, we are currently in Phase II, and should complete Phase III by year end.

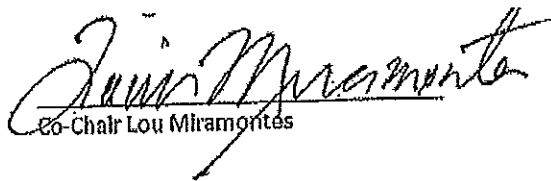
Lou noted that the CSUEB advertisement at the Oakland Airport – Terminal II in regards to the Nursing Program is really good.

President Morishita – Thank you to everyone. You are doing a great job and it is appreciated.

Lou – wants to end with a note about the game. The coach at half time said, “We will win” and was asked, “How do you know that?” His answer, “Because we love each other.” Lou said that he didn’t want to say that, but will say it is because we care.

ADJOURNMENT

There being no further business to discuss, Lou Miramontes adjourned the meeting at 10:57 am.


Co-Chair Lou Miramontes

3/15/17
Date

Dated: January 17, 2017

Recorded by Myra Drouillard, Administrative Assistant to Associate Vice President,
Development