CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee
Meeting Minutes
Tuesday, January 12, 2016
SA 4350

Trustees Present: Patrick Devine, Tanya Hauck, Leroy Morishita, Lee Blitch, Jack Acosta
By Phone: James Klescowski, Marvin Remmich

Trustees Absent: Richard Sherratt, Evelyn Dilsaver, Henry Salvo, Mahla Shagahi, Carolyn Nelson, Derek Jackson-Kimball, Louis Miramontes

Staff Present: Kathleen Brady, May Hernandez, Jeff Bliss

Meeting was called to order at 10:33 a.m.

I. Welcome Remarks/Introductions
Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting without a quorum present.

II. Campaign Milestones & Timeline Update
Kathleen Brady reported to the group the progress made toward the Campaign goal since the last meeting on September 24, 2015. She further discussed the new development team staff additions and how this will help to move us toward the Campaign goal.

Kathleen Brady also discussed the new strategy for increasing Campaign support, including Presidential Salon meetings and new volunteer partnerships.

III. CIRCLE Building
The committee discussed the status of the CIRCLE Building project and discussed strategy and options.

IV. Rising in the East-The Campaign for Cal State East Bay
Staff member Jeff Bliss discussed the branding campaign and how this can tie into the overall Campaign. He also touched on how the branding initiative will be rolled out and the types of materials that would exist under the new branding including Campaign materials.

Tanya Hauck continued and mentioned that we are in the silent phase of the Campaign and the strategy for tying the branding to the greater Campaign and how that will build up to the public phase. She also told the committee that University Advancement's consultant Jim Langley would be making a campus visit on February 25-26, 2016 and his vision for that symposium and how this information gathering session will feed into aligning the Campaign priorities.

V. Campaign Fundraising Goals & Next Steps
The committee discussed what the next steps would be before the next meeting, including how the visit from James Langley will help to create the goals for the campaign. Various committee
members commented on this and also discussed relationships they have that might help the overall goals for the Campaign.

**ADJOURNMENT**
There being no further business to discuss, Chair Acosta adjourned the meeting at 11:35 a.m.

Approved via Email on April 6, 2016
Co-Chair Patrick Devine

Dated: January 12, 2016

Recorded by May Hernandez, Administrative Assistant to Vice President, Advancement