

# 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 Klescewski, Marvin Remmich

**Trustees Absent:** Richard Sherratt, Evelyn Dilsaver, Henry Salvo, Mahla Shaghafi, 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

4.6.16

Date

Dated: January 12, 2016

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