CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee
Meeting Minutes
Tuesday, January 23, 2018
SA 4600A

Trustees Present: Patrick Devine, Bill Johnson, Richard Sherratt, Henry Salvo
By Phone: Jack Acosta, Jim Klescewski, Marvin Remmich, Johan Klehs
Trustees Absent: Evelyn Dilsaver, Derek Jackson-Kimball, Lou Miramontes, Leroy Morishita
Staff Present: Myra Drouillard, Holly Stanco, Kristin Loheyde, Penny Peak, Valerie Schutz, Holly Fincke, Rich Watters

Meeting was called to order at 10:00 am

I. Welcome Remarks/Introductions
   Patrick Devine started the Cal State East Bay Educational Foundation Campaign Steering Committee meeting. Quorum was present, after the meeting started. Holly Stanco, the new Associate Vice President for Development was introduced.

II. Approval of Meeting Minutes
   November 9, 2017 Meeting Minutes: The committee reviewed the minutes from the November 9, 2017 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

   MINUTE ACTION: The committee approves the minutes for the November 9, 2017 meeting.

   Motion by: Rich Sherrett        Seconded by: Marvin Remmich        Motion: Passed

III. Campaign Update
   a. Patrick Devine discussed the Campaign Overview PowerPoint slide regarding current use and endowment numbers. At this time, Marvin Remmich made a pledge to the campaign.

   Patrick Devine also reviewed the Valley Foundation pledge with the committee. He noted that we have a list of things to do from Valley Foundation before receiving any funds.

   b. Also covered was the campaign contributions by priorities: People, Place, and Purpose.

   c. The committee reviewed the end of year fundraising totals and ways of improving our “people” category while looking at our current projects such as Math Academy, HPN, and College University Programs and determine if there is a platform we should follow from one of these programs.
d. Pipeline Report we are currently doing more refining and for each director of
development reporting out each project they are working on and who they are working
with, including their likelihood of closing. These interactions are graded; we are now able
to evaluate where we are and what needs to be done.

Our current total anticipated is 13.7 and we need it to be 45 to 50 to make our goal.

e. Market Smart Planned Giving update - With the increased marketing, awareness and
internal actions steps we are creating, we are qualifying planned giving prospects and
closing planned gifts.

Penny Peak closed a $500,000 planned gift.
Holly Fincke closed a $75,000 planned gift.
Andrea Rouah closed a $25,000 planned gift directly attributed to the Market smart digital
survey.

All DOD's are following up with the significant list of Market Smart digital survey
respondents who said they "might consider" a planned gift. Results are very positive and
we expect additional gifts to close shortly.

On January 29, 2018, Market Smart will mail nearly 1,000 direct mail surveys to a select
group of donors without emails. We expect to identify additional planned giving donors
and prospects.

We are moving forward with Market Smart "drip emails" that will be send over the next
few months.

Heritage Society Luncheon invitations were mailed on Wednesday, to about 115
individuals. We expanded our outreach over previous years.

Heritage Society list includes:
37 Heritage Society Members and spouse or guest.

IV. Applied Science Center Fundraising Plan
a. Applied Science Center Development Outline
   Bill discussed the plans moving forward to raise money – the institutional narrative. We
do not know yet what will be in these programs, however ideas are around Nursing,
STEM, etc., of what will go into these spaces.

b. Applied Science Center
   We have put together a new Applied Science Center committee who will work on this
project.

V. Upcoming Events
a. Heritage Society Luncheon, February 28, 2018
b. President’s Etiquette Dinner, May 17, 2018

VI. Campaign Steering Committee Overview
   a. Onboarding Discussion for New AVP Holly Stanco

ADJOURNMENT
There being no further business to discuss, Co-Chair Devine adjourned the meeting at 10:45 am.

Co-Chair Patrick Devine

Dated: January 23, 2017

Recorded by Myra Drouillard, Administrative Assistant for Development