

## 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

MAR 22 2018  
Date

Dated: January 23, 2017

Recorded by Myra Drouillard, Administrative Assistant for Development