

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee

Meeting Minutes

Wednesday, November 16, 2016

SA 4600

Trustees Present: Patrick Devine, Marvin Remmich, Tanya Hauck, Lou Miramontes, Richard Sherratt, Dr. Edward Inch, and Jim Klescewski

Trustees Absent: Jack Acosta, Derek Kimball, Evelyn Dilsaver, Mahla Shaghafi,

Staff Present: Henry Salvo, Kathleen Brady, Jonathan Reyes, Andrea Rouah, Kristin Loheyde, and Myra Drouillard

I. Meeting was called to order at 10:03 am

II. Welcome Remarks/Introductions

Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting with a quorum present. Welcome and introductions followed.

Marv mentioned the agenda item 5a from the August 17th meeting regarding the Roles and Responsibilities of the Campaign Steering Committee. It was agreed that it would be discussed at the next meeting, which date has not be determined yet.

III. Top Campaign Priority

- a. Tanya opened the discussion about the Collaborative Learning and Library Commons. This is the President's top priority. The Library Commons will need private support in the amount of \$10M (10%) of the building costs. Marv has already stepped forward with a \$1M donation toward this new endeavor.

Provost Inch discussed the most important features this campaign can bring. The library is a place of engagement. What we do with this Commons should include the library being a place of knowledge and our acquisition of knowledge including entrepreneurship, ideation, and integration of collaboration and knowledge. Space is highly important with supplemental instruction, tutoring, 1:1 collaboration with students and instructors, and community social engagement.

Hank questioned what will happen to the existing library. Tanya explained the building needs to be survivable in the next major earthquake. The annex of the library would be survivable so the books would be stored here, other than the storage the existing library would not be used.

Patrick questioned if the money already raised could be used towards the \$10M to be raised and if this new library would be part of the "People, Place, and Purpose". Tanya clarified that the money was already earmarked for other initiatives, and that yes, this project would encompass the People, Place, and Purpose.

Rich and Hank inquired about the previous CIRCLe Building and Tanya clarified the people who donated towards the CIRCLe Building have been contacted with the idea of renovation instead of a new building and endorsed this instead.

Dr. Inch is tasked with getting the drawings and other necessary items done for the success of the new library/learning commons as soon as possible.

IV. Rising in the East: The Campaign for Cal State East Bay

- a. Campaign Overview – Patrick indicated we have raised \$35.5M with \$24.5M to raise. This year's goal is \$5.5M. With Marv's gifts we are on schedule.
- b. Performance Matrix – Patrick mentioned that having a performance matrix for all the Directors of Development is important.

V. Campaign Kick Off Follow Up

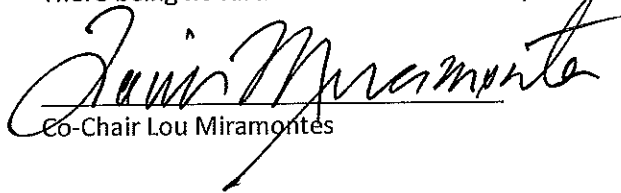
- a. Faculty & Staff Giving Program
 - i. Project HOPE – Jonathan introduced the Help Our Pioneers Excel (HOPE) program highlighting our student population who have housing and food insecurities. This program has already launched a food pantry and clothing drives. Yet to come are food kiosks to make the food more assessable to the students.
- b. List of Kick Off Attendees
Kathleen is working with the Directors of Development keeping the momentum going with their great follow up with attendees. The students have also written letters. Tanya mentioned that she will be sending out the latest East Bay Magazine featuring the Kick Off article and she will be sending a personal note with it as well.

VI. Fundraising Efforts

- a. Planned Gifts and Kick Off Sponsors
Andrea confirmed that we raised \$316,000 by the time of the Kick Off. We have other 60th Anniversary activities planned so we will continue garnering sponsorships. In regards to Planned Giving we are developing a more robust program by consulting with new vendors with planes to implement comprehensive strategic approach. We hope to do a presentation to the Educational Foundation Board of Trustees and hopefully include them as Planned Giving prospects. Our fundraising goal is to secure a total of 60 planned gifts by the close of the campaign; we are at 32 now.

ADJOURNMENT

There being no further business to discuss, Patrick Devine adjourned the meeting at 11:02 *am*.


Co-Chair Lou Miramontes

11/10/17
Date

Dated: August 17, 2016

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

