

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee

Meeting Minutes

Thursday, November 9, 2017

SA 4600A

Trustees Present: Patrick Devine, Bill Johnson, Johan Klehs, Richard Sherratt

By Phone: Jack Acosta, Jim Klescewski, Marvin Remmich

Trustees Absent: Evelyn Dilsaver, Derek Jackson-Kimball, Lou Miramontes, Leroy Morishita, Henry Salvo

Staff Present: May Hernandez, Kristin Loheyde, Penny Peak, Andrea Rouah, Valerie Schutz, Rich Watters

Meeting was called to order at 9:02 am

I. Welcome Remarks/Introductions

Patrick Devine started the Cal State East Bay Educational Foundation Campaign Steering Committee meeting with quorum present.

II. Approval of Meeting Minutes

September 20, 2017 Meeting Minutes: The committee reviewed the minutes from the September 20, 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 September 20, 2017 meeting.

Motion by: Johan Klehs Seconded by: Rich Sherratt Motion: Passed

III. Campaign Update

Rich Sherratt gave an update on the Wayne & Gladys Valley Foundation solicitation. He covered their recent visit to campus and that we thought it was a positive visit and that they may be willing to give a campaign gift.

Bill Johnson reviewed the proposal to the Valley Foundation with the committee. He then covered some other foundation prospects and some of the current strategies underway for fundraising from them. The committee then discussed the makeup of CSUEB's giving history, more specifically, gifts received from foundations for capital projects on campus.

The committee looked over the CORE foundation prospect list and Bill asked the committee to do some relationship mapping to see if any of our trustees might have contacts in the foundations to help introduce us. The group discussed some of the

contacts the trustees on the committee may have, and those relationships have been recorded in the list. Bill explained the goal is to set up lists with mapped relationships to trustees where we could set up meetings and a trustee could take President Morishita to meet their contacts within the identified foundations. The same exercise will be done with the Applied Sciences Foundation prospect list.

IV. Development Update

a. 2018 Pipeline

Co-Chair Devine gave an overview of the 2018 fundraising pipeline. Bill discussed the pipeline in detail, noted while it is still in development and will be an evolving document, that it is a good indicator of what might be possible to raise on the high and low end of our expectations. Bill stated we would continue to share this document as it is further refined and approved. The group discussed some of the specific prospects on this list, their relationships to them, and next steps.

b. Business Planning Process

Bill discussed the development officers annual plans, how they relate to the pipeline, and the purpose of the document. The committee further discussed some strategic stewardship strategies, and reporting they would like to see moving forward.

c. Planned Giving

Co-Chair Devine gave a quick overview of what legacy giving is, and how it is important to the success of the campaign. He introduced Andrea Rouah who is working on planned giving in Advancement. Andrea started her presentation by stating we have already made great progress in this area, and showed the committee the MarketSmart planned giving website that was created. It will serve as an educational and functional resource for those interested in planned giving. First phase of the project was the MarketSmart survey which helped us identify estate gifts that we were not aware of previously. It also helps to identify good prospects for planned giving which would give development officers new prospects to work with. Andrea went through the details of the website and answered any questions the committee members had.

V. Upcoming Events

Richard Watters, Executive Director of Alumni & Constituent Engagement discussed the recent Distinguished Alumni Gala event. He noted that we had the highest attendance to date and that every year participation has increased.

ADJOURNMENT

There being no further business to discuss, Co-Chair Devine adjourned the meeting at 10:04

am.


Co-Chair Patrick Devine

1/23/2018
Date

Dated: November 9, 2017

Recorded by May Hernandez, Educational Foundation Analyst