CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee
Meeting Minutes
Thursday, February 25, 2016
Biella Room - Library

Trustees Present: Patrick Devine, Jack Acosta, Henry Salvo, Lee Blitch, Lou Miramontes, Mahla Shaghafi


Staff Present: Kathleen Brady, Ann Kotas, Kristin Loheyde, Alicia Ledezma, Carla Faini, Myra Drouillard

Meeting was called to order at 10:08 am

I. Welcome Remarks/Introductions
Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting without a quorum present. Since there wasn’t a quorum, Patrick didn’t take a vote to approve the minutes for the September 24, 2015 and January 12, 2016 meetings. He suggested that future minutes be distributed via email to committee members following each meeting so that a call for their approval could be obtained more quickly and efficiently. Kathleen said she didn’t know of any reason why we couldn’t do this and would follow up on the idea.

Kathleen made a few introductory remarks before asking each of the Development team present to introduce themselves. She said that she was very proud to present the full team of seasoned professionals who each have an impressive track record of success and experience in fundraising. The Directors of Development—Alicia, Ann and Kristin—and the new Corporate and Foundation Relations Director, Carla, introduced themselves and shared a bit of their background.

II. Campaign Priority Setting Plenary Session: Debrief
Over all the Steering Committee members had positive feedback on the Langley sessions. Patrick Devine had optimistic comments on the Langley Sessions noting that we will have more opportunities to raise money for the University by asking people to become involved and raise their interest in what they are passionate about. Once they are invested in what interests them they are more likely to want to help those programs. Mahla Shaghafi also had constructive feedback stating that even in businesses once they are involved on some level they will want to bring people in to be part of the big picture.

III. Rising in the East-The Campaign for Cal State East Bay:
Total Raised to Date:
We have raised 53% or $32,032,955 of our $60M goal with $27,967,045 left to raise.

Bechtel Interim Report Update:
Kathleen provided an update on Bechtel’s response to the Interim Report we submitted on February 1, 2016.
Kathleen acknowledged Lee’s contribution to securing the original gift and for helping us with getting an extension for submitting the Interim Report. She explained that we heard back from Bechtel late last week and they approved our request to redirect the $2.5M they awarded us in December 2014 from construction of the new CIRCLE Building to a larger renovation project of current campus spaces. Kathleen pointed out the approximately the same square footage of space proposed to be created in the new building will be renovated. She said Bechtel is very supportive of the revised plan.

Kathleen reminded the members that it was determined last fall that while we had a strong cadre of supporters for the programmatic side of STEM, we overestimated where these donors were in terms of moving them from programmatic support to becoming capital philanthropic investors of a building. With Bechtel’s support, we will now redirect the $5 million and move forward with the renovation of interdisciplinary science labs in the College of Science building and a collaborative learning space in the College of Education and Allied Studies building ($2.5M Bechtel and $2.5M University.) The timeline will include design and schematics that will begin immediately and construction planned to begin this September with occupancy in the renovated space slated for this time next year (March 2017).

She pointed out that while we are not giving up on a new building, we are putting a pause on the idea so that the new Development team and University leadership can devote the time needed to build the relationships with our donors to hopefully “tee up” the viability for a building in a few years...perhaps after or near the end of the campaign.

Lee Blitch commented that Bechtel does not really do bricks and mortar so this is a good path for the University.

The question was brought up regarding the public phase and Kathleen confirmed September 25th, 2016 is the date scheduled for the big, high-end gala to take the campaign into the public phase. The point of it is to build a lot of excitement about the University and where it is going and momentum around support for the campaign.

The Presidential Salons:
The first one is set for Wednesday, March 23rd with Lou and Kristi Miramontes hosting. Patrick Devine recapped the purpose of the salons. The attendees will talk to President Leroy Morishita and guests will meet faculty and students who will talk about exciting programs and projects that are happening at the University, such as the Solar Suitcase project. Patrick mentioned that he just attended the College of Business and Economics Advisory Board meeting and that he was impressed with Nancy Marigold’s report on the Accounting program. He suggested this might be a program highlighted at the salons. It was pointed out that the Big Four accounting firms want to hire our students.

Lee Blitch mentioned that Chevron has recruited hundreds of our students as well. Lou Miramontes covered the setting of his salon, saying that it will occur in a rural setting with plenty of room for relaxing. Lou mentioned some of the guests he is inviting, including regional general manager Ron Tye; John Amaral, CEO of Hoffman Foundation; and other alumni who are staunch ambassadors of Cal State East Bay. He said that there are a lot of folks who attended here who have not participated but are interested in getting involved. This will give the guests a soft landing and a good forum for the University to show off its leadership teams.

Lee Blitch asked about the plan to roll out the video. Kathleen pointed out that she isn’t privy to the schedule per se but that the plan was to show the campaign video at each salon event with the goal to make our special guests feel like “insiders.”
Hank Salvo mentioned the campaign video’s tag line—Rising in the East—will make them ask, make them curious.

The second salon is set for April and Bette and Jim Felton have agreed to host the event. There is no information on the theme for the salon will be but Betty has a great connection with the Emeriti faculty and the Concord Campus, as well as the board of the Osher Lifelong Learning Institute housed at the Concord campus. She may invite Mr. Osher to the event. Lou Miramontes suggested highlighting recent Distinguished Alumni Award and Doctorate honorees at the salons.

Jack Acosta asked what we are doing to integrate the Concord Campus into the Campaign. Kathleen mentioned that Robert Phelps and Bette Felton were part of the Langley sessions today, talking directly with Jim Langley, and we plan to have more opportunities to engage with leadership at the Concord campus. Jack Acosta also revealed that we have lost our connections with John Muir who have been supporters of the Concord campus. Kathleen and Carla said they will be working to reconnect them. Jack Acosta mentioned Peter Wilson who was running courses at Concord and helped develop the campus’ 20 year-long Strategic Plan. He was active and got the community involved. Lee Blitch cited that it makes sense to have the extension there but is it enough? Patrick Devine added that we got the land for free but it can be very expensive, like a free puppy. It was mentioned that there are more challenges that tie back to specific geography. Kathleen mentioned that the Osher Foundation has been a great supporter, providing two $1 million gifts for the Osher Lifelong Learning Institute, more than any other university. Carla Faini said she intends to connect with John Muir. Lee Blitch also mentioned Kaiser, and Carla said we’d need to explore how best to approach them both regarding their interests in the Concord campus. Kathleen mentioned that Ann Foss Durant is with Kaiser and is one of our recent Distinguished Alumni. She might be our connector to secure support from Kaiser. Jack Acosta said there is a need for the Concord campus and that is how it got started. Ann Kotas mentioned that the College of Science had programs at Concord but that they have gone by the wayside. Lee Blitch noted that the economy is in need of nurses with BA degrees. Carla Faini said that there are five new Kaiser hospital openings in the area and we plan to approach them to establish a partnership. Lou noted that Kaiser is a non-profit hospital.

IV. Prospect Review:

The Committee went over two lists of prospects with the Development Staff. One for individuals; the other for corporations and foundations.

1. Hank Salvo knows that Judy Belk was a student here and is very open about not giving money to CSUEB. He also knows Anthony Bilich and will talk to him.
2. Lou Miramontes has met Lee Dutrua from Ernst & Young and is willing to talk to him and Karen Luay is a former client of Lou’s and he can connect with her.
3. Mahla Shaghafi noted that Josephine Hunter was on the board here, very friendly to the University, and passionate about education. Mahla will introduce Kristin Loehyde to her.
4. Lou knows Paulette Defalco who was a partner in his last firm, Marvin Dozier who is a CPA with KPMG and John Amaral, the CEO of Hoffman.
5. Patrick Devine knows Diane Urban and can ask her to join now that Sweeney is gone, there may have been a conflict of interest before.

The second list reviewed is for the corporations and foundations:
Carla noted that some of the corporations and foundations we do have relationships with and we would like to revisit the connections that committee members have with them.

Committee Comments:

1. Patrick Devine mentioned Sales Force and their matching gifts and that Mark Benioff has affinity with health care through Salesforce.org – they sell software at 20% of cost and specialize in Biocomputing. This maybe something to look into regarding partnering with them.
2. Lee Blitch asked about our connections with Bank of America and Wells Fargo. Carla mentioned that she is working on a strategy with Wells Fargo.
3. Lou Miramontes has a friend who sits on the board at Wells Fargo.
4. Lee Blitch also inquired whether we have anyone from the board of Chevron.
5. Mahla Shagafni mentioned that BB just retired from Chevron and Jack Acosta’s friend Abe Reeves worked there.

2016 Schedule of Campaign Steering Committee Meetings
The members were asked to note that the last item on today’s Agenda was a list of all the Campaign Steering Committee meetings for the remainder of the year (June through November).

V. Action Items:
The minutes from the two previous meetings, September 24, 2015 and January 12, 2016 will be emailed out separately to each Steering Committee Meeting member requesting their reply’s approving the minutes.

A new email list will be sent out to all the board members of all the board member’s contact information.

Contact information for all the Directors of Development and Corporate and Foundation Relations staff will be mailed to the board members as well.

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

Co-Chair Patrick Devine

Dated: February 25, 2016

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