

# CAL STATE EAST BAY EDUCATIONAL FOUNDATION

## Educational Foundation Campaign Steering Committee

### Meeting Minutes

Wednesday, March 15, 2017

SA 4600

**Trustees Present:** Patrick Devine, Lou Miramontes, Jack Acosta, Jim Klescewski, and President Morishita

**Trustees Absent:** Evelyn Dilsaver, Derek Kimball, Marvin Remmich, Mahla Shaghafi, Richard Sherratt, Henry Salvo

**Staff Present:** Don Sawyer, Kathleen Brady, Rich Watters, Jason Singley, Ann Kotas, and Myra Drouillard

**I. Meeting was called to order at 10:06 am**

**II. Welcome Remarks/Introductions**

*Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting without a quorum present. Lou Miramontes suggested emailing the January 10, 2017 minutes to the members for approval, others present agreed.*

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

**a. Campaign Prospect Pipeline Report**

Patrick introduced Don Sawyer, Interim Vice President University Advancement. Don compared the momentum of stepping in at this time to drinking from a firehose. He discussed meeting with some of the trustees as well as knowing the campus with his long history here in his various rolls. He also reviewed the Campaign numbers and where we are with obtaining our goals as well as our Campaign strategies.

Don also mentioned that we have amazing people on our Board who are very involved in Cal State East Bay and we have a unique situation with our question, what is our pipeline? We have demonstrated where we are at this point in time, you have to have a game plan. We need to put an action plan together that is reasonable and defines our campaign goal.

Kathleen has outlined the various "buckets" of giving opportunity areas regarding the Campaign goal left to raise. We are going to work these strategies, start to have some accountability, identify and meet with potential donors and work on a plan to move this Campaign forward. The President and Don are working to ensure that this is a team game, the Cabinet is on board as well as Provost who will be providing goals to the Deans. Everyone should be involved as we move forward and break the goals down to segments that are doable. Planned Giving has already 30 individuals and we are aiming for 60, then more.

Patrick acknowledged that this is bringing focus to the Campaign on this level. Planned Giving is piece that is important as it is something we can measure and get results, the right results.

Kathleen noted that we have metrics for the staff regarding accountability. Slide #3 of the PowerPoint is the FY2017 Campaign and fundraising update. For our fiscal year goal, we have raised \$1.9M as of February 24, 2017 and have \$3.5M left to raise. For our campaign goal we have raised \$36.5M and have \$23M left to raise. The Campaign projections include individual and corporate and foundation giving. As for the library we have not done a lot of research yet, 31 foundations support other libraries, eight of these do Capital projects. We have the Wayne and Gladys Foundation as an objective for \$28M for the SHARE Building, but we also have others in the pipeline as well.

As for the 60 for 60 including IRA Rollovers we have 30 members for Planned Giving and have a goal for 29 more. The total combined value of planned gifts is \$2.7M. Kathleen's projection is \$3M, with 7,024 total prospects.

#### **IV. Spotlight on Colleges & University-wide Programs**

##### **a. College of Science**

This presentation was on the big picture overview of the College of Science. Dean Singley has been with the University since 2003 and has been the Dean of Science for one year. He discussed the great changes to the college, which is growing and improving all the time. First- College of Science, which includes biological science and natural science, health science, nursing, mathematics, statistics, biostatistics, engineering, industrial engineering, structural engineering, construction management, and computer science. There are 30% more students taking classes since last year. The nursing and health sciences have over 400 students taking classes. Health science is including all non-technical jobs such as environmental health, administration and management, community health, and pre-clinical preparation.

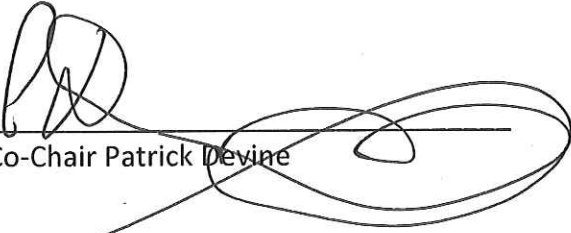
The College of Science has had rapid growth since 2011 at 4500 people to 2015 with 6000 people. Our programs allow students hands on real skills both in the simulation lab and applied learning.

An exciting new development is "Crisper" a genome editing tool we are teaching today. Some of the programs students work on are mentorship and community engagement. The mentorship with the instructors and individual students is important and there is more of it across the board, out of the 6000 students several hundred are mentored. These students will become leaders in their fields. Community engagement is also a big part of the programs where students here host a hands on teaching program with K-12 students.

These programs and future programs show the huge growth in our student population. We are looking at more applied learning, community engagement, and rapid growth in the industry. This leads to the need for a new building and freeing up space in the old building from the 60's.

#### **ADJOURNMENT**

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



Co-Chair Patrick Devine

SEPT 20 2017  
Date

Dated: March 17, 2017

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