

## CAL STATE EAST BAY EDUCATIONAL FOUNDATION

### Educational Foundation Campaign Steering Committee

#### Meeting Minutes

Thursday, March 22, 2018

SA 4350 and by Conference Call

- Trustees Present:** Patrick Devine, Bill Johnson, Derek Jackson-Kimball
- By Phone:** Jack Acosta, Jim Klescewski, Johan Klehs, Cherrie Nanninga, Marvin Remmich, Henry Salvo, Richard Sherratt
- Trustees Absent:** Evelyn Dilsaver, Lou Miramontes, Leroy Morishita
- Staff Present:** Holly Stanco, Kristin Loheyde, Penny Peak, Valerie Schutz, Holly Fincke, Rich Watters

I. Meeting was called to order at 3:00pm

II. Welcome Remarks/Introductions

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

a. Approval of Meeting Minutes

**January 23, 2018 Meeting Minutes:** The committee reviewed the minutes from the January 23, 2018 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

**MINUTE ACTION:** The committee approves the minutes for the January 23, 2018 meeting.

Motion by: Jack Acosta

Seconded by: Jim Klescewski

Motion: Passed

III. Campaign Update

- a. Co-Chair Patrick Devine went over the YTD fundraising report, noted that it looks very positive, and if we count the Valley Foundation gift, we are at \$55.3M. He also stated that we have other fundraising goals now related to Applied Science Center, CORE and HPN that we need to fundraise for beyond the initial campaign goal.
- b. Co-Chair Devine went over the new report that illustrates fundraising totals by priority, and went over with the committee, pointing out that 23% was designated to "People", 32% to "Place" and 45% to "Purpose."
- c. The committee reviewed the 2018 pipeline report, explained how the document is meant to function, and that its purpose as an outline of what we expect to garner, with a high and a low expectancy ratio. This document will be a living document that the committee will be reviewing on a regular basis. The committee made some suggestions to add more detail, they would like to see a 2019 pipeline, and they would

like some indication if the prospects were alumni (by putting their graduation year next to their name to help the committee identify if they may have known them from their time as a student.)

- d. Holly Stanco gave an update on the Market Smart planned giving project, noted that we have identified many potential prospects for planned giving, and the DOD's have been in contact with respondents and we are having some success there. We have closed a handful of gifts from here, and we have gotten new prospects. 1K paper copy surveys went out at the end of January, we have received 4 confirmed that we are in their estate plans that we did not previously know. There are 11 additional people that responded saying they would consider us in their estate plans, and were many more that said they would be interested in receiving information.

**IV. Capital Projects Update**

- a. Holly Stanco gave an update on the Applied Science Center and CORE tracking documents. She asked for the committee's help with any of the prospects listed to help us get our foot in the door.

**V. Upcoming Events**

- a. Bechtel Lab Opening-March 27,2018
- b. Renaissance Scholars Luncheon-May 11, 2018
- c. President's Etiquette Dinner-May 17, 2018

Holly Stanco encouraged board member attendance at the upcoming university events.

**ADJOURNMENT**

There being no further business to discuss, Co-Chair Devine adjourned the meeting at 3:34pm.

  
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Co-Chair Patrick Devine

804 12 2018  
Date

Dated: March 22, 2018

Recorded by May Hernandez, Educational Foundation Analyst

**Action Items:**

1. Add alumni graduation year to 2018 pipeline
2. Create an estimated 2019 pipeline
3. Patrick would like a report on legacy gifts