

# CAL STATE EAST BAY EDUCATIONAL FOUNDATION

## Educational Foundation Campaign Steering Committee Meeting Minutes Wednesday, May 17, 2017 SA 4600

- Trustees Present:** Patrick Devine, Derek Kimball, Marvin Remmich, Jim Klescewski, Henry Salvo, and President Morishita
- Trustees Absent:** Evelyn Dilsaver, Lou Miramontes, Mahla Shaghafi, Richard Sherratt, and Jack Acosta
- Staff Present:** Don Sawyer, Kathleen Brady, Rich Watters, Edward Inch, Kathleen Rountree, Ann Kotas, Kristin Loheyde, Valerie Schutz, and Myra Drouillard

### I. Meeting was called to order at 10:02 am

### II. Welcome Remarks/Introductions

*Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting without a quorum present.*

*Kathleen discussed Ann's departure and welcomed Valerie Schutz to University Advancement.*

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

#### a. Campaign Update

Don discussed the goal planning handout which is from the pipeline report discussed at the last meeting. This report covers the donors and potential donors, funding sources, individual and corporate and foundations gifts, and lead gifts.

Also included in this discussion is Andrea Rouah's work in Planned Giving, Rich Watters' work with Annual Giving, and Valerie Schutz, the new Corporate and Foundation Relations Director.

Patrick wanted to know if there is any quarter with significantly more giving – any singularity.

Don remarked that we feel it will be slow and steady throughout and more concentrated at the end.

Kathleen added that the staff has projections – typically the second quarter and fourth quarter are best.

Don intends to put out goals that lead to growth.

Derek Kimball's questioned, in regards to the goals for 2017-2018 what has changed will allow for these greater numbers?

Kathleen responded the projections are with full staff and with the momentum of the additional staff hitting the ground running as well as infrastructure that will support this to maintain the goal.

Don concluded that there is a university change in that fundraising is everyone's business which he credits Provost Inch with implementing this with the Dean's and the President's cabinet, for all to be involved. Also, we have a unique president who is involved with all of these things.

Marv and Patrick will receive monthly updates from Don. Kathleen and Don will also be a part of these meetings.

#### **IV. Capital Projects**

##### **a. Proposal to Valley Foundation**

The Provost, Dean Singley, Rich Sherratt, and Jesse Cantley's team worked on the document. Don was very impressed with Rich Sherratt's editing and input on this undertaking. It has been mailed to our contact and as we are between their board meetings they may pick it up for the next board meeting.

##### **b. 21<sup>st</sup> Century Collaborative Centerpiece Building**

Provost Inch spoke of the hottest growing area at Cal State, East Bay which is the STEM field. We need to be able to accommodate students who need to be prepared to work in these areas. The design – building, collaborative learning around applied science, and labs. This is very similar to the CIRCLe building however the science labs are currently being rebuilt to help students and faculty around applied learning.

#### **V. Campaign Brochures**

We have our new campaign brochures which were given to each attendee at this Campaign Steering Committee Meeting. The tabs on the right indicate the Campaign information as well as People, Place, and Purpose.

#### **VI. Spotlight on College/Programs/Campaign Priorities**

##### **a. College of Letters, Arts, and Social Science**

Patrick introduced Dean Kathleen Rountree who elaborated on CLASS which is a collaboration of a lot of different things, including Humanities, Arts, Social Science, explaining we are a people of History – the study of, wellness, Criminal Justice, Social Justice including diverse and multicultural program. There are over 900 Criminal Justice majors for example

Regarding the campaign:

Scholarships - When we do surveys of why students drop out, it is often money, not even a huge amount but sometimes small amounts.

There is nothing like someone investing in you, even the smaller scholarships make a difference to what helps the student to feel someone is looking or for them.

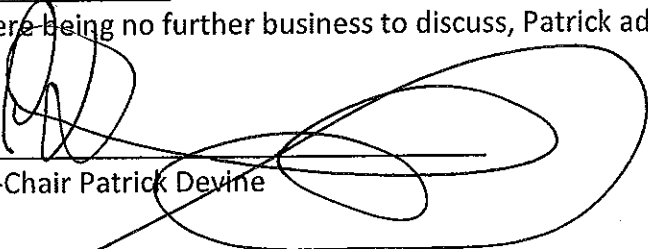
Internships – many times these are not available to our students. We have tried to work with non-profits and just do not have this opportunity. An internship is essential as it helps students see what their career is and will be. It also helps to have paid internships – students perform better with this incentive and often it solidifies their drive to complete their degree.

Faculty gift – endowments from retired faculty and friends of the college – Emeritus faculty can be a great source for Faculty Achievement and Excellence funds.

President Morishita notes that Provost Inch is setting up contacts for internships, it is a hard commitment for the company as well as their opportunity for this program to be a test drive for them to see if this is a good fit for the company.

**ADJOURNMENT**

There being no further business to discuss, Patrick adjourned the meeting at 11:00 am.

  
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Co-Chair Patrick Devine

SEPT 20 2017  
Date

Dated: May 17, 2017

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