

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Educational Foundation Campaign Steering Committee

Meeting Minutes

Friday, May 24, 2019

SA 4600 and by Conference Call

Trustees Present: Jack Acosta, Patrick Devine, Bill Johnson, Johan Klehs, Rich Sherratt

By Phone: Cherrie Nanninga, Marvin Remmich, Henry Salvo (community member)

Trustees Absent: Derek Jackson-Kimball, Jim Klescewski

Staff Present: Megan Sears, Holly Stanco, Rich Watters

I. Meeting was called to order at 10:04am.

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

February 15, 2019 Meeting Minutes: The committee reviewed the minutes from the February 15, 2019 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: The committee approves the minutes for the July 12, 2018 meeting.

Motion by: Johan Klehs

Seconded by: Rich Sherratt

Motion: Passed

III. Campaign Update

- a. The group reviewed the campaign priorities in detail. Patrick Devine noted that there has been a shift in donor sentiment – donors are focusing on *People* instead of *Purpose*. There are over 40 buckets to fill, but 23 of them have raised \$0. Patrick asked why we have all of the subcategories. Wouldn't it make sense to think about focusing on what we want to do more clearly? Holly Stanco explained to the group that some of the priorities might have been one-time funded projects. Some might be from the origin of the campaign. Bill Johnson added that some of the subcategories represent goals of deans that are no longer with the university. A motion was made to eliminate the extraneous sub-categories. Holly and Bill agreed.
- b. The group reviewed the allocations of campaign contributions. Patrick suggested that it might be more clear to have two pie charts: one for fiscal year and one for campaign. He shared that the endowment has grown by about 30% - the group agrees that is

impressive. Holly added that corporations and foundations like to see their money used right away so there is less money coming in from these types of donors. Jack Acosta asked why Q2 and Q4 had so much more money come in compared to Q1 and Q3. Holly suggested it might be because of year-end giving or fiscal year-end giving. It might also be because there are a few larger gifts that were donated during those quarters.

- c. The bottom line is that the goal was \$5 million and we are currently at \$6.5 million. But a lot of the campaign is dependent on the science building – if not, the \$15 million pledge from Valley will not be funded. The group agrees to not declare victory until the science building has been funded.
- d. Patrick thanked Bill for all the hard work. Two years ago the campaign was in tatters and the group is grateful to Bill and his team for the effort. Bill thanked his team for the help; this has been a team effort, he responded. The \$6.5 million year is one of the highest in university history. University Advancement will be celebrating this achievement in June. The hope is to close the year at \$7 million. Bill shared that we also like how next year is looking. We have a \$2.5 million proposal with Braddock, \$7 million in real estate from an alumna, and \$1 million from Howard Hughes. We are, however, a little concerned about our prospects two years out.
- e. Holly reiterated what Bill said about two years down the road, but also feels good about the future. The team has been doing great work, considering they are down one development officer. There is a great pool of candidates for that role though – and the team is looking down the road for the next big idea. We are looking for the next thing to bring excitement, in a smart and planned way. How are we going to find something that will really have an impact on our campus?
- f. Bill thanked Patrick for his service to the committee.

IV. Annual Giving

- a. Rich shared with the group about the call center. Last year, the call center made \$30k over a seven month period. This year so far, we have exceeded that number in a four month period. We are anticipating \$775k for this year in annual giving. That is 125% of last year. Also, for the second year in a row, we raised enough from the class gift to endow the scholarship.

V. Salesforce


- a. Holly shared with the group that the division has been doing a data conversion from Blackbaud Raiser's Edge to Salesforce. This will make it much easier to navigate getting data out of the database. Salesforce will be rolled out across campus – scholarships, internships, etc. will all be in the same system. It will be much easier to follow students throughout their entire time on campus and afterwards.
- b. Jack asked Bill about Salesforce as a prospect. Bill has been working on it and thinks we are in perfect alignment. Salesforce's giving has thus far been only with K12 but they are looking at higher education.

VI. Important Dates

- a. 40 Under 40 (June 7)
- b. Advancement Celebration (June 13)

ADJOURNMENT

There being no further business to discuss, Co-Chair Devine adjourned the meeting at 11:25am.


Patrick Devine (Sep 5, 2019)

Co-Chair Patrick Devine

Sep 5, 2019

Date

Dated: February 15, 2018

Recorded by Megan Sears, Development Coordinator

