

# CAL STATE EAST BAY EDUCATIONAL FOUNDATION

## Educational Foundation Campaign Steering Committee

### Meeting Minutes

Wednesday, July 26, 2017

SA 4600

**Trustees Present:** Patrick Devine, Marvin Remmich, Johan Klehs, Richard Sherratt, President Morishita, Jack Acosta, and Jim Klescewski

**Trustees Absent:** Evelyn Dilsaver, Lou Miramontes, Derek Kimball, and Henry Salvo

**Staff Present:** Don Sawyer, Kathleen Brady, Carolyn Nelson, Penny Peak, Kristin Loheyde, Valerie Schutz, Andrea Rouah, and Myra Drouillard

#### I. Meeting was called to order at 10:01 am

#### II. Welcome Remarks/Introductions

*Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting with a quorum present and the May 17, 2017 minutes were approved.*

*Don introduced Johan and spoke a little about his background. Don also mentioned the new Vice President of Advancement, Bill Johnson, will be here on August 21<sup>st</sup>.*

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

##### a. Campaign Update

Don discussed the planned roll out of the Planned Giving website and Andrea Rouah reviewed it for the Steering Committee members present. Don also noted the President will have more time on the campaign.

Rich mentioned that we will need to drill down more and really bring to the table more corporations and find what they are really looking for.

Andrea Rouah previewed the Planned Giving interactive website mentioning that it will soon go live. Site includes Information on How to give a bequest, IRA Rollover and Charitable Gift Annuity. As well as options on what to give such as real estate and insurance. To date we have received 35 gifts booked during the campaign for a total of \$3.3M, which is 8.8% of the campaign fundraising. Average totals in a campaign are 15-25% of the total. Site will be ADA compliant.

#### IV. Update to Possible Capital Project

##### a. Proposal to Valley Foundation

Educational Foundation staff is working with President Morishita to respond to Wayne and Gladys Valley Foundation's June letter requesting more information on our proposal for the Applied Sciences Center. Rich Sherratt and President Morishita will meet to discuss our responses before sending the letter to our contact at Valley

Foundation. Provost Inch spoke of the hottest growing area at Cal State, East Bay which is the STEM field.

**V. Board Prospect Review of Assigned Prospects**

Due to time constraints we did not review these at this time.

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

a. College of Education and Allied Studies

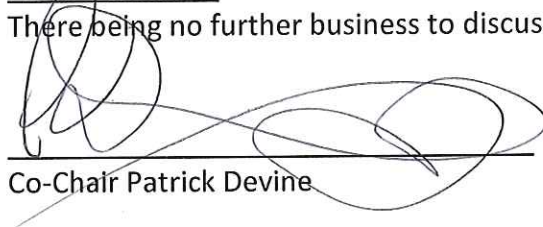
Patrick introduced Dean Carolyn Nelson who elaborated on CEAS including their vision of their mission, vision, and values. This includes being out in the community with programs such as Hayward Promise Neighborhood (HPN).

The range of the programs within the college include: Kinesiology, the Performance Center, Social Justice: social drivers, cycle of impact of college, families, professionals, and the community. The list continues with College Centers of Impact: Center for Research, Equity, & Community Engagement, Center for Sport & Social Justice and a Community Counseling Center. As well as Educational Psychology, Educational Leadership, Hospitality, Recreation and Tourism, Teacher Education, Athletics, Financial Literacy, Environmental Science, Criminal Justice, and Communicative Science & Disorders.

Dean Nelson summarized their campaign priorities which include Teacher Education, Sports & Exercise Performance Assessment Lab, Hospitality Demonstration Lab, Center for Research, Equity & Collaborative Engagement, and a Community Counseling Center. Her hope is to include funded Hayward Promise Neighborhood stipends, infrastructure for scaling community-based work, and a community counseling center at the HPN school sites.

**ADJOURNMENT**

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

  
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Co-Chair Patrick Devine

1/23/2018  
Date

Dated: July 26, 2017

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