

# CAL STATE EAST BAY EDUCATIONAL FOUNDATION

## Educational Foundation Campaign Steering Committee

### Meeting Minutes

Wednesday, August 17, 2016

SA 4600

**Trustees Present:** Patrick Devine, Jack Acosta, Henry Salvo, Marvin Remmich, Tanya Hauck, Leroy Morishita, Dr. Edward Inch

**Trustees Absent:** Derek Kimball, Jim Klescewski, Richard Sherratt, Carolyn Aver, Evelyn Dilsaver, Mahla Shaghafi, Lou Miramontes

**Staff Present:** Kathleen Brady, Richard Watters, Andrea Rouah, Myra Drouillard

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

#### **II. Welcome Remarks/Introductions**

*Patrick Devine started the Cal State East Bay Educational Foundation Steering Committee meeting without a quorum present. Welcome to Dr. Edward Inch our new Provost. President Morishita introduced Dr. Inch and spoke of his background prior to his appointment here as Provost.*

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

- a. Kathleen gave a summary of the Year End Report highlights. We made 98% of our goal with the majority of donor type being Individuals at 54%. In the past this number was around 20% and we are excited that we have moved in this direction. We are also excited that 54% of our gift types came from new pledges.
- b. Patrick highlighted the Campaign Summary Report starting with Goals by Purpose, Current Use and Endowment Funding, the Campaign Totals and the Fiscal Year Funds Raised to date.
- c. Kathleen spoke of item 3b on the agenda, Quarter 1: Fundraising plans and campaign activities. Kathleen is quantifying the metrics of the Directors of Development through their goals, number of solicitations, moves management etc.

Hank Salvo wanted to know if we have enough people on board to meet our goals. Kathleen feels that we do at this time. Tanya mentioned that it is foreseeable in the future that we would need to expand for example in the Concord campus, and Kathleen added that a director for Student Affairs programs would be helpful.

#### **IV. Progress with Campaign Initiatives**

- a. Campaign Priority Setting – the team is focused on the Campaign Priorities and strategies behind that effort. Tanya also mentioned that the deans are very keyed in and excited around this. Dr. Inch revealed that he has a meeting today for this with the possibility of a dean fundraising workshop. We are trying to create a culture shift. We have worked with the Langley Sessions and now Jerry Chang in focusing on identifying the priorities. We have had seven years of campaign up to this point. We are looking at what has been raised and where they have invested within the university and mirror that with new relevant initiatives for the second half of the campaign. We will then write the Campaign Case. We are planning on telling the stories of what we have done etc. at the Gala Event. The Campaign themes will be: People-Place-Purpose, with an overarching “Journey to here...to there.”

- b. Campaign Kick Off Gala – Rich let us know that the formal invitations are going out with the insert of our key note speaker. On the back of the invitations we have the sponsors and have added more sponsors since the printing of the cards. We have the timeline of the event and locations. The event is a tight program, the flow will move along at a good pace with three stories which include people-place-purpose and will also feature a student who is a virtuoso in classical and Flamenco guitar. Kathleen asked the Campaign Steering Committee members to think of people to invite and/or follow up to encourage them to attend, including emeritus and former board members. Tanya mentioned reengaging with past donors, and Hank may be able to help identify these folks.
- c. Presidential Salons – Patrick suggested that in the interest of time, we defer this agenda item to the next meeting.
- d. Sponsorships – Andrea spoke of what has been raised to date: \$225,000. The goal is \$300,000, and we have approximately three more weeks to go before we list all our sponsors in the gala program. The Board has given at 34%; we were hoping for 100% participation from the Board as sponsors and/or the possibility of directing us to others who may want to support CSUEB. The levels of corporate sponsorship are Platinum – Gold – Silver – Bronze. Nine individuals including staff have donated, twelve corporations, and four campus partners. Kathleen mentioned that we will be sending an email to MPP's inviting them to become sponsors as well.

**V. Role of Campaign Steering Committee Members**

Patrick asked that the members review agenda item 5a, draft Campaign Steering Committee Roles & Responsibilities, for the next meeting.

**ADJOURNMENT**

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



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Co-Chair Patrick Devine

APRIL 25 2017  
Date

Dated: August 17, 2016

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