

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Executive Committee Meeting Minutes
Monday, August 25, 2014
CSU East Bay
President's Conference Room
25800 Carlos Bee Blvd., Hayward, CA 94542
and via Conference Call

Chair Jack Acosta started the Executive Committee meeting at 12:08 p.m.

IN ATTENDANCE

Jack Acosta	Chair
Marv Remmich	Vice-Chair
Mahla Shaghafi	Secretary
Brad Wells	Treasurer
Lee Blich	Interim Foundation President
Evelyn Dilsaver	Director
Leroy Morishita	Director
Jim Songey	Director
Richard Sherratt (via CC)	Director

OTHERS PRESENT

Debbie Chaw Executive Director, Advancement Operations

I. Welcome Remarks

Chair Jack Acosta welcomed everyone to the meeting.

II. Approval of Meeting Minutes

May 14, 2014 Meeting Minutes: The committee reviewed the minutes from the May 14, 2014 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the committee approves the minutes for the May 14, 2014 meeting as prepared.

Motion by: Evelyn Dilsaver Seconded by: Mahla Shaghafi Motion: Passed

III. Cal State East Bay President's Remarks

President Leroy Morishita commented on his and Interim VP Blich's recent Bechtel visit; his visit with current director Dr. Malavalli; organizational changes including the departure of Linda Dalton and Sara Judd; and, the search for VP for University Advancement and VP for Student Affairs. He stated that former chief of staff, Don Sawyer, will take on the role of interim athletic director until a new one is recruited. Additionally, be mentioned that the

men's basketball team will be playing four division I schools this year, and the WASC accreditation report has been submitted with the follow-up review to occur in spring 2015.

IV. University Advancement Update

Lee Blitch provided an update on the UA organization. He reported that another gift officer resigned to take a position at CSU Monterey Bay, thus leaving only one major gift officer in development. The committee expressed concern that the development unit has been depleted with all of the recent departures, and recognized that this has severely impacted our fundraising ability. Committee members requested a copy of the job ads so they could forward it to development people they knew who may have an interest in the positions.

VP Blitch informed the board that the university is conducting (via a third party) a CSU East Bay Perception study. Results will be used to formulate the branding, messaging and communications needed to build pride and recognition for Cal State East Bay, our alumni, faculty and staff. Results will be shared at the board retreat.

V. Campaign Progress and Fundraising Results

Debbie Chaw reviewed the results as of August 15, 2014. She stated that the "annual goal" needs to be changed since the previous annual goals were based on the original \$50M goal rather than the \$40M goal. The committee agreed that we should use the annual goal submitted to the Chancellor's Office in January 2014. Lee Blitch discussed the prospects for the CIRCLE building; he felt optimistic about raising funds for the building if we are successful in securing a big gift from one of our prospects.

VI. Board Commitment Form

Debbie stated that she still had not received forms from more than 2/3 of board members. The committee asked if any input or comments were made about the form. Debbie reported the only question board members had pertained to how to complete the form if one already had a multi-year pledge from a prior year. Debbie advised those board members how to complete the form. The committee agreed that all board members should submit their board commitment form and asked Debbie to send an email reminder to those who have not submitted a form. Additionally, Chair Acosta asked Debbie to bring forms to the September retreat.

VII. Draft Agenda for September 19-20 , 2014 Board Retreat

The committee reviewed the proposed agenda for the board retreat. The executive committee agreed that the nominating committee should nominate current campaign steering committee co-chair Lou Miramontes to the board effective October 1, 2014. Due to timing, Rich Sherratt asked Debbie to send an email to the nominating committee on his behalf asking them to vote and provide feedback to him regarding Lou's nomination. Once the committee provides approval, Chaw will then send out the information to the full board.

Homecoming 2015 will be a topic on the agenda; Lee Blitch will provide more details about the events surrounding homecoming.

VIII. Other Business

VP Brad Wells mentioned the data breach that was recently discovered and the plans for addressing those (employees and job applicants) that were impacted.

ADJOURNMENT

There being no further business to discuss, Chair Acosta adjourned the meeting at 1:15 p.m.

Dated: August 25, 2014



Mahla Shaghafi, Secretary

Recorded by Debbie Chaw, Executive Director, Advancement Operations

Action Items:

1. Provide committee with job ads for vacant development positions. (L. Blitch)
2. Follow-up with board members who haven't completed Board Commitment Form. (D. Chaw)
3. Send out email to nominating committee and follow-up email to the board regarding Lou Miramontes nomination. (D. Chaw)