

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Executive Committee Meeting Minutes
Thursday, March 8, 2018, 12p.m.-1:30p.m.
CSU East Bay
President's Conference Room
25800 Carlos Bee Blvd., Hayward, CA 94542
and via Conference Call

IN ATTENDANCE

Marv Remmich	Chair
Patrick Devine	Vice Chair
Jack Acosta	Immediate Past Chair
Debbie Chaw	Treasurer
Bill Johnson	Foundation President
Leroy Morishita	Director
Richard Sherratt	Director
Bette Felton	Director
Evelyn Dilsaver	Director

BY PHONE

Jim Klescewski	Secretary
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EXCUSED

Lou Miramontes	Director
James Songey	Director

STAFF PRESENT

May Hernandez	Educational Foundation Analyst
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I. Welcome Remarks

Chair Marvin Remmich called the meeting to order at 12:03pm.

II. Approval of Meeting Minutes

November 29, 2017 Meeting Minutes: The committee reviewed the minutes from the November 29, 2017 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: The committee approves the minutes for the November 29, 2017 meeting minutes.

Motion by: Rich Sherratt Seconded by: Jack Acosta Motion: Passed

III. President's Report

President Leroy Morishita covered some of the current events he had attended recently, including the Heritage Society luncheon, which many Educational Foundation trustees attended. He also gave an overview on his recent visit to Sacramento where he visited legislators and participated in event related to STEM education initiatives. He also gave an update on the status of the budget from the state, noting that we would not be instituting a tuition increase, so the campus and our constituents must be vigilant on advocating for budget increases for the CSU.

IV. University Advancement Report

Vice President for Advancement, Bill Johnson, gave a brief update on the campaign, and given that we have new capital projects to fundraise for, he announced the University will be extending the campaign through June 30, 2020.

He presented on the current status of University Advancement, including some of the staffing changes and he will be putting a strategic planning process in place for FY 18/19. He also mentioned one fundraising strategy outside of Advancement he would be employing to help get to campaign goal- leveraging our fund managers that we have connections with to advise their clients to invest in CSU East Bay (where appropriate). He asked if our board members knew any fund managers, and if they would be willing to connect us to them.

He further invited the committee to the upcoming Bechtel Science Lab Grand Opening event on March 27, 2018.

V. Nominating Committee Report

Chair Sherratt went over the revised sub-committee list with the group. The main change was the addition of new trustee, Cherrie Nanninga, to the Campaign Steering Committee. Chair Sherratt asked for minute action to approve the revised slate:

MINUTE ACTION: The committee approves the revised board sub-committee slate as presented:

Motion by: Rich Sherratt Seconded by: Jack Acosta Motion: Passed

Chair Sherratt also went over the trustee terms list, and the committee discussed the Nominating Committee's plans to engage those trustees with expiring terms.

VI. Campaign Steering Committee Report

Co-Chair Devine went over the current YTD fundraising report and gave an update on the new activity. He also presented to new version of the fundraising report, which shows gifts broken down by campaign priority.

Co-Chair Devine also mentioned that it has been a great experience to work with Vice President Johnson, and he has addressed a lot of the work that needed to be put in place to advance the campaign.

Vice President Johnson completed the committee report by announcing that we recently received a \$1.5M anonymous gift, and told how the gift was secured.

VII. Communications & Constituent Engagement Committee

Chair Bette Felton gave a report on the last meeting and the committee worked on three specific things: Fundraising proposal review, a discussion on the donor experience, and magazine campaign overlays review. She also mentioned some upcoming events including President's etiquette dinner on May 17, 2018.

Board Chair Remmich told the committee about an upcoming branding awareness survey. The committee discussed a couple specific points, including getting more exposure in Danville, San Ramon area and finding ways to target our marketing efforts to certain groups (like corporations), ensure we don't go dark, and identify what specific groups we are trying to target (ex: students and prospects).

President Leroy Morishita mentioned the original branding awareness survey conducted in 2014, and the new survey would be a way to measure how we have performed since then, given we have put significant investment into outside media.

VIII. Finance & Investment Committee

Chair Dilsaver started her report with the YTD investment summary, and announced that our portfolio is performing among the best in the CSU. Vice President Debbie Chaw said they are taking some funds from international equity and move to fixed income funds to get closer to our targets.

Vice President Chaw discussed the YTD operating budget, and while are on target, we are a little under on our gift administration fees, although we are confident we will catch up by year-end.

IX. Chair's Report

Board Chair Remmich discussed board participation with the committee, and we should be sure to follow up on this and assign trustees to those that do not regularly attend. Chair Remmich also asked the committee to look at the most recent CSU East Bay alumni magazine and give feedback on the campaign overlays.

ADJOURNMENT

There being no further business to discuss, Chair Remmich adjourned the meeting at 1:30 p.m.

Dated: March 8, 2018



James Klescewski, Secretary

Recorded by May Hernandez, Educational Foundation Analyst, University Advancement