

Approved February 20, 2020

MINUTES

- Governors in Attendance: Marcia Moore – Chair; Stuart Casillas; Jay Gilbert; Tom Giustina, David Heinsen, Dave Hodson; Chuck Nelsen; Chris Nichols; Cathy Pleasant; Darryl Schoen; Dave Scotto; Emily Huang (Faculty); Mimi Baez (Student)
- Campus Leadership in Attendance: Debra Larson, Provost and Vice President for Academic Affairs; Ahmad Boura, Vice President for University Advancement (CEO)
- Support Staff in Attendance: Evelyn Buchanan, Associate Vice President for University Advancement; Jay Friedman, Executive Director of Alumni and Engagement; Engasser, University Advancement; Veronica Rabo, University Advancement
- Governors not in Attendance: Robin Gayle; Tom Martin; Marilyn Rees

Chair Marcia Moore called the meeting to order at 3:00 p.m.

Moore asked the committee if they had any changes or corrections to the minutes of the June 20, 2019 meeting. There were none. Dave Hodson moved to approve the minutes. Jay Gilbert seconded and the motion passed.

Chair’s Report: Marcia Moore

Moore gave a recap on committee members completing donor stewardship thank you calls. She said that it has been a very rewarding experience for her. There were six committee members who participated. Gilbert called four people; he reached three voicemails and spoke to one person. Gilbert said that the donor he spoke to was like hitting the jackpot. They were thrilled to receive a thank you call and appreciated receiving an update. Darryl Schoen also called four people, and he also reached three voicemails and spoke to one person. Schoen said the donor he spoke to was in a hurry. He said that the most enjoyable call he had was from a prior round of stewardship calls where he spoke to Gilbert before he was on the board.

Development Report: Evelyn Buchanan Approved

Evelyn Buchanan thanked the committee members for their participation in making thank you calls to donors. She said that it takes courage to make those calls and she is very thankful and hopes more members will participate in the future. As of October 3, 2019, \$81,752,238 has been raised towards the Transform Tomorrow Campaign since July 1, 2012. There are 20 months left in the campaign with just \$18 million to be raised. Just

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this morning, she learned of a \$30,000 pledge to Regenerative Agriculture. Buchanan's team is ramping up for December as it is typically one of the busiest months of the year for donations.

There will be a story in the upcoming Chico Statements regarding the campaign launch along with an infographic geared towards the larger audience.

Buchanan updated the committee on the regional campaign events on the road. These events are held at exclusive locations, the series is named Wildcat Innovation Talks. The first talk was held at alumna Kristina Scala's Aspen Academy in Denver, CO on September 26, 2019. Dean Terence Lau attended and was able to provide the attendees information about academics. The attendees were thrilled to have an event in their town. It was a successful event with fascinating conversation. Due to interest in the event, there are talks to return to Denver, CO on an annual basis.

Buchanan said her team is targeting the following areas for future events: San Francisco (Spring 2020), Southern California, Seattle (Spring 2020), New York, and Washington D.C. As dates and plans firm up the board will be informed.

Buchanan said that since the board meetings will be held in San Francisco in June 2020, they are planning a special event for the reception where VIPs will be invited to mingle with the board.

Chico State Giving Day will be March 4, 2020. Giving Day is a day when student organizations, sports teams, Greek life, colleges, and programs reach out to their circles to solicit donations. It is comparable to crowdfunding but on a much larger scale. There is a great deal of enthusiasm and excitement surrounding the event. In the past, board members have been amazing ambassadors for Giving Day. One of the most useful tools for inspiring donations are challenge gifts. Ahmad Boura noted that one of the most valuable aspects of Giving Day is building the brand of the culture of philanthropy. Different groups are involved in supporting the same cause of giving to the University. The national Giving Day is December 3, 2019. Chico State will be piggybacking off of the national day for a more limited outreach.

Advocacy Report – Jay Friedman

Jay Friedman is tentatively looking to bring Homecoming back to Chico State in fall 2020 (concurrent with the University Foundation October Board meetings). Friedman is working to get the other campus boards to meet that week and for the sports teams and fraternities/sororities to have reunions. Additionally, there will be faculty and alumni presentations in the classrooms.

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BOARD OF GOVERNORS
Development and Advocacy Committee
Colusa Hall, Room 100B
Thursday, October 10, 2019
3:00 p.m. to 4:30 p.m.



Understanding that football is the backbone to traditional homecomings, Friedman is looking at bringing a concert or comedian to Chico State in place of football. Boura asked the committee which event they would prefer and the majority of the committee would prefer a concert over a comedian, although it depends on the act.

Friedman is going to build on the success of the Golden Grad event. Chris Nichols was the chair of the planning committee for that highly successful event celebrating the class of '69. Over 80 people attended (vs. 17 last year). Friedman thanked her for her work on the event.

Thursday night of Homecoming week the attendees will arrive in Chico; Friday day will be the board meetings and classroom activities, Friday night will be soccer and volleyball games and performances in Laxson, Saturday day the campus will be open for tours, Saturday night will be the big concert or entertainment piece, and Sunday the attendees will check out and return home.

Boura believes that this will create an opportunity to engage the campus community. Moore suggested inviting alumni to participate remotely. Moore suggested an early save the date due to the hotel shortage in Chico. Friedman agreed and has already been in communication with the local hotels. Additionally, he's working with the soccer and volleyball teams to ensure their game schedule aligns with Homecoming week.

Friedman has been working to engage the alumni population. His biggest challenge is that 75% of alumni reside outside of the area. Firsthand is a software program that is used for alumni engagement and mentoring. Alums will be able to provide major and career advice to students. Friedman has also pitched this software to the respective college student success centers. The contract is being reviewed and Friedman is hopeful to sign it in November, get the software configured in December, January will be soft launch (an opportunity for the committee to sign up, test the software and engage), and March will be the public launch.

Friedman is hoping to launch Alumni Access in the holiday season. It will provide alumni with the ability to receive discounts at restaurants and retailers. Alumni will be able to promote their own businesses and products. He will work with Boura and Moore to get an email out to the committee to have them test out the platform.

Friedman has revamped the Alumni events; they are no longer "mixers", they are centered on alumni and have a purpose now. An example is their upcoming event on November 11, 2019. The event will feature two Chico State professors (who also own the restaurant/venue) and the chef (who is an alum).

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Friedman explained Assembly Bill 48 – Public School Preschool, K-12, and College Health and Safety Bond Act of 2020. Two billion dollars are committed to Community Colleges, UC’s, and CSU’s. The bill is on the ballot for March. He has already started planning for the 2020-21 budget. The trustees are looking to give the budget to the Governor in November. They are looking at an additional investment to bolster the Graduation Initiative 2025.

Friedman described the purpose of the Human Identification Lab to the committee. Friedman and Buchanan have been working to improve awareness of this program locally and internationally. James Gallagher, Jim Nielsen, and Doug LaMalfa will be visiting the lab. He is hoping to get them to be champions of the lab. They are hoping to raise \$4 million and up depending on the project (renovation vs. new building). Moore suggested that the building be named after Turhon Murad. She noted that the Human ID Lab has not only worked the Camp Fire, they also worked after 9/11. This is one of Chico State’s signature programs that brings a lot of credibility to the campus. The board can help by advocating for the lab and informing Boura if they have any connections that could help in fundraising.

Moore advocated for the committee members to listen and support North State Public Radio (NSPR). The station is currently running a membership drive. NSPR has been awarded a National Edward R. Murrow Award for their reporting on the Camp Fire.

Dave Scotto recommended the committee members check out the Ecological Reserves. The reserves are 4,000 acres managed by the University. Donors can adopt an acre to help support the reserves; Scotto toured yesterday and picked out his acre. It is another example of one of the gems at Chico State, a very unique program.

Moore encouraged all committee members to consider picking an area of interest at Chico State, whether it be their home college or department (for Chico State grads) or, for any board member, to learn about some of the ancillary entities (such as one of our three museums, the ecological reserve, a student club such as science or art) and share with the board informally some of their experiences. Introductions could be made through the development office if desired.

Boura showed the committee the mock-ups for the new board business cards. He let the members know that if they are interested they can sign up to request business cards.

Moore adjourned the meeting at 4:29 p.m.

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