

BOARD OF GOVERNORS
DEVELOPMENT Committee
Thursday, June 24, 2021
4:00 p.m. to 5:30 p.m.

CSU
CHICO | **THE UNIVERSITY**
FOUNDATION

Approved September 28, 2021

Governors: Darryl Schoen, Chair; Stuart Casillas; Joyce Densmore-Thomas; Jay Gilbert; Tom Giustina; David Hodson; Marcia Moore; Dennis Murphy; Chuck Nelsen; Christina Nichols; Cathy Pleasant; Michael Prime; Marilyn Rees; Dave Scotto; Michael Franson

Ex Officio: Gayle Hutchinson, President; Ahmad Boura, Vice President for University Advancement (CEO); Ann Sherman, Vice President for Business and Finance (CFO)

Staff: Evelyn Buchanan, Jay Friedman, Evonnia Dominguez and Wendi Engasser, University Advancement

Governors

Absent Robin Gayle; David Heinsen; Jon Krabbenschmidt; Tom Martin; John Morrell; Dave Alexander (Faculty Representative); Kaylee Biedermann (Student Representative).

MINUTES

Chair Darryl Schoen called the meeting to order at 4:01 p.m.

Schoen asked for changes or corrections to the minutes of the February 25, 2021 meeting. There were none. Chris Nichols moved to approve the minutes. Marcia Moore seconded the motion, and the minutes were approved.

Chair's Report: Darryl Schoen

Schoen updated the committee on the upcoming Parent & Alumni weekend, which will take place in October, and encouraged all board members to attend the event.

Development Report: Evelyn Buchanan

Evelyn Buchanan praised the development team for starting the year strong during a challenging year with over \$14 million raised, \$700,000 pledge balances, and \$24,000 deferred commitments. Buchanan also reported that the foundation has surpassed its campaign goal with donations of \$104 million. Currently, there are some seven-figure major gift conversations in progress that the team is working on wrapping up before June 30. Tower Society donations have increased year over year, and this year's Giving Day was the most successful year of all. Effective this summer, communications will go out to the campus community regarding campaign celebrations, including gratitude videos that focus on the impact of philanthropy and thanking donors. Due to social distance restrictions, Buchanan is being prudent about large social events and plans to hold smaller, intimate-style events for top-level donors. Buchanan concluded her report with the continuous success of the University Foundation Endowment Match Challenge and the Women's Philanthropy Council.

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Alumni and Advocacy Report: Ahmad Boura for Jay Friedman

Vice President Ahmad Boura announced that the upcoming Alumni and Parents Weekend would take place in October and the Advancement department is in the final stages of planning the events which include a reception, EDXCHICO, a cultural campus tour, and much more. The Advancement department created Wildcat Connect, which has been an enormous success since its recent launch. Wildcat Connect provides mentoring programs, creates life-long learning opportunities for alumni, and even encourages alumni to come back to campus to present on subject matters related to today's topics.

CEO's Report: Ahmad Boura

Boura announced two new full-time hires who have joined the development team. Boura reiterated his plan to hire part-time regional officers in various parts of the country. Two candidates have recently accepted positions, and one regional outreach coordinator has also been hired.

New Business: Schoen

Boura used this opportunity to ask for contributions to the University as we near the end of the fiscal year.

Schoen adjourned the meeting at 5:27 p.m., noting that the next Development and Advocacy meeting is scheduled for Thursday, October 7, 2021.

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