

Approved February 25, 2022

MINUTES

Governors Present: **Darryl Schoen, Chair;** Joyce Densmore-Thomas; Tom Giustina; David Heinsen; David Hodson; Tom Martin; Marcia Moore; John Morrell; Chuck Nelsen; Christina Nichols; Matt Ober; Cathy Pleasant; Michael Prime; Dave Scott; Joyce Densmore-Thomas

Ex Officio: Debra Larson, Provost and Vice President for Academic Affairs; Ahmad Boura, Vice President for University Advancement (CEO)

Staff: Evelyn Buchanan; Jay Friedman; Pam Hollis, Wendi Engasser, Evonnia Dominguez, University Advancement

Governors Absent: Stuart Casillas; Jay Gilbert; Jon Krabbenschmidt; Dennis Murphy; Marilyn Rees; Dave Alexander (Faculty Representative); Malik Duffy (Student Representative)

Chair Darryl Schoen called the meeting to order at 2:33 p.m.

Schoen asked for changes or corrections to the minutes of the June 24, 2021 meeting. There were none. Marcia Moore moved to approve the minutes. Tom Giustina seconded the motion, and the minutes were approved.

Chair's Report: Schoen

Schoen introduced and welcomed new board member, Matt Ober. Ober shared a few words about himself and his background. Schoen announced that the marketing team is putting together a video celebrating Transform Tomorrow with cameo appearances from Dave Hodson, Marcia Moore, and Marilyn Rees. Schoen asked the board when they would think a good time would be to release the video, and Joyce Densmore-Thomas suggested releasing the video during Thanksgiving.

Development Report: Evelyn Buchanan

Evelyn Buchanan gave a fundraising update, noting that nearly \$1.5 million has been raised year-to-date. The goal is \$15 million by the end of the fiscal year. "Back to Cats" the university's first crowdfunding event, raised nearly \$100,000 for varsity sports teams. Despite all the challenges of 2020, the University set a new record of making donor visits and proposals. Buchanan explained that the most critical indicators in fundraising are major gifts. The University has hired more development officers for both full and part-time positions to bring in more major gifts.

Alumni and Advocacy Report: Jay Friedman

Jay Friedman announced the upcoming virtual and live events for Alumni Weekend activities. Friedman said his team has seen a dramatic increase in consultations between mentors and mentees on the

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Wildcat Connect platform. Friedman announced that he is in the early stages of the Regional Alumni Engagement Strategy, with support from the new regional development officers in Denver and Los Angeles, where he is researching the best ways to host regional alumni events.

CEO's Report: Ahmad Boura

Vice President Boura continues to work with Higher Talent Executive Search to recruit development staff located in Southern California and New York City. Boura followed with a recap on the Transform Tomorrow campaign, providing an overview of the campaign which focused on three priority needs; empowering student success, building cutting-edge facilities, and investing in people.

New Business: Schoen

Schoen reported there was no new business and adjourned the meeting at 4:09 p.m., noting that the next Development and Advocacy meeting is scheduled for Thursday, February 24, 2022.

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