

**BOARD OF GOVERNORS  
DEVELOPMENT Committee**  
Colusa Hall 100B  
Thursday, February 24, 2022  
3:30 p.m. to 5:00 p.m.



Approved June 24, 2022

*Governors present:* **Darryl Schoen, Chair**; Stuart Casillas; Joyce Densmore-Thomas; Jay Gilbert; Tom Giustina; David Heinsen(r); David Hodson; Tom Martin; Marcia Moore; Dennis Murphy(r); Chuck Nelsen; Christina Nichols; Matt Ober (r); Cathy Pleasant; Michael Prime(r) ; Marilyn Rees; Dave Scotto(r); Dave Alexander (Faculty Representative), Malik Duffy (Student Representative) Absent: Jon Krabbenschmidt; John Morrell. (r) = remote

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

*Staff present:* Evelyn Buchanan, Associate Vice President for University Advancement; Jay Friedman, Executive Director of Alumni and Parent Engagement; Pam Hollis, Evonnia Dominguez, Wendi Engasser, University Advancement

## MINUTES

Development Committee Chair Darryl Schoen called the meeting to order at 3:30 p.m. He asked for changes or corrections to the minutes of the September 28, 2021 meeting. There were none. Joyce Densmore-Thomas moved to approve the minutes. Christina Nichols seconded the motion and the minutes were approved.

### **Chair's Report: Schoen**

Schoen invited everyone to reflect upon the success of the Transform Tomorrow campaign which started in 2012. After the resiliency and generosity shown following the devastating Camp Fire, the campaign went public in April 2019. A video highlighting public kick-off was shown. Fast forward to June 30, 2021 when the Transform Tomorrow campaign closed, raising over \$106 million. Due to the pandemic, Chico State was not able to celebrate in person, so a campaign celebration video was released.

Schoen also mentioned Giving Day scheduled for March 2, 2022. He acknowledged and thanked his colleagues on the board who are Challengers for the event. Challenges increase excitement and donations. Several members of the board are also members of the Women's Philanthropy Council which launched in October 2021 focusing on women's contributions and women supporting women. There are many activities that the Council is sponsoring including Homecoming, an agricultural conference and the Association of Women in Business Leadership Summit in March.

### **Development Report: Evelyn Buchanan**

Evelyn Buchanan reported the fiscal year fundraising efforts from July 1, 2021 to February 21, 2022 were over \$10 million. The goal this year is \$15 million. It would be typical for the funds raised after a major campaign to decrease. Buchanan is confident that they will reach the \$15 million goal. Tower Society

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donations increased from fiscal year 2020-21 to 2021-2022. The same group of individual donors increased their contributions from year to year. The same is true of the Tower Society GOLD (Graduates of the Last Decade) members as well.

The world of annual giving has changed over the decades. With the advent of caller ID and cell phones, calling programs have declined. Giving Days were created to help counter the decline. This year, Chico State expanded on their past efforts of Giving Tuesday in November and Giving Day in March by building an integrated strategic digital engagement and philanthropy program. Crowdfunding has been integrated into the mix raising \$160,775 with 6 campaigns: Back the 'Cats (Athletics), Greek Week (Basic Needs), Giving Tuesday (Basic Needs), Student Managed Investment Fund (COB), Women in Business Summit (COB) and Women's Philanthropy Council's Phlash Philanthropy Day.

Krysi Riggs was introduced as the new Director of Annual Giving. Riggs reported on the upcoming Giving Day and the growth over the last four years. The goals for 2022 include: increasing the number of donors; surpassing 2021 total dollars; a return to pre-pandemic campus cause participation numbers; increasing alumni engagement and participation; and increasing results through matching and challenge gifts. New this year there is a platform from GradAdvance offering dedicated support staff and live leaderboards freeing up the Chico State staff to provide more personal support and outreach. Riggs also reported on engaging new individuals through the Ambassador Program. Ambassadors receive a toolkit and incentives for encouraging donations.

### **Alumni and Advocacy Report: Jay Friedman**

Jay Friedman gave an update on the Wildcat Connect which includes a mentor platform and webinar series. There is some disparity between the registered members and those that have completed their profile to become live mentors on the mentor platform. Friedman explained that it is typical for the platform to need a few years to catch-on and grow. Both undergraduates and recent alumni may sign up to be a mentee. The webinar series has been hugely successful. The concept is to provide an opportunity to engage alumni as presenters and viewers while also showcasing the faculty and colleges. Planning is under way for an in-person Homecoming/Alumni Weekend for October 6-9. Homecoming is combining with Parents' Weekend and Preview Day.

VP Boura and Friedman presented information about Alumni Engagement Programs. Chico State is unique in that 80% of the alumni reside 100+ miles away from the university. Engagement programs include, Wildcat Connect, Homecoming, partnerships, regional events, global events and influencers. Upcoming regional events are planned in Manhattan Beach and Denver. A Chico State Service Day is being investigated for a global event. Using Chico State influencers would harness the power of alumni on social media for fundraising, public relations, advocacy and programming.

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**CEO's Report: Ahmad Boura**

The Transform Tomorrow capital campaign has closed and VP Boura is planning for the next campaign. He is currently in the assessment phase for 2021-22. Next will be the pre-planning phase in 2022-23 to include the campus community and the priorities for the campaign. Then the quiet and leadership phase 2023-27 will follow where 60% of the goal should be obtained through private fundraising. The campaign should go public in 2027 and complete in 2033 followed by the stewardship phase. This plan requires money to be invested in the infrastructure and experienced staff to implement the campaign. One of the challenges is salary for full-time employees is not as high as other institutions and another challenge is regulations regarding hiring out-of-state employees. VP Boura's strategy is to hire more part-time employees and will focus on recruiting staff in southern California to start. President Hutchinson is working on advocacy with the CSU human resources for hiring out-of-state employees. In the General Session, VP Boura will discuss the structure of a \$10 million potential gift.

**New Business: Schoen**

There was no new business.

The meeting was adjourned at 5:36 p.m.

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