

Approved October 3, 2022

MINUTES

(r) = remote

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

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

Staff present: *Daria Booth, Interim Director of Major Gifts; Jay Friedman, Executive Director of Alumni and Parent Engagement; Pam Hollis and Ileana Rowell University Advancement*

Development Committee Chair Darryl Schoen was unable to attend in person so Marcia Moore conducted the meeting. Chair Schoen attended remotely. Moore called the meeting to order at 3:30 p.m. She asked for changes or corrections to the minutes of the February 24, 2022 meeting. There were none. Chris Nichols moved to approve the minutes. Cathy Pleasant seconded the motion and the minutes were approved.

Chair's Report: Moore for Schoen

Moore thanked everyone for organizing the brunch reception celebrating the staff who worked on the Transform Tomorrow campaign. The Governors enjoyed getting to know the staff and hear about their roles at Chico State.

Governors were asked to sign up to make stewardship calls to donors. A sign-up sheet was routed. Governors will be given a script and names of donors to contact. Tom Martin mentioned how much he enjoyed making the calls in the past and how the donors appreciate receiving the unsolicited call.

Development Report: Ahmad Boura & Daria Booth

July 11 will be the close of the 2021-22 fiscal year. As of June 22, 2022, \$17.4 million has been raised. Daria Booth introduced Ellie Larronde and Dustin Bush, Development Officers for University Advancement. Larronde reported on her experience with Barbara Hart, who was a pre-Title IX athlete. Through Larronde's engagement, Hart made a generous donation to Athletic Operations. Larronde shared with Hart the fact that 80% of Chico State students qualify for financial aid. Surprised by this statistic, Hart made an additional gift to the Wildcat Food Pantry. Bush shared the story of Mike and Pat Anderson, Chico State alumni with a large walnut hulling and processing business and a passion for impacting the north state. All the walnuts grown at the Chico State Farm are processed through the Andersons. Through cultivation and enhancing the relationship, Bush encouraged the Andersons to make a large gift to the university farm.

The Foundation's mission is to support CSU, Chico's strategic plan by raising, investing and disbursing funds to fuel the growth and excellence of the University.

BOARD OF GOVERNORS
DEVELOPMENT AND ADVOCACY Committee
Colusa Hall 100B
Thursday, June 23, 2022
3:00 p.m. to 4:30 p.m.



Alumni and Advocacy Report: Jay Friedman

Jay Friedman gave an update on Wildcat Connect which includes the mentor program and webinar series. The State of the College Webinar Series provides an opportunity for the deans of each college to highlight and showcase their departments. The webinars are then shared with the Office of Admissions to help recruit new students. Friedman also reported on advocacy for the Human ID Lab and University Farm. There is potential to obtain funding through advocating for surplus state funds. Homecoming will be October 7-9, 2022. Homecoming is partnering with Parents Weekend, Chico Preview Day and the Art and Wine Walk as well as a Leadership Summit. Many exciting events are planned.

The Alumni Board created a sub-committee – the Chico Advocacy Committee. The committee participated in the City of Chico Clean Up Day. They also work with university communications to help tell how Chico State is working for the community. This team is called the Chico State Influencers.

CEO's Report: Ahmad Boura

Boura reported on the new Fundriver software for endowment data reporting and stewardship. He focused on the stewardship piece during this presentation. Fundriver will streamline reporting and elevate the donor experience. There was discussion about the seven endowed faculty and recognizing the donors who endowed them.

The Foundation now has software that includes a widget that can be used to donate cryptocurrency and one gift has already been received. Donations are immediately converted to cash. Boura explained the crypto donors' behavior and giving habits. The widget costs about \$5,000 per year with a 3% charge per transaction. The company also encourages donations to higher education.

New Business: Moore for Schoen

There was no new business. Moore adjourned the meeting at 5:09 p.m.

The next meeting will be on Thursday, October 6, 2022.

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