

Approved June 23, 2023

Governors Present: Tom Giustina; David Heinsen; David Hufford; Marcia Moore; Chuck Nelsen; Christina Nichols; Matt Ober; Cathy Pleasant; Dave Scotto; Braydan Young; David Alexander, Faculty Representative; **Absent:** Stuart Casillas, Chair; Joyce Densmore-Thomas; Jay Gilbert; David Hodson; Tom Martin; John Morrell; Dennis Murphy; Marilyn Rees; Tim Sauer; Darryl Schoen; Taylor Stewart, Student Representative

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

Staff Present: Jay Friedman, Executive Director of Alumni and Parent Engagement; Daria Booth, Senior Director of Philanthropy; and Robin Carter, University Advancement

Guests: Billy, Kathleen, Manny, Malik, Helen, Ellie, Krysi, Kate, Shari, Tania

MINUTES

Chair Stuart Casillas was unable to attend the meeting. Ahmad Boura called the meeting to order at 3:05 p.m. Boura asked for changes or corrections to the minutes of the October 3, 2022 meeting. There were none. Marcia Moore moved to approve the minutes. Chris Nichols seconded the motion, and the minutes were approved.

Chair's Report: Ahmad Boura reported for Stuart Casillas

Boura turned the meeting to Daria Booth who introduced members from her development team. Manny Loya, Regional Director of Philanthropy (Orange County) shared several successful encounters that he had with Chico State alumni, resulting in gifts to the university. Ellie Larronde, Director of Philanthropy (ATH/Student Affairs), shared the story of a donor who significantly increased his donation from \$1,000 to \$100,000. Booth also introduced new staff members, Malik Sooch, Director of Philanthropy (ECC/BUS) and Helen Cotton, Regional Director of Philanthropy (Portland).

Development Report: Ahmad Boura & Daria Booth

Daria Booth reported that the funds raised so far this year are almost \$7.5 million. There are more donors now and those donors are giving larger gifts. Booth felt confident that the team will surpass the \$17 million raised last year. There are a few big gifts in the pipeline that have not been finalized. Boura asked Krysi Riggs, Director of Annual Giving, and Kate Post, Director of Digital Engagement & Marketing, to report on Giving Day planned for March 1. There will be over 100 campus causes represented, which is the highest number of participating groups ever. Retention efforts and extra outreach were increased this year. Peer-to-peer training is a new benefit being offered. There are many matching and challenge gifts - \$147,500 towards the Chico State Fund and \$137,500 in matching gifts directed to causes.

Next, Boura reported on the new Tower Society design. In the last campaign, \$54 million came from Tower Society gifts. The new design will launch in July 2023. It will highlight all the colleges and be accompanied by QR codes to make it easy to donate from brochures and give a menu of opportunities to donors.

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 Committee**
Colusa Hall 100B
Monday, February 20, 2023
2:30 p.m. to 4:00 p.m.



Alumni and Advocacy Report: Jay Friedman

Jay Friedman introduced Tania Miranda who leads alumni digital engagement. New programs include earning free Google certificates in six different high-demand areas such as digital marketing & e-commerce, project management, UX design, data analytics, IT support and IT automation with python. Alumni continues to offer webinars and has added the alumni career design fellowship – a peer learning program requiring a 30-day/5 hours a week commitment. These programs provide engagement and an added value to our alumni.

Shari Anderson reported on in-person events. Chico State Distinguished Alumni Awards will be held in early March with seven alumni being honored. Senior Send-off will be held in April. One thousand graduating seniors attended the event in 2022. This is an opportunity to help solidify graduating students' connections to Chico State. The Grad T-Shirt design is voted on by the seniors and available to purchase at the student store. Wildcat Weekend was a new program that combined Homecoming, Wildcat Preview and Family Weekend into one big event in October. Alumni also coordinated with admissions and the community to provide many opportunities for visitors to engage with campus and the town. October 12-14, 2023 will be the next Wildcat Weekend.

Jay Friedman reported on advocacy efforts. Last year the university garnered \$18 million for the university farm. This year the focus is on agencies to partner with, especially for research. Some of the partners are the California Farm Bureau in partnership with the Center for Regenerative Agriculture; and Cal Fire partnering with the Big Chico Creek Ecological Reserve.

CEO's Report: Boura

Boura talked about the structure of the philanthropy staff. There are many exciting new hires, but there are still areas to fill in the colleges and in regional areas. By June, Boura is hoping to add more staff to the team to fill the vacancies. Given the budget challenges, there is value to helping university advancement continue to grow and hire staff. Fundraising efforts are even more crucial.

New Business: Boura

Boura reminded the group that the next board meeting will be a retreat in San Francisco. There was no new business or questions. Boura adjourned the meeting at 4:30 p.m.

The next meeting will be on Monday, June 19, 2023.

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