



Approved October 13, 2023

Remote via Zoom

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

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

Staff: Daria Booth, Sr. Director of Philanthropy; Shari Anderson, Director of Alumni Engagement; Pam Hollis and Robin Carter, University Advancement

MINUTES

At 2:02p.m. Chair Stuart Casillas called the meeting to order. He asked the committee for any changes or corrections to the February 20, 2023 minutes. There were none. Marcia Moore moved to approve the minutes as presented, Chuck Nelsen seconded the motion. There were no objections, and the minutes were approved.

Chair's Report: Casillas

Casillas asked Daria Booth, Senior Director of Philanthropy | Colleges and Units to introduce two new staff members: Joe Hefta, Director of Philanthropy for the Colleges of Humanities and Fine Arts, and Communication and Education, and Kyle Anderson, Director of Philanthropy for the Colleges of Agriculture, Business and Natural Sciences. With the addition of Hefta and Anderson, there is a full fundraising team in place for the colleges and units.

Development Report: Ahmad Boura & Booth

Ahmad Boura, CEO of the University Foundation, and Booth reported on the fiscal year fundraising results through 6/19/23, noting a total raised of \$17,223,633, which is very close to surpassing last year's total. About \$8 million of that amount was cash and \$8 million was deferred commitments, with a pledge balance of approximately \$1 million. It was noted that the funds raised this fiscal year were made during a time when there were fewer experienced fundraising staff members.

Booth presented the Tower Society individual donor year over year comparison. Giving for 2022-23 commitments were \$6,891,561, which was a 59% increase over the previous year. Most continuing donors increased the amount of their gift.

The crowdfunding team, comprised of Krysi Riggs, Kate Post, Caitlin Baumann, Kat Johns, Jessica Daly and Vicki Ambadekar, had its best year ever, raising \$859,244 from 5,512 donors. This is a 43% increase over

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dollars and a 46% increase in donors over last year. Most of that came from a very successful Giving Day Event which brought in \$719,847. There was a 65% increase in the number of donors this year resulting in 177 areas supported across campus. The large increase in matching gifts (\$300,000) greatly inspired donors across the campaigns. Other crowdfunding events that comprised the six main crowdfunding campaigns included Back the 'Cats, Greek Week, Giving Tuesday, the University Farm 60th Anniversary, and the Regional Rumble. The goal is to raise \$1 million or more in crowdfunding next year and \$1.5 million in the next 3 years.

Alumni and Advocacy Report: Shari Anderson

Shari Anderson, Director of Alumni Engagement, gave the Alumni Report noting that alumni engagement efforts were two-fold; providing both digital and in-person engagement opportunities for alumni. The Google Certificates offering has been wildly successful, engaging 456 alumni and 133 students, resulting in 192 completed certificates. Completing a Google Certificate program is a large commitment and takes approximately 6 months to complete.

Alumni efforts include opportunities to engage graduating seniors through events such as the Grad T-Shirt Design competition which 900 students voted on, and Senior Send-off, which seeks to provide each senior their first alumni experience as they transition from students to alumni. Over 1,200 seniors attended the this year's event. Other events include the Distinguished Alumni Award and Wildcat Weekend.

Boura introduced Karen Zamarripa, an advocacy consultant the campus engaged to support the campus as it seeks state and/or federal funding for the Human ID Lab and other campus projects. Zamarripa reported that the Human ID Lab will be allocated \$3.1 million in the 2023-24 budget, which will pay for the dept service associated to issuing bonds to build the capital project. It is a good first step in leveraging other resources besides the CSU general fund budget to build a new lab, which is estimated to cost \$46 million.

CEO's Report: Boura

Boura gave a staffing update. Four more staff were hired in University Communications to help tell the story of Chico State through social media and other more aggressive means. Not all teams are full do to some unforeseen departures, but thirteen new staff have been hired in the last six months.

New Business: Casillas

Casillas asked the group for any new business. There was none.

Casillas reminded the committee that the next meeting will be Thursday, October 12, 2023 and the meeting was adjourned at 3:05 p.m.

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