



Approved June 21, 2024

Remote: (r)

Governors Present: **Stuart Casillas, Chair**; Joyce Densmore-Thomas; Gayle Dilley; Tom Giustina; David Heinsen; Olena Lacy; Chuck Nelsen; Christina Nichols; Matt Ober(r); Earl Reed; Tim Sauer; Darryl Schoen; Dave Scotto; Kate Minderhoud, Student Representative **Absent:** Jay Gilbert; David Hodson; David Hufford; John Morrell; Cathy Pleasant; Braydan Young; Cynthia Daley, Faculty Representative

Ex Officio Present: Ahmad Boura, Vice President for University Advancement (CEO, Terence Lau, Interim Provost and Vice President for Academic Affairs **Absent:** Steve Perez, President

Staff Present: Daria Booth, Sr. Director of Philanthropy; Pam Hollis, Robin Carter and Christine Ponce, University Advancement

MINUTES

Development Committee Chair Stuart Casillas called the meeting to order at 3:03 p.m. He asked for changes or corrections to the minutes of the October 12, 2023 meeting. There were none. Darryl Schoen moved to approve the minutes. Chris Nichols seconded the motion. The minutes were unanimously approved as presented.

Chair's Report: Stuart Casillas

Casillas introduced Leslie Cornick, the new Provost and Vice President for Academic Affairs.

Casillas introduced the team from International Education and Global Engagement. Cindy McKay reported on their Governors' Award, "International Student Ambassador Program". This is a program to help international students feel more connected with the campus and community.

Casillas introduced seven new staff members recently hired to help support the new campaign. Positions include four new Executive Outreach Managers, a Leadership Annual Giving Manager, a Director of Campaign Initiatives and Advocacy, and a Marketing and Communications Coordinator.

Development Report: Daria Booth

Daria Booth shared that year-to-date fundraising is over \$5 million. Fundraising is behind year to date, but prospects are looking strong. Booth shared three gifts that she is working on including a \$3.5 million endowment from the Reed Applegate Estate. Ahmad Boura reported on the Bell Family Memorial Scholarship Endowment, to which board member Tom Giustina and his brother Dan Giustina are contributing \$1 million.

Krysi Riggs and Kate Post presented on the upcoming Giving Day, March 6, 2024. This is the seventh Giving Day for Chico State. Last year saw the biggest growth in Giving Day since its inception. Peer-to

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peer asks were a big part of the increase. Forty-six percent of the gifts that came in were a result of the peer-to-peer ask. There will be 160 groups participating this year. Last year, \$719,847 was raised. There were 177 areas supported. Chico State is number one for Giving Day dollars and donors across the whole CSU system.

Alumni and Advocacy Report: Shari Anderson

Director of Alumni Engagement, Shari Anderson gave a brief overview of the importance of the advocacy work that is being done to support Chico State and the CSU. On February 20, 2024 there was an alumni event in Sacramento giving legislators, staff and alumni an opportunity to meet new Chancellor Garcia. Over 600 people attended. Boura added that part of the campaign will focus on legislative initiatives and federal/state funding.

Anderson then reported on the various events last year including opportunities to meet President Perez and a very successful Wildcat Weekend where 1,700 people were in attendance. The Distinguished Alumni event will be held March 8 and board member Stuart Casillas will be one of the honorees.

Alumni Engagement continues to offer digital engagement opportunities to alums. The Coursera Career Academy has been popular with 1,136 requests to participate and 593 certificate completions. Some of the certifications take 4-6 months to complete. Inside Chico State has been expanded from an on-campus digital publication to include all alumni. Close to 30,000 alumni have opened the publication. Alumni Engagement has increased their partnership with University Communications which has enhanced their story-telling ability. Alumni has shifted away from the webinars and transitioned a new program called Wildcat Conversations. They are pre-recorded stories from our alumni sharing their areas of innovation.

CEO's Report: Ahmad Boura

CEO Ahmad Boura reported on the new campaign. We have moved from the assessment phase to the campaign planning phase. By July 1, 2024, the name, goal and priorities of the campaign will be decided. On December 12, 2023, campus leadership held a retreat to discuss the campaign and start determining priorities. Boura reported that Advancement has hired 8 new people in the last year in preparation for the campaign.

David Hassenzahl, the interim dean for the College of Agriculture, made a presentation on the Grimm Family Endowment. There was a total of \$50,000 provided to the College of Agriculture and seven awards were granted ranging from \$4,700 to \$10,000. The projects included the following topics: AGtivate, Ag Ambassadors Support, Precision Ag Day, Nutrition Education, Organic/Conventional Forage Production, Case-Study Writing for Ag Business and an Ag Leadership Certificate Program.

The Grimm Family Endowment also provided funds for the College of Engineering, Computer Science and Construction Management. Due to changes in college leadership over the last year, the funds have not been

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BOARD OF GOVERNORS
DEVELOPMENT & ADVOCACY Committee
Bell Memorial Union, Room 203
Thursday, February 22, 2024
3:00 p.m. to 5:00 p.m.



California State University **Chico**
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dispersed within the college.

New Business: Casillas

Chair Stuart Casillas asked the committee if anyone wanted to introduce any new business. There was none, and he adjourned the meeting 4:43 p.m.

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