

PHILANTHROPY & GOVERNANCE JOINT MEETING MINUTES

Wednesday November 3, 2021

Zoom/Teleconference

3:00 – 4:30 p.m.

*Members Present:* Terry Atkinson (Chair - Phil), David Felte (Chair – Gov),

Mario Perez (Phil & Gov), Ian Hannah (Phil & Gov),

Tom Isaak (Phil & Gov), Robert U’Ren (Phil),

Jeannette Anglin (Gov)

Committee Staff Present: Kyle Bishop-Gabriel

# Opening Comments

Mario Perez opened meeting at 3:02pm and transitioned to providing Committee recent campus updates.

Perez reported on Chancellor Castro’s September visit to campus and highlighted his meeting with a variety of campus boards and their members. Perez shared Foundation Board members David Felte, Jeannette Anglin and Joseph Huang were attendees of the meeting. The Chancellor proved to be understanding and sympathetic to the challenges campus is facing. He also supported the need to build the Advancement Division to increase fundraising efforts. Sonoma State University was the second in-person campus the Chancellor visited.

Perez took a moment to give thanks to Board and Committee member, Tom Isaak as he has been a great partner in identifying key community members to connect with Perez.

Perez also shared that the Green Music Center has been holding performances and has been a good venue to bring in prospective donors to campus. It has allowed Perez to meet a few Board members face to face who are attending shows. Perez hopes in the future to host donor stewardship type events there.

Perez shared that SSU is at 50% of students attending in person classes and campus leadership is hoping to work towards 60% in person classes next semester.

Lastly, Perez has been slowly meeting and having one on one meetings with each Board Member, which has resulted in promising conversations.

# Approval of Minutes – 8.17.21

*(see 11.3.21 meeting packet)*  
  
Perez called for approval of the 8.17.21 meeting minutes. One Committee member noted a minor edit. Staff made note of the edit.

Action: Committee unanimously approved minutes with amendment.

# Philanthropic Productivity Update

*(see 11.3.21 meeting packet)*  
  
Perez reviewed the recent Philanthropic Productivity Report with Committee and answered some general inquiries. Quarterly Gift Commitments Report as of 9.30.21 totaled $1.76M which puts SSU at 19% of the $9.5M goal through first quarter of fiscal year.

Perez shared the following with Committee regarding current fundraising activities and those currently in the works that will continue to move Advancement towards its goal, including the following:

* Exploring how to expand the nursing program and identify support to help address shortage of nurses in the regional area.
* The annual Fall solicitation recently went out and expecting to see some additional donations come in from that.
* A number of other gifts and activities that are currently in the pipeline that help push numbers along into the 2nd quarter.

Perez also provided an update on the SSU Strategic Communications team and the work they are doing to help start bridging the communication gap between SSU and community. They are working on strategies improve the marketing of SSU to the public. He noted SSU AVP for Strategic Communications (Julia Gonzalez) and new Director of Communications (Maggie Sowell) have been invited to attend the Advancement team and frontline fundraiser meetings so they are also more on the pulse in terms of the types of philanthropic activity and donor stories and related impact of key gifts to be potentially shared more broadly.

He shared that there are currently 3 key areas of high focus at SSU:

* Bolster up strategic enrollment
* Bolster up Advancement and fundraising
* Improve marketing of SSU

# Foundation Board Philanthropic Priorities

*(see 11.3.21 meeting packet)*

Perez opened with noting that per discussion at 8/17 meeting, he is ready to move forward supporting one of the University’s strategic enrollment goals for Fall 2022 cycle by promoting, through the Board, growing philanthropic support for recruitment scholarships and ultimately for an endowment to further support scholarships long term.

Perez noted he has had conversations with Elias Lopez and partnering to help with growing SSU’s enrollment. In addition to building recruiting scholarships, Strategic Enrollment has invested in software to better serve prospective students and to respond to them more quickly.

Perez reviewed the Strategic Enrollment slide with Committee focusing on the initiative for scholarship endowments for larger and multi-year awards.

He shared that the University has provided one-time seed funding to support new recruitment scholarships to support enrollment but to sustain, the goal is to build recruitment scholarships through philanthropic support. Ideally building an endowment to not only support recruitment scholarships but also for larger and multi-year awards. Having such established can make a difference for a lot of student’s and push them to make a decision to attend SSU.

Perez proposed to Committee, in order to encourage 100% Board member giving and participation in supporting recruitment scholarships, is to have Committee make calls to Board members and encouraging their participation to make their annual gift towards recruitment scholarships. Perez noted that a talking script can be provided as to why this initiative is most important to campus right now. He also shared that if a Board member wants to contribute to another area, such gifts would be gladly accepted. The idea is to first ask the Board and then ask if each member can connect with others outside for additional donations.

Committee discussion ensued regarding best approach with varying feelings and opinions about request of financial contribution to SSU by Board. It was determined the discussion will need to be revisited in order to move forward.

# Board Membership/Structure Changes

*(see 11.3.21 meeting packet)*

Ian Hannah noted two new Board member appointments up for Committee approval.

Dr. Brigitte Lahme has been recommended by the Provost to be the new Board faculty representative and Mr. Ali Pourghadir has been recommended by Perez as a new community representative on the Board. Nominations and bios were shared.

Action: Unanimously approves and recommends to Board for final approval.

Also recommended via Perez as the new community Board Chair, Mr. David Felte was asked to take on the role moving out of his Vice Chair role and Chair of the Governance Committee.

Action: Committee unanimously approves Felte’s appointment and recommends to Board for approval.

# SSU Philanthropic Naming Guidelines

Due to time constraints – topic was not reviewed.

# Open Items

Meeting adjourned: 4:38pm.

Ian Hannah – Redacted Signature

Kyle Bishop-Gabriel – Redacted Signature

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Minutes Approved by: *Minutes Prepared by*:

Ian Hannah Kyle Bishop-Gabriel

*Chief Operating Officer &* *Sr. Advancement/Foundation Analyst &*

*Secretary, SSUF Assistant to the VP, SSU*