

PHILANTHROPY & GOVERNANCE JOINT COMMITTEE MINUTES

Wednesday February 16, 2022

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 the meeting at 3:02pm.

He provided a brief Advancement and campus update to the committee, noting the following:

* Perez hired a new Associate Vice President for Development, Adam Jarman.
* Jarman will serve on the University Advancement Leadership team and oversee the school and unit based development officers. Jarman has 17 years of advancement experience at Cal Poly San Luis Obispo and established himself as a valued leader and collaborator having held several key positions at Cal Poly. Jarman brings a blend of frontline major/principal/planned giving experience and has extensive knowledge of campaigns, donor relations and alumni relations that will help the Advancement division continue to grow and enhance SSU’s advancement efforts.
* Perez shared campus is moving into phase 2 of repopulation and more students and staff back on campus. A majority of the Advancement team is back in the office 3+ days a week with Perez there 5 days a week.
* Enrollment numbers are climbing and there is a current uptick in next year’s applications. It has been exciting to see new families coming to check out campus and take tours.
* After discussion and faculty/student surveys, SSU will be going back to a more traditional Commencement ceremony at the Green Music Center for May 2022. The campus is moving forward with planning and continues to monitor state and county health guidelines in the event that the campus must pivot to possibly doing a drive-thru commencement, but not anticipating that to happen.

# Approval of Minutes

*(see 2.16.22 meeting packet)*

Action: Committee unanimously approves 11.3.21 minutes.

# CSU Donor Support Report 20/21

*(see 2.16.22 meetng packet)*

Perez shared highlights from the 2020/21 CSU Donor Report – mainly focusing on Sonoma State and comparison with peers. Also highlighted areas Sonoma State University was mentioned and recognized. SSU is in CSU peer group II, which iscludes the following CSU campuses: Sonoma, Chico, Los Angeles, Monterey Bay, Pomona, and Sacramento.

# Philanthropic Productivity Update

*(see 2.16.22 meeting packet)*

Perez reviewed philanthropic productivity report as of 12.31.22 with Committee.

Perez noted the following:

* SSU fundraising (gift commitments) was at $7M as of 12/31/21 and at $8.2M as of 1/31/22. Based on the current trajectory, SSU anticipates surpassing the $9.5M goal for the year.
* Latest data shows SSU with 993 individual donors through the first half of the fiscal year, which is 40% of goal (20% increase from the 829 donor count last year) and 267 of these are alumni donors, or 36% of goal (4% increase from the 256 donor count last year).

Perez shared he expects donor numbers to uptick as time goes on as efforts build consistency and staffing numbers go up.

Ian Hannah shared a recent update to SSU’s online giving site, Cashnet, with Committee. The updated webpage and platform offers a new storefront look and gives shopping cart type view with enhanced receipting. The hope is to make it easier to give and remove roadblocks or frustration points for donors navigating the site.

# Foundation Board Philanthropic Priorities

Perez reported back to Committee on Board giving numbers after the last Board meeting when all were asked to give an amount meaningful to them to SSU to continue the expectation of the Foundation Board being a giving/philanthropic Board. The goal is to have a 100% giving Board. He noted that 20 of 22 members are active donors (90% of Board).

Perez shared that he will follow up with the two members to see where their interest is in participating with giving.

Committee ensued discussion in regards to having a standardized process to continute the messaging and expectation for Board members to give every year.

Perez shared information on this year’s SSU Giving Day scheduled for April 7th. Video promoting giving day was shared.

It is anticipated that over 50 campus departments and programs or student clubs will be participating. There will also be a couple of matching gift challenges throughout the day and campaign.

The priority/highlighted areas of Giving Day will include:

* Fund for Sonoma State
* Student Basic Needs
* Student Scholarships
* Lobo's Food Pantry

Lastly, Perez noted that a recent partnership with Grocery Outlet resulted in them contributing $500/month to the pantry and they will provide Thanksgiving meals for students who don’t have the ability to return home or are independent.

# New Board Prospects/Recommendations

(*see 2.16.22 meeting packet)*

Perez shared with Committee that Monir Ahmed, the new SSU CFO and Vice President for Administration & Finance, will be a new addition to the Board via his campus position.He will also be part of the Investment Committee as a member and staff to Audit Committee.

Board member, Mike Sullivan, who has been out on leave of absence has reached out and is ready to and has a desire to re-engage and return to an active role on the Board again. He noted he would to return to Investment Committee and agreed to take on a new role as an Audit Committee member.

Both Ahmed and Sullivan will have their membership confirmed at the next Board meeting.

Lastly, Perez noted there is still a vacant position to fill, Vice Chair of Board which is a dual role as Chair of the Governance Committee.

# Open Items

No open items were reported.

Meeting closed at 4:20pm.

Kyle Bishop-Gabriel – Redacted Signature

Ian Hannah – 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