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PHILANTHROPY & GOVERNANCE COMMITTEE MINUTES

Wednesday May 11, 2022

Zoom/Teleconference

3:00 – 4:30 p.m.

*Members Present:* Mario Perez (Co-Chair, Phil & Gov), David Felte (Co-Chair – Gov), Tom Isaak (Phil & Gov), Robert U’Ren (Phil), Jeannette Anglin (Gov)

*Committee Staff Present:* Kyle Bishop-Gabriel

*Members Absent:* Terry Atkinson, Ian Hannah

*Guests Present:* Adam Jarman

# Opening Comments

Mario Perez opened meeting at 3:01pm.

Perez introduced recently hired AVP for Development, Adam Jarman to the Committee. He noted Jarman comes from a lengthy career at Cal Poly San Luis Obispo (SLO) bringing a wealth of experience in running campaigns, fundraising, etc.

Jarman gave brief bio of himself to Committee and noted that he has really been enjoying working and living here in Sonoma County so far. He gave further details in his leadership role with a recent SLO campaign as well as his work and leadership in providing direct support to SLO’s Foundation Board as well as his work with different Deans at the campus.

Perez continued with the following updates in the Advancement division:

* He noted the division is growing, but recently lost two key fundraisers. The Director of Development (DoD) supporting the School of Science and Technology, Osher Lifelong Learning Institute (OLLI) and School of Social Sciences, Kirsten Tellez had accepted another position and moved on to a new exciting opportunity with Alexander Valley Heathcare. Marge Limbert, Sr. Director of Development at Green Music Center also accepted a new role with the Petaluma River Park Foundation and agreed to join as their lead fundraiser. Both vacant positions are being currently recruited for as well as a search to fill an additional vacant DoD position.
* DoD, Mark Stapp, will now be assuming his new role as Sr. Director of Corporate and Foundation relations and DoD, Stephen Arneson continues to work with School of Education, School of Arts & Humanities and Athletics.
* Advancement is recruiting a Front Desk Coordinator, primarily supportting Advancement with administrative functions as well as provide a face to the entry of the suite and organization to the reception area.
* Advancement is also under way in recruiting student assistants to support the VP Office/Reception, Advancement Operations, Alumni Engagement & Annual Giving and Development Communications. Jarman is partnering with the Communications department with recruitment for the communications role and looking to utilize students who can help with communications with Advancement in storytelling, donor stories, etc.
* Commencement preparations are in full swing, lots of activity and work being done. Weekend of May 21 & 22.

Perez touched on recent news with SSU. Leadership and staff continue to keep focus on the great work they are doing.

# Approval of Minutes

*(see 5.11.22 meeting packet)*

Action: Both Committees unanimously approved minutes from 2.6.22.

# Philanthropic Productivity Update

*(see 5.11.22 meeting packet)*

Perez shared recent philanthropic productivity update with Committees. He noted the following:

* SSU Advancement has fundraised over $8.5M in gift commitments as of 3/31/22 = 90% of goal for the 21/22 fiscal year.
* He also noted that as of 4/30/22 fundraising figures now sit at nearly $9M.
* SSU is trending higher than last year on number of alumni donors and as well as number of overall donors.

Perez also shared metrics from the recent SSU Giving Day that was held on 4/7/22. An infographic was provided to show the days impact in dollars raised, number of donors who participated and the top departments/funds that received the most in fundraised money.

Perez celebrated the great numbers and that the event was very successful. Work is already being done to prepare for next year. Highlights from the infographic were reviewed.

In summary Perez shared that 13 of the 22 Foundation Board members participated in the giving day campaign (gave on Giving Day or within one week prior or one week afterwards).

# Legislative Proposals

Perez updated Committee on two legislative proposals that are currently being worked on to support the following: Climate Resiliency Initiative & Health Sciences/Nursing Initiative.

He noted that the federal and state proposals have been submitted.

There is great work happening on campus around climate and the goal would be to have all the different units working on the same directive be more cohesive and bring their individual efforts together.

Perez shared that Senator Mike McGuire is looking to provide an $800k grant to support research on climate change as he was very excited and impressed to see the current work being done at SSU.

In addition, McGuire also inquired interest in programs around Health Sciences/Nursing. He asked that another proposal for the next fiscal year be submitted to support growing the Nursing program on campus. Given the number of students who apply (over 1,000) and very few admitted to the Nursing program, additional funding is needed to continue to help support and grow the program.

The campus is getting closer and closer to initiatives becoming active and Advancement will be looking to start to involve other parties to support.

# Board Make-Up and New Board Prospects/Recommendations

*(see 5.11.22 meeting packet)*

Perez shared the updated CSU systemwide inventory of foundation board demographics.

He noted that campus leadership continues to look for new Board members that can fill diversity in all areas and reflect the students served on the SSU campus.

Perez did a brief review of the Board Recruitment and Nomination Process document. The document had some minor updates with new Foundation logo as well as font change to align with University branding standards.

He shared there was one small change of adjusting language regarding new Board members being assigned to a “Board mentor” as currently that process has been suspended until Board mentor program has been better established.

Lastly, Governance Committee members were informed of Board Member Tom Isaak agreeing to step into the role of Governance Committee Chair and Foundation Board Vice-Chair. Committee discussed and following action was taken:

Action: Governance Committee unanimously approves Tom Isaak appointment as Chair of Governance Committee and Vice-Chair of the Board and recommends to Board for approval.

# SSU Philanthropic Naming Guidelines

*(see 5.11.22 meeting packet)*

Perez shared that he will be having conversation with campus Cabinet regarding the updating of SSU’s Philanthropic Naming Guidelines and related policies to align with latest CSU guidelines.

Perez noted there will be upcoming naming opportunities for the new Stevenson remodel and some parties have already inquired interest.

# Open Items

Meeting closed at 4:16pm.

Mario A. Perez – Redacted Signature

Kyle Bishop-Gabriel – Redacted Signature

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*Minutes Approved by: Minutes Prepared by:*

Mario Perez Kyle Bishop-Gabriel

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

*SSUF Assistant to the VP, SSU*