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COMBINED PHILANTHROPY & GOVERNANCE MINUTES

Thursday August 17, 2021

Zoom/Teleconference

3:00 – 4:30 p.m.

*Members Present:* Terry Atkinson (Chair - Phil), David Felte (Chair – Gov), Robert U’Ren (Phil), Jeannette Anglin (Gov),

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

*Committee Staff Present:* Kyle Bishop-Gabriel

*Members Absent:* Tom Isaak (Phil & Gov)

# Opening Comments

Mario Perez opened meeting at 3:06pm.

Perez provided campus update to Committee and covered the following:

* This past weekend students started moving back to campus. Campus Convocation was held this morning to welcome back students/staff/faculty. Perez noted there is life on campus again and carrying much excitement with hope of turning the page on the past year and a half.
* The University is slowly phasing in the new branding and logo for SSU and all related divisions/departments/units including SSU Advancement and SSU Foundation. Advancement and the Foundation are starting to implement the new logos as the Board will soon start seeing it on all Foundation related documents, letterheads, meeting agendas, etc. This includes work being done on broad advertising and marketing for Sonoma State and incorporating the new brand and messaging that was identified in the recent brand study.

* Campus repopulation has been a bit of a moving target. Initial plan was to have everyone in University Advancement division back in September, but recently shifted to more of a hybrid work schedule with staggered staffing.
* Enrollment remains low and was trending down pre-COVID. The COVID pandemic dropped enrollment even more. Strategic Communications will be working on external messaging, marketing and advertising to help pick up enrollment going forward. Also working on partnerships with local schools, etc. In addition, Strategic Enrollment has had some turnover in recent years, but now has stability in leadership and will be able to focus efforts and build some staffing to support recruitment and increase enrollment.

# Approval of Meeting Minutes – 5.20.21

*(see 5.20.21 meeting packet)*

Action: Committee unanimously approves. Staff noted one misspelled word and will correct.

# Joint Committee Goals

Perez conversed with Committees about the following regarding the reasoning behind the joint meetings and thoughts about moving the Board forward in both recruitment and Board giving minimums.

He reminded that earlier this year, the Philanthropy and Governance Committees agreed to have joint meetings to collaboratively address the following:

* Focus on structural Board changes before revisiting board giving minimums. Staff are working on recruiting a community member to sit as Chair of the Board. Once a new chair has been identified will then refocus on giving minimums.
* Will continue to have conversations about promoting an engaged board with philanthropic focus first and foremost. Encourage 100% board giving participation at a meaningful amount.
* Create and support a diverse board reflective of the SSU community and surrounding area. Perez noted that it is possible to achieve both diversity and philanthropic focus for new Board member recruiting.
* In addition, and to support growth and retention of enrollment, Perez proposed to Committee to charge the Board with helping build multi-year recruitment scholarships for students. One suggestion is to make it a main challenge for the Board this year and next year. The hope is to establish an endowed scholarship program, ideally $5-10M.

Perez also noted that he has made several connections through Board member Tom Issak who are potential new Board members and/or donors to Sonoma State University. Perez continues to meet and work with those contacts.

Additional discussion pursued about different School initiatives and priorities. Also mention of a campus comprehensive fundraising campaign, however there is still lots of leg work and additional staffing needed to expand fundraising efforts before eventually launching a campaign.

# Philanthropic Productivity FY 20/21

*(see 8.17.21 meeting agenda)*

Perez reviewed the Philanthropic Productivity summary sheet for FY 20/21. He noted the goal for 20/21 was $9.5M – the campus raised 101% of goal. Also reviewed was the 20/21 Year End Philanthropic Activity Report Narrative. Perez shared that there have been some discussions on expanding the current Distinguished Alumni event to be more of a larger Gala. New ways to do the event are being discussed. New ways to continue building SSU donors are being considered, including looking at bringing in more technology to boost stewardship efforts.

Perez also shared with Committee a three-year historical goal sheet vs actuals. The past 3 years SSU has had a $9.5M goal, 20/21 was first year that goal was met. Perez noted that SSU would not have achieved this figure without support from the Foundation and other Boards across campus and without the efforts of the team meeting with donors and others to help reach that goal. He noted the significant growth in the number of Alumni donors. Future focus will be on getting Alumni excited about coming back to campus and about initiatives on campus through stewardship and other programs such as a mentorship program.

# Board Membership/Structure Changes

*(see 8.17.21 meeting packet)*

Perez covered recommended Board changes and noted that he continues to look at identifying a community member as Chair for the board. Also, looking at identifying a new Faculty Rep to the Board.

Ian Hannah shared that a new Investment Committee Chair has been identified. Current Investment Committee member, Brent Thomas, has agreed to step into the role with Michael Sullivan stepping down due to leave of absence.

Hannah also noted a new Investment Committee community member (not Board member) – Dr. Douglas Jordan.

Lastly, new Board member, Joseph Huang will look to be voted in at the September Board Meeting. Huang was the Alumni Association Representative and now that his time in that role has ended, he was asked if he would like to stay on the Board as a community member, and he agreed.

Action: Committee Approves of new Committee and Board members to be put forth for Board vote at next meeting

Lastly, Board Membership looking forward was reviewed and Board Make Up sheet looked at to study current Board diversity and professions. Sheet is used as guide for Board recruitment.

# Foundation Philanthropic Priorities

As previously discussed, Perez continued messaging to the Committee that it is a Presidential priority to focus on a recruitment scholarship campaign and building of the related endowment to support the scholarships.

# Open Items

Committee and staff agreed to pause on Board member giving minimums and revisit it at a future joint committee meeting and a future Board meeting.

Perez shared ideas of tasking the committee to help make introductions of individuals they felt would be interested in SSU as a donor and/or potentially be interested in serving as a Foundation Board member. Perez encourage them to invite them to campus. He asked that the Committee help advocate for and assist in the messaging of campaigning for recruitment scholarships to the Board.

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*