

**MINUTES OF THE
PHILANTHROPY & ADVOCACY COMMITTEE
MEETING**

**September 6, 2017
2:30 P.M.**

**Humboldt State University
Nelson Hall West 213**

Present:

Laura Fisher (via ZOOM)
David Kalb (via ZOOM)
Gary Rynearson (via ZOOM)
Craig Wruck

Absent:

Jenny Harris
Emily McBride

Guests:

Lola Alto
Duncan Robins

Steve Bagley
Lisa Rossbacher

Maria Forrest
Travis Williams

The Advancement Foundation Philanthropy & Advocacy Committee meeting was held on Wednesday, September 6, 2017, at 2:30 P.M. at Humboldt State University Conference Room NHW 213.

1. Call to order

The meeting was called to order at 2:33 PM by Committee Chair Laura Fisher.

2. Visitor comments

There were no visitor comments.

3. Acceptance of the Minutes from the May 22, 2017 meeting

Upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Minutes of the May 22, 2017 meeting were accepted as amended.

4. Go Green Fund

Committee Chair Laura Fisher reviewed the outcome of the crowdsourcing phase of the Go Green Fund Board Campaign. Twenty-seven donors gave a total of 30 gifts for \$11,142.00. This was a successful final push to reach and surpass the \$100,000 goal. Executive Director Craig Wruck noted that an important lesson learned was the importance of personal outreach to others.

The Committee expressed interest in having follow-up reports on activities and progress in utilizing the Go Green Fund. Wruck noted that he hoped to invite the Go Green Interns to attend the lunch at an upcoming HSUAF Board of Directors meeting to allow members to meet the interns.

5. Intercollegiate Athletics Strategy

Executive Director Craig Wruck reported that the Athletic Department and the Office of Philanthropy have been meeting and working together closely as directed by President Rossbacher. Over the course of the summer volunteer athletic boosters have been engaged fundraising as a partial solution to the growing budget deficit in Intercollegiate Athletics. The volunteer booster group has been challenged to broaden the fundraising focus to general operating funds because the long tradition has been to limit fundraising to athletic scholarships.

The booster volunteers have committed to raising \$500,000 in net new cash contributions per year for five years by November 1, with a goal of at least \$300,000 in commitments of \$10,000 or more and an additional \$50,000 in commitments of \$1,000 or more by October 9.

Unless there is significant new funding for Intercollegiate Athletics, one or more individual sports will need to be discontinued. The most likely sport for discontinuation is football because it is not among the sports required by the California Collegiate Athletics Association and the football budget is very large relative to the entire department, nearly equal to the total budget deficit.

The booster volunteers are seeking pledges rather than outright contributions because the boosters believe that donors want to make their commitments conditional on future decisions about football. Because we will not accept contributions unless we are able to use the funds as the donors intend, donors will be asked to pay their pledges only if their intent is to support the Athletic program generally, or a sport that is not discontinued.

The Athletic Director will make his recommendation to the President on or about November 1, after which she will seek input from a variety of campus groups including the University Resources and Planning Committee (the University budget committee). The expectation is that a decision will be reached by the first of December in order to allow student athletes time to pursue their options in the event that one or more sports must be discontinued.

6. Other Advocacy Opportunities

Wruck encouraged the members to continue their advocacy outreach via personal and social media by sharing positive stories about HSU. Support of students, especially those in the DACA program, is especially important during these politically unsettling times.

7. Board Thank You Call/Note Project

Fisher noted that packets would be provided to HSUAF Board Members who volunteered to participate in the semi-annual Board Thank You Call/Note Project. These calls or notes will be to donors who have contributed \$1,000 or more between January 1 and June 30, 2017.

8. Other Business

The Committee reviewed the list of board member giving for FY 17-18. It is still early in the fiscal year so no action will be taken at this time.

The meeting was adjourned at 3:20 PM