

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

**March 22, 2017  
2:30 P.M.**

**Humboldt State University  
Nelson Hall West 213**

**Present:**

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

**Absent:**

Emily McBride

**Guests:**

Lola Alto                                      Steve Bagley                                      Maria Forrest  
Kimberly Pittman-Schulz      Duncan Robins (via ZOOM)      Travis Williams

The Advancement Foundation Philanthropy & Advocacy Committee meeting was held on Wednesday, March 22, 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 2:31 PM by Committee Chair Laura Fisher. Executive Director Craig Wruck asked the committee if they could address Agenda Item #9 before Agenda Item #4 due to a possible time conflict for one of the members. The committee agreed to the change of order to the agenda.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the January 24, 2017 meeting

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

RESOLVED, that the Minutes of the January 24, 2017 meeting were approved.

9. Other Business

Executive Director Craig Wruck had provided a copy of the memorandum from President Rossbacher to Interim Athletic Director Tom Trepiak dated March 10, 2017 pertaining to Next Steps for HSU Intercollegiate Athletics. The first meeting between Athletics and Philanthropy is scheduled for March 29, 2017 and will continue monthly through November, 2017. Wruck will keep the committee updated. Chair Laura Fisher suggested the President's memo be shared with the full board.

4. Go Green Fund

HSU Philanthropy Department Executive Director Kimberley Pittman-Schulz reported on next steps needed before the Board's Go Green Fund campaign is complete. The second phase involves personal solicitations for mid-level contributions in order to achieve at least 90% of the goal before launching phase three, the mass solicitations. Pittman-Schulz introduced Philanthropy Advisor, Maria Forrest, who will be partnering with Committee members on the personal solicitations for the mid-level phase. Forrest will be make initial discovery calls on behalf of the Committee members with the objective of fast-tracking relationships with potential donors before coordinating phone calls between the potential donor and one or more Committee members.

Annual Giving Director Travis Williams will be take the lead on the third phase, mass solicitations to close out the campaign. Williams suggested that compelling mid-level success stories will encourage potential donors for the third phase. He also reported on the launch of the crowdfunding platform which might be a useful tool for the third phase.

5. Gift Summary Report

Wruck noted that the Philanthropy team continues to work on creating clear, easy to understand, summary format for the Gift Summary Report and pointed out that the Finance and Investment Committee has been refining the summary format for the quarterly financial report. He suggested that moving forward the Gift Summary Report would be provided quarterly to coincide with the quarterly financial reports.

Pittman-Schulz reminded the Committee that the report totals do not include charitable contributions received through the Sponsored Programs Foundation because of timing issues.

6. Next Gen

Board Chair Duncan Robins reported that he had traveled to Stanford University with the intention of meeting with Alicia Seiger, Deputy Director of the Steyer-Taylor Center for Energy Policy and Finance. Unfortunately they were unable to meet, however Robins learned that the organization is a think tank and not a source of contributions. He suggested that we continue to share our story with them and they could influence others to follow us. Robins noted that he will continue to engage with Ms. Seiger during his trips to Stanford University in the future.

Committee Chair Laura Fisher and Pittman-Schulz encouraged building of relationships with Next Gen and Stanford as an opportunity to identify additional green strategies that align with the Humboldt Investment Pledge.

#### 7. Board Thank You Call/Note Project

Fisher and Pittman-Schulz reminded the group that this semi-annual project is a meaningful way to thank selected donors for their support and generosity. Staff has compiled a list of donors who have given a significant end-of-year 2016 gifts. Special note cards have been printed and packages with donor names, notecards, envelopes and stamps will be mailed to board members by early April 2017. Board members will be asked to report on their conversations or messages back so that staff can document the contact. The time line for completion of this project is May 2017 so that results can be shared with the full board at the June 16, 2017 meeting.

#### 8. Committee Restructuring

Wruck noted that, following the bylaws revision and the action of the Board to restructure committees, each committee is being asked to review and propose a statement of roles and responsibilities for consideration by the Board at the June meeting. He presented a draft statement for discussion. Committee members requested additional time to read and consider the roles and responsibilities refine as needed. Staff will share the document electronically and Committee members will review and comment as they see fit. Discussion will continue at next Committee meeting in May, 2017.

The meeting was adjourned at 3:37 PM