

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

**May 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)
Craig Wruck

Absent:

Emily McBride
Gary Rynearson

Guests:

Lola Alto	Steve Bagley	Maria Forrest
Madeline Howard	Kimberley Pittman-Schulz	Travis Williams

The Advancement Foundation Philanthropy & Advocacy Committee meeting was held on Monday, May 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 2:34 PM by Committee Chair Laura Fisher.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the March 22, 2017 meeting

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

RESOLVED, that the Minutes of the March 22, 2017 meeting were approved.

4. Go Green Fund

Committee Chair Laura Fisher reviewed the current outcome of the Go Green Fund mid-level gift solicitation by HSUAF Board Members and Philanthropy Advisor Maria Forrest. The Committee were pleased that the total amount raised to date is \$92,961.13.

Fisher asked Travis Williams, HSU Director of Annual Giving, to describe next steps needed to close the \$100,000 campaign. Williams noted the critical need to identify and recruit "Campaign Champions" who will promote the campaign through social media in order to grow the number of donors and who will make additional gifts themselves. The final steps will be to launch the crowdfunding platform and celebrate the conclusion of the successful completion of the campaign slated for, August 24, 2017, the first day of fall term.

5. Roles in Supporting Athletics Strategy

Executive Director Craig Wruck noted that there have been no conclusions reached by the University regarding the Athletic Department deficit. The Athletics and Philanthropy Departments continue to meet on a monthly basis as requested by President Rossbacher. Over the years the Athletics Department has tended to focus on transactional fundraising for athletic scholarships. The challenge for Intercollegiate Athletics is their structural general operating fund deficit, which will not be resolved via scholarship contributions. The University has committed additional general fund resources for Intercollegiate Athletics through the 2017-18 year. Decisions regarding the 2018-19 year will need to be made this fall because of the recruiting deadlines for certain sports.

The Committee asked what role they could play and Wruck reported that he would be better able to answer that at the September committee meeting.

6. Other Advocacy Opportunities

Wruck noted that the committee could assist in the advocacy capacity by sharing positive stories about HSU and counter negative rumors through their social media. Members noted that those who live outside Humboldt County don't hear the rumors or negative stories unless notified by staff. They suggested that they be alerted to possible negativity and they could create a rapid response to counter them.

The Committee asked about any news on the Next Gen relationship. Board Chair Duncan Robins will continue to develop a relationship with them on his travels to Stanford University and the Committee will be updated.

7. Board Thank You Call/Note Project

Fisher reviewed information provided to her on the status of the Spring 2017 Board Thank You Call/Note Project. Staff has reminded all members of the May 31, 2017 deadline to receive notes on their contacts. Fisher will also send emails to remind participating members who have not completed their list of donors. Results will be shared with the full board at the June 16, 2017 meeting.

8. Committee Restructuring

Wruck reminded the Committee that, following the bylaws revision and the action of the Board to restructure committees, each committee was 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.

The meeting was adjourned at 3:38 PM