

A D V A N C E M E N T  
**F O U N D A T I O N**

H U M B O L D T S T A T E U N I V E R S I T Y

**MINUTES  
OF THE  
PHILANTHROPY COMMITTEE MEETING**

**November 10, 2015  
Nelson Hall West 105**

**Present:**

Laura Fisher  
David Kalb

**Not present:**

Emily McBride  
Gary Rynearson

**Guests:**

Traci Ferdolage  
Mary Kay Hartman  
Kimberley Pittman-Schulz  
Travis Williams

The Advancement Foundation Philanthropy Committee meeting was held on Tuesday, November 10, 2015, at 11:00 a.m. in Nelson Hall West 105 on the campus of Humboldt State University.

1. Call to order

The meeting was called to order at 11:02 a.m.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the September 17, 2015 meeting

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

RESOLVED, that the Minutes of the September 17, 2015 meeting were approved as amended.

#### 4. Go Green Fund

The Chair, Laura Fisher, noted that the Committee presented the Go Green Fund idea to the full Board of Directors at their meeting on October 9. The proposal was a two-phase project, with more projects available once the PG&E audit is complete. Phase 1 would be the \$100,000 mini-campaign to pay student interns, along with seed money for any projects they develop. The Board had questions and wanted more information.

Traci Ferdolage, Associate Vice President of Facilities, talked about how the mini-campaign could align with Facilities Management and the entire campus. The funds would enable Facilities to start with student internships which would engage students, not only in the classroom, but outside the classroom as well. There are many opportunities to put students to work, giving them real world experience that would also partner well with classroom work.

She listed some projects for interns, such as assisting in the development of a climate action plan for the campus; working on procuring greener equipment, such as motors, fans, lights, etc.; assisting the rest of the campus in identifying sustainable products and developing a list of those products. The list of green products developed by the students could be used by the rest of the campus to inform and guide purchases towards greener and more sustainable product choices.

Business students could also be involved. There is faculty support for sustainability among the Business School faculty. Parking is an important challenge for the Business School students to find ways to expand alternative transportation options and to develop marketing and business plans around those options.

A program called Power Save, hosted by Facilities Management, and funded by an outside consortium composed of energy companies, has done small audits to determine how individual offices can be improved. They helped the campus change to low-flow showerheads, and worked on a green workplace assessment to give Facilities ideas to improve maintenance and upkeep, increasing the energy performance to provide more sustainable buildings. The consortium wants the students to think outside the University as well and connect with the community. Facilities also received a LEED gold certificate.

Facilities currently has one energy intern funded, but they could use more. The CSU has selected HSU as a pilot campus to expand an energy information system. This visibility could put the campus in line for other funding opportunities. Adding an intern would help with this pilot program.

Traci also updated the Committee on the status of the PG&E audit. PG&E has done their initial inspection, covering about ten buildings. They have asked for a meeting with the Facilities staff to cover their recommended measures in depth for those buildings. She thought the audit would take the remainder of the fiscal year. PG&E will suggest improvements and it will be up to HSU to implement those changes. CSU has provided some money to place water meters throughout the entire campus. The University has also requested gas and electric meters as well. Students will be very useful in tracking data on these projects.

At David's suggestion, Traci agreed to talk to the Schatz Energy Lab Director to see if the campus can learn anything from the data on the projects Schatz is completing with the Blue Lake Rancheria. David noted that one of the Foundation Board members has very strong ties to the Rancheria and thought there was data available, which could be shared with the campus to see what worked for them and what the campus could utilize.

Traci mentioned the Wildlife building, which saw a 40% drop in utility usage since the metering was upgraded. A drop of 40% would allow the upgrade to pay for itself, but the campus still needs to put a policy in place to allow the savings flow back specifically to pay for upgrades or be recycled into other energy-efficiency projects. They are analyzing their methods to determine how they had such significant success.

David asked if we would be using these examples to generate funding. Kimberley responded that the Philanthropy team would use the context of HSU as a university known for its sustainability. Cost savings as part of a revolving loan concept would not be talked about too much at this point until the university and the HSUAF have the proper cost-recapture mechanisms in place. The idea is that engaging donors in Phase I of the campaign, will help identify potential major donors for Phase II related to the revolving loan concept and larger projects.

David asked about a timeline and next steps as the Board is eager to move forward. Kimberley said she will draft a timeline for discussion. In addition, the intent is to develop a two- to four-page collateral piece to share with the committee at its next meeting, with the goal of quietly kicking off the campaign at the beginning of 2016.

Traci noted that she has had conversations with her staff and they feel they can accommodate four or five more students. Facilities is the only CSU campus that has an intern workspace for five students. The students rotate in and out during the day, so there is always space available. One intern may report to one staff member, but they interface with many people on campus.

Laura returned to the Board questions that were asked when the mini-campaign was presented to them. She specifically mentioned Duncan Robins' question about an internal rate of return, or the rate that would result in the present value of the investment (cash outflow) being equal to the value of the total returns over time (cash inflow). Laura thought the students would be able to calculate that rate. It is our understanding that students will develop business cases as part of their projects which will be reviewed by Facilities staff to help assess the merits and viability of the individual student projects.

##### 5. Board of Directors annual giving

Kimberley reviewed the Board's annual giving schedule with the Committee, noting that some commitments had been received since the schedule was sent out. Laura said she will work with Philanthropy staff to send a letter to Board members reminding them to contribute.

##### 6. Other Business

Kimberley mentioned that the annual endowment reports have been sent out to donors, and the Philanthropy Advisors are doing some outreach to see if there are any questions. The goal is to be as transparent as possible with our donors, disclosing all information for the fiscal year.

Laura asked about the reallocation of Centennial Grove money and the status of the project. Traci said she had asked her planning department to develop a plan for the area and expected to have something soon.

The meeting was adjourned at 12:06 p.m.