

A D V A N C E M E N T
FOUNDATION

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
DEVELOPMENT COMMITTEE MEETING**

**October 30, 2014
Nelson Hall West 213**

Present:

Judy Dvorak (by phone)
David Kalb (by phone)
Laura Fisher (by phone)
Gary Rynearson

Not present:

Lisa Klyce

Guests:

Mary Kay Hartman
Andrea Rosales
Kimberley Pittman-Schulz
Craig Wruck

1. Call to order

The meeting was called to order at 1:30 p.m.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the September 25, 2014 meeting

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

RESOLVED, that the Minutes of the September 25, 2014 meeting were approved.

4. Discussion of White Paper (A New Model for University Advancement)

The Executive Director presented and discussed the new engagement model for University Advancement, which is a significant departure from the transactional model that Humboldt State had employed for many years.

The engagement model is centered on the individual donor, seeks to build his or her loyalty and trust over time, and is focused on matching the individual's interests and passions with University needs and priorities. The engagement model is non-linear, immediate results can be more difficult to measure, and it is more complex to manage. The objective is to advance the individual along the continuum toward deeper and deeper commitment to the University.

The engagement model will achieve significantly greater long-term dollar results, but with greater variability from year to year. Although contributions tend to be more restricted, the model will build a loyal base of life-long supporters.

Craig summarized the discussion by stating that the campus is looking at donors as partners in pursuit of HSU's mission; they share the vision of the University. Under the old model, donors were considered a source of money to be tapped. The new model makes the case that "HSU is a leader. In partnership with you we can make miracles happen." This approach seeks ever deepening involvement with the donor. The tactic is to work the entire lifecycle of the donor. Craig proposed taking a portion of the March 27 Board meeting to discuss Appendix B of the White Paper, The Major Gift Process.

5. Board giving

It was agreed that a year-end solicitation letter to Board members would be sent out over Judy's signature, reminding members to make their contribution. The Committee volunteered to make follow-up calls as well.

6. Future Committee meetings

Dates for future Committee meetings were discussed. January 29 at 1:30 p.m. was contemplated and a second date prior to the next Board meeting will be considered as well.

7. Other updates

It was decided that the Humboldt Green Challenge would be discussed at a future meeting. In the meantime, the Finance Committee is working on changes to the Investment Policy at their meeting on Nov 21.

Judy announced that the Green & Gold Room and the Centennial Grove are on hold for future disposition when lead gifts are in hand. There are no University resources to proceed with these projects.

The meeting was adjourned at 2:35 p.m.