

Cal Poly Humboldt FOUNDATION

Minutes of the PHILANTHROPY & ADVOCACY COMMITTEE November 14, 2025

Members Present:

John Ballard
Philip Anton
Michelle Donahue
Mike Fisher
Steve Karp
Jordan Kemme
Charlene Liebau
Jack McGurk
Dan Phillips
Teresa Wilmott

Members Absent:

none

Guests: Ana Davis, Kevin Furtado, Sabrina Graham-Martinez, Stephanie Lane, Stacie Lyans, Angie Petroske, Jamie Rich, and Guido Setton

A special kickoff meeting of the Cal Poly Humboldt Foundation Philanthropy & Advocacy Committee was held on Friday, November 14, 2025 at 9:00 AM via Zoom Teleconference.

1. Call to Order / Roll Call

The meeting was called to order by Philanthropy & Advocacy Committee Chair, John Ballard, at 9:02 AM.

2. Public Comments

There were no public comments.

3. Introduction to Committee

Committee Chair John Ballard welcomed attendees to the first Philanthropy & Advocacy Committee meeting since it went on hiatus prior to the Boldly Rising Campaign and provided an introduction to the nature of work the committee will

perform, including making a plan for a new campaign, to be presented to Cal Poly Humboldt's incoming president shortly after his arrival in January, 2026.

Teresa Wilmott, Associate Vice President for Development, reviewed the Boldly Rising Campaign debrief from campaign consultants CCS. They had been rehired to provide an assessment of that campaign to see what went well and what could be improved for a future campaign. CCS indicated a goal of \$100-150 million for the next campaign would be feasible. Teresa informed the committee that Development was in the process of hiring for a new position: Director of Corporate and Foundation Relations.

4. Timelines for Meetings & Campaign Rollout

John Ballard reviewed the proposed campaign phases and benchmarks provided by CCS and stated that planning would begin with roughly four years of a quiet phase prior to the public announcement of a new campaign. Of the total raised for the next campaign, a goal of \$35-50 million would be in planned giving, with the remainder split between individual donors and corporate/foundation gifts.

5. Committee Roles, Responsibilities, Volunteer Efforts

John Ballard reviewed the Philanthropy & Advocacy Committee roles and responsibilities document as well as a matrix for dividing the responsibilities of this committee into subcommittees.

6. Role of Consultant and Assess Hiring Needs

Teresa Wilmott described the need to hire a consultant to help build the new campaign's case for support. She mentioned that branding for a new campaign should align with the CSU's Strategic Plan.

Steve Karp, Executive Director, commented that the University Advancement team, in conjunction with committee members and a consultant can facilitate focus groups and listening sessions across campus and with interested parties to promote the start of a new campaign and to gather information on current campus needs, specifically from deans, chairs, faculty, and students. There is also a need to garner relationships with outside agencies.

7. Committee Build-out

John Ballard suggested forming three subcommittees: Needs, Fundraising, and Execution, and suggested meaningful activities for each. Each subcommittee could meet roughly monthly, reporting out to the full committee every 6 weeks or so. He asked that each member of this committee choose which subcommittee they would like

to participate in and to provide the names of at least two people who may be interested in joining this committee.

8. Other Business

No other business was discussed.

9. Adjournment

Without objection, the meeting was adjourned at 9:57 AM.