



**MINUTES  
PHILANTHROPY & ADVOCACY COMMITTEE  
MEETING**

**August 13, 2018  
2:30 PM**

**Humboldt State University  
Nelson Hall West 213**

**Present:**

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

**Absent:**

Averie Middleton  
Gary Rynearson

**Guests:**

Lola Alto	Maria Forrest	Kimberley Pittman-Schulz
Jason Ramos (via ZOOM)	Deborah Rice	Travis Williams

The Philanthropy & Advocacy Committee meeting was held on Monday, August 13, 2018, at 2:30 P.M. at Humboldt State University Conference Room NHW 213.

1. Call to order

The meeting was called to order at 2:32 PM by Committee Chair Laura Fisher.

2. Visitor comments

There were no visitor comments.

3. Acceptance of the Minutes from the May 2, 2018 meeting

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

RESOLVED, that the Minutes of the May 2, 2018 meeting were accepted.

#### 4. Board of Directors Thank You Note/Call Project

Committee Chair Laura Fisher discussed the value of the Board of Directors Thank You Note/Call Project. Semi-annually Board Members are asked to contact and thank donors who have made contributions of \$1,000 or more. The contacts help engage board members and donors, develop future philanthropic relationships, and aid in gathering information about donors. It was determined that Board Members will be asked to continue these efforts at the Annual Meeting on October 12, 2018.

Board Member Jenny Harris suggested we consider hosting webinars in which donors could participate to learn about philanthropy. Board members would be encouraged to participate and this could prove to be a valuable recruiting tool for future board members.

#### 5. Student Support Initiative

Director of Annual Giving, Travis Williams, reviewed and updated the Committee on progress for the student support initiative presented at the last meeting. The CSU Chancellor's Office had asked all 23 CSU campuses to consider comprehensive fundraising campaigns. HSU will start with a modest campaign and build up to a comprehensive campaign. The primary focus of the HSU campaign will be on ways donors can make a meaningful impact on HSU's student priorities. In addition to traditional scholarship support, the campaign will raise funds to help reduce costs for students and provide paid work positions.

Significant progress has been made this summer. Campus internal working committees have been created. Several large gifts have been secured during this silent phase of the campaign. Branding, goals, timelines, wealth screening, and developing a success matrix continue to be discussed. President Rossbacher will discuss the campaign at the HSU Fall Welcome. A call to action is being prepared for the upcoming Annual Meeting.

#### 6. Other Business

Chair Laura Fisher inquired about Go Green Interns. They have been invited to present their projects during the Annual Meeting in October.

Craig Wruck updated the Committee on the decision to discontinue the HSU football program after this season.

Craig Wruck noted that KHSU has been undergoing some turmoil which has led to some calls for donors to withdraw financial support. Thus far the donor shrinkage has been small. A CSU program review has been ordered and a report will be presented to President Rossbacher this fall.

The Committee acknowledged Kimberley Pittman-Schulz for her leadership and service. Kimberley will be retiring from HSU in late August.

7. Adjournment

By unanimous vote, the meeting was adjourned at 3:50 PM.