



**Campus Chairs' Meeting Session
Faculty Staff Club, Nittany Lion Inn
Friday, March 27, 2009
10:00a.m. - 12:00p.m.**

MEETING MINUTES

E. Lee Beard, Vice Chair For the Future Campaign and Chair for the Commonwealth Campuses and Dale DiSanto, Executive Director of Development, Commonwealth Campuses welcomed the chairs and thanked them for their time, support and dedication to Penn State and to the Campaign.

Participants - Campus Chairs

Berks	Steve Weidman
Brandywine	Ernie Repice
DuBois	Anthony Viglione
Erie	Kurt Buseck
Erie	Gary Clark
Fayette	Robert Eberly, III
Great Valley	Dina Daniele
Greater Allegheny	Nancy Traina
Harrisburg	Jim Mead (Honorary Chair)
Hazleton	Pasco Schiavo
Lehigh Valley	John Hart
Lehigh Valley	Howard Kulp
New Kensington	Barbara Arnold
Schuylkill	William Heckman
Schuylkill	Katy Heckman
Shenango	Linda Hoelzle Barr
Worthington Scranton	David Hawk
York	David Freeman

Participants (Other than Chairs)

Rod Kirsch, Vice President, Development and Alumni Relations
John Kudless, Senior Consulting Vice President, Grenzbach Glier and Associates
John Romano, Vice President, Commonwealth Campuses
Peter Tombros, Chair, For the Future Campaign

Each of the campus campaign chairs gave a brief update of their campaign activities to date, progress toward their campaign goal and highlighted significant gifts made to their campus since the last meeting held in September, 2008. The chairs shared information about advisory board and campaign committee activities, including upcoming alumni events and scholarship dinners.

Additional conversation topics are summarized below:

- Motivating volunteers and planning for succession
- Importance of working with the community
- New chancellor – creating a new vision
- Events are being held to draw in alumni and friends. Patience and being cautiously optimistic during the downturn in the economy
- Outright gifts vs. deferred gifts. More deferred gifts being made now given the down economy
- Potential philanthropy from Advisory Board members is a focus for several campuses

John Romano, Vice President for the Commonwealth College discussed his involvement with the University Faculty/Staff Campaign and his role as volunteer chair.

Dale gave a campaign status report/overview of the progress to-date toward campaign goals for the Commonwealth Campuses. Collectively, the campuses have raised 31.5% toward their goals and the campaign time elapsed is at 30%. Since the last meeting, new directors of development were hired at: DuBois, Greater Allegheny, Lehigh Valley and Wilkes-Barre campuses. Case statements have been completed for seven campuses. Dale shared a few of the completed case statements with the chairs. Dale thanked Lee for her strong commitment to visiting the campuses in person.

Lee Beard presented to the group her focus for 2009 of visiting campuses as needed versus the focus of 2008 of visiting all campuses to better understand their uniqueness. Some committees may be transitioning with an example being the Wilkes-Barre campus campaign committee is starting over. Lee encouraged the chairs to think creatively to retain and add members. Lee reminded the chairs of the importance for their committee volunteers to make their personal campaign commitments. Lee said she sees the committee chairs serving as financial and motivational leaders for this campaign.

Lee mentioned the upcoming Campaign Kickoff scheduled for April 23-25, 2010. Directors of Development and campaign chairs should be thinking about their own campaign kickoff events at their respective campuses. Lee and Dale would be glad to be involved and assist in these efforts as needed.

David Hawk, campaign co-chair for the Worthington Scranton campus presented the structure and process used by their campaign committee. David is the CEO of Gertrude Hawk Chocolates. David discussed the history of the Worthington Scranton campus and gave an overview of the campus campaign and how the campaign sub-committee structure is designed. Their campaign committee consists of 19 members. The committee meets on a quarterly basis. Sub-committee members/co-chairs work with Maria Russoniello, Director of Development. David mentioned how having a terrific director of development and solid people in sub-committee positions makes things much easier.

Dale DiSanto shared a smaller sub-committee structure and suggested this structure as a possible model for the chairs to consider. Dale said each campus is different and that each should adopt a structure that best works for them.

Lee Beard discussed the economy and philanthropy. President Spanier's recent letter and a recent press release in this regard were provided as handouts to the chairs. Lee mentioned her participation in a recent Webinar given by Grenzebach Glier and Associates, USA regarding 'Maximizing Educational Fundraising: Making your Case in a Down Economy' was very beneficial. Lee said the campaign at Penn State is holding its own while some other colleges and universities are eliminating development positions. Lee stressed the importance of good communication with volunteers and donors. *Additional points made by Lee can be found in the enclosed slide presentation.*

Lee encouraged the chairs to stick to their campus goals and inspire their campaign volunteers and board leaders. Stay the course and maintain a can-do spirit. Lee opened the topic up for further discussion on how the campuses are being impacted.

Open discussion / dialogue ensued among the campus chairs. The following are discussion highlights:

- Conversations are diminishing regarding gifts of stock.
- How do you approach committee members and ask them to give?
- What/how do you ask donors to give if you haven't given yourself?
- Is there a gift giving component in the job description for committee members?
- DuBois committee members have been encouraged to make a gift by the end of May. Chairs have to make a commitment themselves if you're asking others for money. Having a private meeting with donors is helpful. The chair prefers to have someone with him for one-on-one meetings.
- Shenango committee member stepped down because she didn't want to give. They used challenge match with advisory board to get participation.
- Behrend currently has 60 people on their Council of Fellows, which is their campaign committee. Twelve are advisory board members. Co-chairs are not aware of board members who gave to the current campaign. They are surprised there is no linkage or conversation about dollars going into the Penn State endowment. Penn State's endowment is down eleven percent.
- Fayette encourages board participation. They have an advisory board scholarship fund. Members have contributed to this fund.
- New Kensington Advisory Board funded a Trustee Matching Scholarship. At their last committee meeting there was discussion to possibly make a more significant gift.

- Dale DiSanto mentioned that it works well when each major gift donor deserves one-on-one meetings with the chair, chancellor and director of development.
- Brandywine's Advisory Board endowed a scholarship. Chair of Development Committee sent a reminder to Advisory Board members. Fundraisers were held to eventually endow a scholarship.

In closing, Lee Beard thanked everyone for their comments and for participating in the chairs' meeting session. Lee briefly reviewed the logistics for the afternoon and weekend activities and reminded everyone to 'save the date' for upcoming meetings and events at University Park.

- Blue /White Game and Mount Nittany Society Dinner - April 25, 2009
- College and Campus Chairs' meeting - September 18, 2009
- Possible College and Campus Chairs' meeting, March 2010
The question was posed by Lee to the group asking their feedback on whether or not to have a chairs' meeting in March 2010 at University Park or via electronically e.g., poly com. The general consensus was to have the meeting via poly com. Per John Romano, poly com was recently upgraded and this could be done at each campus.
- Campaign Kick-off, April 23-25, 2010.

Meeting adjourned.

Respectfully submitted:
Office of University Development, Commonwealth Campuses