

**College Campaign Chairs' Meeting**  
**March 27, 2009**  
**The Nittany Lion Inn**  
**10:00-11:45 a.m.**

Attending: Ken Adelberg, Mark Breedlove, Susan Breedlove, Harold Cheatham, John Curley, Bryon Deysher, James Durham, Melanie Ekdahl, Rob Fenza, Dave Lieb, James Marpe, Mary Ellen Marpe, Jeanette McWhirter, John Meyer, Bruce Miller (Chair), Paul Robertson, Susan Sinclair, John Villforth, Gregory Wolf and Jane Zimmerman

Guests: Rod Kirsch and Peter Tombros

**Chair's Welcome and Self-Introductions**

**Bruce Miller** welcomed the chairs to the meeting. He said that the gift certificate to the Creamery that was included inside the meeting folder was an example of a best practice that the College of the Liberal Arts provided to their donors. He asked the chairs to introduce themselves and to name the top highlight as it relates to their unit's activity since their last meeting.

**Campaign Highlights and Activity**

**James Marpe** (Stu) reported that the highlight for Student Affairs was the hiring of the vice president for student affairs, Damon Sims. Mr. Sims developed a strategic vision for Student Affairs that includes 5 to 7 key initiatives that will explain to parents how their campaign donations will be used. Interviews for the Director of Development position have begun.

**Mary Ellen Marpe** (Stu) added that they are also trying to get parents involved with the committee from the campuses. They recently held parents' events in the Baltimore and Washington DC areas and are making plans to hold an event in New York next fall.

**Jeanette McWhirter** (Uli) substituting for Carol and Robert Klaus the co-chairs for the University Libraries committee, said that a focus for them will be the Knowledge Commons project within the library. This will be a place for students to study and work on group projects.

**Bryon Deysher** (Bus) reported that the Smeal College of Business hired a new director of development, Tom Hoffman. Joe Battista, formerly from Athletics, recently joined their development team, as well. They have \$4 million new commitments with outstanding proposals of \$17 million. Their campaign committee grew by two members and they recently held campaign events in Naples and New York City. Their committee held a conference call in February and will meet during the Blue/White weekend.

**John Meyer** (IST) introduced himself as the chair of the College of Information Sciences and Technology Committee and said that since IST has only been a college for two years, their challenge and goal is to educate people about IST. They are reaching out to people in the information technology industry and trying to obtain grants. They are recruiting for a new director of development and are about 17 percent toward their working goal.

**Rob Fenza** (A&A) said that they have expanded their campaign committee to 20 members and their committee holds conference calls every six to eight weeks. They recently held two events in Philadelphia with the goal to cultivate prospects that have the ability to make significant gifts to Penn State. Rob reported on two significant gifts: a large art collection and a transformational gift to the Architecture school from Cal Stuckeman.

**Susan Sinclair** (Eng) substituting for Joe Monkowski indicated that she is from the Hershey Company and an Industrial Engineer graduate from Penn State. The College of Engineering has a strong committee and one of the largest goals of all colleges. Their next committee meeting is April 24, the weekend of the Blue/White game, where they also will be celebrating the dedication of the Leonhard Center. A number of alumni and corporate representatives met in March for the ongoing Industrial Advisory Programs for each of the disciplines within the College of Engineering. In April the College will be celebrating the 100th anniversary of the Industrial Engineering department at Penn State—the oldest in the United States. Their largest commitments over the past several months include a \$2 million gift from Westinghouse (targeted to support the nuclear engineering program) and a \$1 million gift from Richard Leonhard to support leadership development initiatives in the College.

**Greg Wolf** (Ath) said that in terms of success stories and best practices Intercollegiate Athletics hosted several events in conjunction with the Rose Bowl, which was a great way to meet with prospective donors. He said that Intercollegiate Athletics has three subcommittees: Major Gifts, Nittany Lion Club and Variety S. Greg explained that Variety S is an effort to try and get former athletics to contribute to the University, as less than ten percent of former athletics make donations to Penn State. There are 21 major varsity sports and with a “captain” assigned to each sport that will host events when a former athlete visits University Park. Their campaign committee schedules conference calls every 5 weeks.

**Ken Adelberg** (Sci) reported that the Eberly College of Science has secured 13 new endowments, 7 undergraduate scholarships, two professorships, a few fellowships and they closed approximately \$2 million gifts during the past three or four months.

**Mark Breedlove** (Edu) provided a handout outlining the College of Education’s campaign progress. He said that they are nearly half way toward their goal. They are doing a great job with undergraduate scholarships and unrestricted funds, but they are not doing very well with faculty support and honors education. Their challenge is getting larger gifts. He also shared a copy of a monthly report provided to the Dean’s Development Council to keep them apprised of the campaign progress to date, upcoming travel plans and events.

**Harold Cheatham** (Edq) said that Educational Equity’s challenge continues to be working with a very shallow pool of donors and little or no record of giving. They are currently at 43 percent of their goal. They are looking at former Bunton-Waller Fellows as possible prospects. Their committee is meeting during the Blue/White weekend and each committee member has pledged to host an event in their region at which Vice Provost for Educational Equity Terrell Jones will attend, if possible, to encourage folks to better understand the efforts of Educational Equity.

**John Curley** (Com) commented that they have added several members to their committee. Their campaign has seen an increase in annual giving by 6.5 percent and a 30 percent increase in The Golden Lion Society. They also created two trustee scholarships. They received a commitment from the Knight Foundation for Enriching Student Experience and a \$300,000 gift from the Johnson Trust for the Arther W. Page Center for Integrity in Public Communication. They have achieved 30 percent of their \$20 million goal with overall commitments of \$6.2 million.

**Paul Robertson**(Ems) remarked that their biggest accomplishment has been the organization of their committee with the appointment of a new director of development, Liz Larsen. Their committee hosts a series of teleconferences scheduled every two months. They have added four new committee members to their campaign, including a faculty member and his spouse. Three dean emeriti (while not officially on the campaign committee) have agreed to help with development opportunities.

**James Durham** (Dsl) said that the highlight for the Dickinson School of Law is their new building, which opened in December. The building is a world-class state-of-the-art facility that enables classes to be taught simultaneously between the Carlisle and University Park campuses. The law school's reputation is growing. In 2003 the Dickinson School of Law had approximately 1,400 applications, and as of last week, 4,100 students have applied to the school. They have achieved 91 percent of their original goal of \$25 million – the majority from two very large gifts. They recently appointed a new director of development and are recruiting for an associate director position.

**John Villforth** (Grd) reported that Research and the Graduate School have a new Director of Development Simon Corby who came from the College of Information Sciences and Technology. Simon is being acquainted with the Philadelphia, Pittsburgh, Boston, and the Washington, D.C. areas and is trying to build their campaign committee. Simon has set up a program of conference calls and e-mail messages to keep the committee apprised of recent campaign activity. The Research program received a gift-in-kind from the Siemens Corporation for an \$800,000 magnetic resonance imaging machine that will be located in the Chandlee Laboratory as part of the Social and Life Sciences Imaging Center. The Sixth Annual Doctoral Alumni Reception and Graduate Exhibition will be held March 27-29, 2009. The Doctoral Reunion pays tribute to the doctoral alumni who are celebrating their 25<sup>th</sup> and 50<sup>th</sup> reunion and the Graduate Exhibition features research poster presentations that are judged by University and local community.

**Jane Zimmerman** (Oce) remarked that all five of her committees (WPSU Public Broadcasting, Shavers Creek Environmental Center, 4-H Across all of Pennsylvania, World Campus and Continuing Education) have filled all of the committee chairs and their kick-off meeting was in December. The committee is meeting again in May. The World Campus has established a Military Scholarship Advisory Board chaired by Captain Ryan McCombie who plans to raise \$1 million during the campaign. WPSU TV raised \$800,000 for a program called, "Liquid Assets" which focused on the need to fix the aging infrastructure in the United States. Shavers Creek just completed a fundraising effort of \$150,000 for an outdoor classroom. The 4-H Keystone Society efforts were initiated in April 2008 and have raised more than \$300,000 in commitments for 4-H country endowments in Pennsylvania. Outreach held its first Outreach Appreciation Dinner on September 26, 2008 with 187 participants. The dinner was to honor exceptional support for volunteers and donors to Outreach. The first Outreach Award for Distinction was presented to Rich Fischer, chair of the Outreach Advisory Board.

**Bruce Miller** (Lib) provided an update on the College of the Liberal Arts progress to date. At the end of March last year, the College of the Liberal Arts had \$28 million in commitments and they are currently at \$37 million. They have achieved 45 percent of their campaign goal. The College will be hosting the Leaders Dinner over Blue/White weekend. The dinner recognizes donors who have made a campaign commitment of at least \$100,000 to the College of the Liberal Arts. The College will be celebrating their centennial in the fall of 2009. Bruce remarked that it was important as the campaign moves forward to provide the excellent stewardship that is required to make sure that donors appreciate how their giving to the University is being used. He said that stewardship is critical to building a stronger pipeline and to increasing gifts and getting larger gifts down the road. In addition, Bruce reported that 35 percent of donor/prospect contacts in Liberal Arts since the beginning of the year have been with new prospects, i.e., first contact. In addition to Stewardship, building the pipeline is critical to ensure future growth in donor contributions and increasing campaign goals.

## **Report back to your committees-Bruce Miller**

**Bruce Miller** reminded the chairs that they should be sharing the college chairs' meetings with their committee, as it is important to keep the committee updated on the campaign and the status of other committees.

## **Campaigning in the Current Economy**

### **University Fundraising Results to Date-Dave Lieb**

**Dave Lieb** gave an abbreviated update on the University's fundraising results and shared a handout that provided a quick overview of the campaign progress. He said that compared to last year's figures, new commitments were up 4.6 percent, receipts were down slightly at 1 percent and giving by alumni is holding steady. The numbers, overall, are encouraging given the economy.

### **Fundraising in Challenging Economic Times-Bruce Miller**

**Bruce Miller** provided the following comments regarding fundraising in challenging times:

- Giving to Penn State continues to be strong despite the economy. This is true, in part, because we have continued to be "appropriately" aggressive about pursuing our fundraising/campaign efforts.
- Discipline is important. We have encouraged staff to stick to the fundamentals of our business. In other words they have been told to: Be on the road and continue to visit with prospects. Be sensitive to a prospects personal financial situation, but don't make decisions for them. We need to be continuing gift conversations and keep the dialog going, again with sensitivity to the individual donor's personal circumstances.
- National data trends suggest that donors will continue to give during economic downturns-most will give where they are stewarded best.
- Nonprofit organizations, like Penn State, weather downturns well with a well-prepared and compelling case.
- In many cases we are finding that our donors fully understand the need for continuing our philanthropic efforts which in some ways are more important now than ever.
- Be attentive to the quality and sustainability of our relationships with our donors and prospects. We should continue to be in communication with prospects for cultivation purposes even if we are not presenting a proposal. This economy will turn for the better and the last thing we want donors and prospective donors to wonder is: "where have you been"?
- Stay in touch with our friends. Use this as an opportunity to continue to communicate and update them on Penn State.
- If nothing else, use this time as an opportunity to thank past donors and friends and increase stewardship calls.

He also referenced a recent report compiled by the Center for Philanthropy at Indiana University and sponsored by Bank of America, titled the "2008 Study of High Network Philanthropy." The article indicated that the number one reason for ending support to any organization is, "no longer feel connected to the organization." Bruce said that Penn State needs to ensure that their donors continue to feel connected.

## **Open Discussion**

**James Durham** remarked that most people think in terms of giving as cash immediately, but that there are many other vehicles that translate into significant gifts even though they might pay off down the road. He suggested that it might be beneficial, at a future meeting, to have a tutorial on planned giving options.

**Rod Kirsch** responded by saying that of the money committed to date 72 percent is outright giving, (cash now or payable over 5 years) with the remaining 28 percent being from some kind of deferred gift vehicle. A great majority of the 28 percent, probably 90 percent of the 28 percent, is in the form of bequest expectancies. He concluded by saying that it was a good suggestion to provide our chairs with a working understanding of how some of these gift vehicles work.

### **Campaign Public Goal Setting Process**

#### Update on the process for setting the public goal-Bruce Miller

**Bruce Miller** commented that in November/December 2008 development staff were asked to make projections on \$1 million plus prospects to be solicited in the 2009 calendar year. Bruce distributed a handout outlining the proposed public goal and timing and said that it was encouraging to hear that some of the larger units are 30, 40 or 50 percent ahead of goal. He said that the final decision on the campaign goal is yet to be determined, but that decision will likely be made in January of 2010 following additional data analysis and conversation with the deans and Campaign Executive Committee.

#### **2010 Chairs' Meeting-Bruce Miller**

**Bruce Miller** announced that the chairs' meeting for next year is scheduled for March 26, which is a month before the official kick-off of the campaign. He said that it was important as leaders to be involved in the details of the campaign kick-off so that the chairs' can provide information to their respective units. He asked the chairs if their preference was for the Chairs' meeting to be held in person or via a conference call. There seemed to be agreement that a conference call would suffice given the timing of the kick-off.

**John Meyer** suggested that we do both, i.e., hold a conference call, but give people who are close to campus the option of attending in person if it is convenient for them.

**Bruce** asked for a showing of hands on how many chairs might attend in person, if we held a conference call. About half of the chairs raised their hands.

### **Campaign Public Announcement-Bruce Miller**

**Bruce** distributed a copy of the tentative schedule for the April 23-25, 2010 Campaign Kick-off for the chairs' information (attached).

### **Best Practice Discussion**

**Ken Adelberg** outlined a best practice that the Eberly College of Science uses as a way to identify, cultivate and steward donors. He explained that twice a year they host a retired faculty and administrator brunch. Through these events, the dean, department heads and development staff are introduced to retired and emeriti faculty and administrators, including spouses. The retired faculty are provided with an update on the University and College initiatives. Guests are able to help identify former students who might be in a position to make a gift and several endowments have resulted through gifts to honor or memorialize past faculty. An overview outlining the best practice was distributed as a handout (attached).

## **Gift Announcement-Rob Fenza**

**Rob Fenza** was thanked for his recent commitment to Penn State:

- 100K Fenza Minority Scholarship in Architecture and Landscape Architecture—the purpose of which is to provide financial assistance to undergraduate minority students majoring in Architecture or Landscape Architecture.
- 50K Fenza Program Support Fund for the Studio in Land Development—this fund is for a design workshop in the Department of Landscape Architecture, specifically for the Studio in Land Development program.
- 50K Fenza Discretionary Endowment for School of Architecture and Landscape Architecture
- 10K Arts and Architecture Future Fund

**Bruce Miller** thanked the chairs for attending and adjourned the meeting.

Respectfully submitted,

Melanie Ekdahl