



MINUTES
College Chairs' Conference Call
March 22, 2010
2:00 p.m. – 3:00p.m.

Participants –College Chairs

Ken Adelberg (Eberly College of Science); Robert Beaury (Outreach); Mark and Susan Breedlove (Education); Harold Cheatham (Educational Equity); Louis D'Ambrosio (Schreyer Honors College); Bryon Deysher (Smeal College of Business); Jim Durham (Dickinson School of Law); Rob Fenza (College of Arts and Architecture); Don Haile (College of Information Sciences and Technology); Earl and Kay Harbaugh (College of Agricultural Sciences); Robert Klaus (University Libraries); Jim and Mary Ellen Marpe (Student Affairs); Bruce Miller (Vice Chair and College Committees Chair); Paul Robertson (College of Earth and Mineral Sciences); Richard Sokolov (Intercollegiate Athletics); and Elliott Weinstein (Penn State Hillel)

Participants (Other than Chairs)

E. Lee Beard, Vice Chair and Campus Committees Chair
Dale DiSanto, Executive Director of Development, Commonwealth Campuses
Melanie Ekdahl, Administrative Assistant, Office of University Development
Rod Kirsch, Senior Vice President for Development and Alumni Relations
David Lieb, Associate Vice President for Development
Kris Meyer, Director, Donor Relations and Special Events
Peter Tombros, Campaign Chair
Brenda Walker, Associate Director for Volunteer Relations

Welcome-Bruce Miller

Bruce Miller welcomed the chairs and thanked them for participating in the conference call. He said that these conversations matter because of the insights and questions that everyone brings to the table. Bruce further said that it is even more important to work together now to ensure that we are using the best strategies and the best messages to reach the University's supporters, because we are rapidly approaching one of the most critical moments in the campaign.

Bruce reviewed the meeting logistics and Melanie Ekdahl conducted the roll call. He also reviewed the following material that was sent to the chairs in advance of the call:

- Agenda and meeting logistics
- Rod Kirsch's campaign update
- Peter Tombros's presentation
- New campaign goals

Campaign Update and Public Discussion-Rod Kirsch

Rod Kirsch gave the attached presentation and used it to provide a campaign update. He made the following comments:

- The Campaign Executive Committee unanimously passed a resolution at their January meeting that the overall goal for the *For the Future: The Campaign for Penn State Students* will be \$2 billion. This information will be announced publicly the evening of April 23, 2010.
- Rod reported that the total campaign giving to date is \$958 million.
- He said that most of the featured objectives are on target with the exception of Enriching the Student Experience and Building Faculty Strength and Capacity, which present a challenge. Rod further explained that the Early Career Professorship program should help stimulate more support for faculty endowments.
- Seventy-two percent of the gifts are outright (have in hand or will have within 5 years) and 28 percent are deferred. Of the deferred gifts the largest portion are bequest expectancies. Rod said that during the Grand Destiny Campaign the ratio between outright and deferred was 82 percent outright and 18 percent deferred. He explained that the economy and aging population are two of the main reasons for the anticipated higher percentage of deferred gifts in this campaign and that the target for this campaign is a 75/25 split between these two types of giving.
- Regarding designation of gifts, Rod mentioned that nearly half or 45 percent are for current use, 36 percent for endowments and 19 percent for facilities. Rod said that at the end of the Grand Destiny Campaign, they were at 38 percent for endowments, which is relatively close to where we should be in comparison to that campaign.
- Rod reported that the Office of University Development has 41 director of development positions with two vacancies. In addition, there are 113 major gift officers and 102 of the 113 positions are filled.
- The target for this campaign (set in January 2007) is that 60 percent of all commitments should come from gifts of \$1 million or more. During the Grand Destiny Campaign, the final number was 55 percent. In order to achieve the \$2 billion goal, the Office of University Development will need to raise \$247 million (on average) over the next four years. Rod indicated that this will be a challenge, but the \$2 billion goal is the correct goal. He also said that this is an ambitious goal, but one that is achievable.
- Rod provided data from 12 institutions with capital campaign goals of \$2+ billion. The data indicated that most of the institutions were between 40-50 percent when they launched the public phase of their campaigns. Rod said that Penn State would be at approximately 48.6 percent at the public launch, which will put us in a decent position (compared to the other institutions). He felt that this information should provide some sense of confidence that the \$2 billion goal will be achievable over the next four years.

Quiet vs. Public Phase of Campaign-Peter Tombros

Peter Tombros gave the attached presentation regarding the quiet vs. public phase of the campaign and made the following comments:

- Peter said that since the campaign counting began on January 1, 2007, Penn State has been engaging their top prospects and creating campaign materials for many units and programs.
- He also said that they have staffed nearly all of the major gifts officer positions and he is confident that Penn State has one of the strongest development infrastructures in higher education.
- Peter remarked that the endorsement of the Board of Trustees, campaign volunteers, and others helps to create a sense of being part of “something big” for donors at every level.
- He mentioned that they will be marketing the campaign to a broader audience and will be collaborating with the *Penn Stater* magazine to provide coverage of the campaign’s successes.
- He also said that it will be important to work with annual fund supporters as their contributions will be extremely important in helping to reach the campaign goal.

Review Campaign Kick-off Weekend Schedule-Kris Meyer

Kris Meyer, Director of Donor Relations, provided an insider’s view of the activities and events planned for the Campaign Kick-off, April 23-25:

Registration will be held on the following days:

Thursday, April 22

1:00-6:00 p.m. – The Penn Stater Conference Center Hotel

Friday, April 23

8:00 a.m. - 3:00 p.m. – The Penn Stater Conference Center Hotel

5:30-7:30 p.m. – The Bryce Jordan Center – South Gym Entrance off of Dauer Road

Saturday, April 24

7:30 a.m. -12 noon – The Penn Stater Conference Center Hotel

Each guest will receive the following material at registration:

- Weekend booklet
- Personalized itinerary
- Name tag
- Name tag ribbon (if CEC or volunteer)
- Map with a schedule and locations on the back
- Tailgate ticket
- President’s suite football ticket (if applicable)

Shuttle Services

A continuous shuttle service will be offered on Friday and Saturday from 7:30 a.m. until 6:00 p.m., every 15 minutes, making four stops:

- Nittany Lion Inn
- East Deck
- Penn Stater
- Bryce Jordan Center

On Sunday, the shuttle will run from 9:00 a.m. until 2:00 p.m. between the hotels, East Deck and the Arboretum.

Parking

Parking will be complimentary throughout the weekend with the use of a parking permit. The parking permit is valid in the following locations:

- The Penn Stater Conference Center
- East Parking Deck
- Nittany Parking Deck
- Friday only: south section of Bryce Jordan Center

FRIDAY, APRIL 23, 2010

Welcome Luncheon

11:30 a.m. – 1:00 p.m.

President's Hall, Penn Stater

- Feature remarks by Peter Tombros
- 2-4 major gift announcements by President Spanier
- 2 campaign video clips will be shown
- Assigned seats at random

Rediscovering Penn State Sessions/tours

1:30-4:30 p.m.

A shuttle will be available to transport guests.

Reception and Dinner

6:30-10:30 p.m.

South Gym Entrance, Bryce Jordan Center

Attire: Cocktail/Suit and tie

5:30 p.m. – Registration begins

- 6:30 p.m. – Reception begins
- Program:
 - Performances by students
 - Remarks by President Spanier, Chair Peter Tombros, Vice Chairs Lee Beard and Bruce Miller
 - Campaign video
 - Formal announcement of campaign goal

- After closing, the group will transition back to the South Gym for coffee. The shuttle service will be available to transport guests back to their hotels.

SATURDAY, APRIL 24, 2010

Rediscovering Penn State Sessions

9:00-11:00 a.m.

Penn Stater Conference Center

Blue-White Tailgate

11:30 a.m. - 1:30 p.m.

Medlar Field at Lubrano Park

This is a ticketed event that will be held rain or shine. Information booths will be staffed for guests requiring a duplicate ticket or information.

Blue-White Game

2:00 p.m. kickoff

Beaver Stadium

- No ticket is required to enter Beaver Stadium
- The game will be televised by ESPN2
- Several 30-second spots will be broadcast during the game highlighting the campaign

The following individuals will receive football tickets to the President's Suite:

- College and Campus Committee Chairs
- Campaign Executive Committee
- Presidential Counselors
- Alumni Council
- Select donors

Rediscovering Penn State – Open Houses and Tour

2:00-4:00 p.m.

A Shuttle will be available to transport guests.

On Saturday evening, the Division of Development and Alumni Relations will be hosting an informal get together at The Nittany Lion Inn beginning at 6:30 p.m. There will not be a host or program, but rather this will be an informal place for volunteers, administrators, etc. to go if their unit is not hosting a reception or dinner.

SUNDAY, APRIL 25, 2010

Arboretum Dedication

10:00 a.m. – 12 noon

Event will be held rain or shine

A few weeks before the Campaign Kick-off the Office of Donor Relations will be providing a Q/A document to help volunteers field questions that might be asked of them while they are attending the campaign kick-off weekend.

Closing-Bruce Miller

Bruce thanked the chairs for attending the conference call and made the following comments:

- Bruce said that the campaign kick-off represents an extraordinary opportunity, one which we can't afford to waste.
- He mentioned that we anticipate a lot of excitement and publicity around the Campaign Kick-off that will benefit the fundraising efforts across the University. He also said that now is the time to be figuring out, within your committees, how to use the kick-off and its enthusiasm to your greatest advantage.
- Bruce said that he is excited and proud to be working with the chairs as they embark on the next phase of the Campaign.
- Bruce expressed confidence that the current volunteer chairs are the right chairs at the right time, the campaign will be a huge success and he is looking forward to the remaining four years of the campaign.
- He reminded that chairs that the next meeting will be Friday, September 24, which is the Penn State/ Temple football weekend and that he will be asking for agenda items over the summer.

Respectfully submitted

Melanie S. Ekdahl, Office of University Development

