

MINUTES
Joint Meeting of College and Campus Chairs
October 7, 2011
1:45-3:15 p.m.

Meeting Participants-Campuses:

Abington, Joseph Lurquin (sub)
Beaver, John Hertneky
Beaver, John O'Leary
Berks, Eugene Curry, Jr.
Berks, Steven Weidman
Brandywine, Ernie Repice
Fayette, Terry McMillen (sub)
Great Valley, Dina Daniele
Harrisburg, Kevin Harter (sub)
Hazleton, Pasco Schiavo
Lehigh Valley, John Hart
Lehigh Valley, Howard Kulp
Mont Alto, James Ingram
New Kensington, Patrick Kopnicky
New Kensington, Mardelle Kopnicky
Schuylkill, Andrew Tellep (sub)
Schuylkill, Michele Tellep (sub)
Shenango, Samuel Bernstine
Wilkes-Barre, James Reino
Worthington Scranton, Patrick Sheridan (sub)
York, Timothy Debes (sub)

Meeting Participants-Colleges:

Ag Sciences, Earl Harbaugh
Ag Sciences, Kay Harbaugh
Arts & Architecture, Robert Fenza
Athletics, James Meister (sub)
Business, Glenn Moyer (sub)
Communications, John Curley
Dickinson School of Law, James Durham
Earth & Mineral Sciences, Paul Robertson
Education, John Ikenberry (sub)
Educational Equity, Harold Cheatham
Engineering, Jack McWhirter (sub)
Health & Human Development, Helen Hintz
Hillel, Elliott Weinstein
Information Sciences & Technology, Donald Haile
Liberal Arts, Steve Brose
Nursing, Thomas Songer
Nursing, Sara Songer
Outreach, Robert Beaury
Schreyer Honors College, Ryan Newman
Student Affairs, James Marpe
Student Affairs, Mary Ellen
University Libraries, Steve Faulke (sub)

Other Participants:

E. Lee Beard, Campaign Vice Chair and Chair, Campus Campaign Committees
Dale DiSanto, Executive Director of Development
Bill Easterling, Dean, College of Earth and Mineral Sciences
Melanie Ekdahl, Administrative Assistant
John Glier, President and Chief Executive Officer, Grenzebach Glier and Associates
Dorothy Greer, Development Assistant
Liz Larsen, Director of Development, College of Earth and Mineral Sciences
Gary Lawler, Chancellor, Penn State Hazleton
Mark Luellen, Director of Development, College of the Liberal Arts
Bruce Miller, Campaign Vice Chair and Chair, College Campaign Committees
Rodney Kirsch, Senior Vice President for Development and Alumni Relations
Kevin Salaway, Director of Development, Penn State Hazleton
Peter Tombros, Campaign Chair
Lori Bechtel-Wherry, Chancellor, Penn State Altoona
Susan Woodring, Director of Development, Penn State Altoona

Welcome and Introductions

Bruce Miller, Campus Committees' Chair, welcomed the meeting participants and acknowledged the following campaign gifts:

- Rob Fenza - \$50,000 to create the Fenza Gaynor Family Endowment for Cancer Research in the College of Medicine at the Penn State Hershey Medical Center
- Don Haile - \$50,000 to create the Donald A. Haile Early Career Professorship in Information Sciences and Technology in the College of Information Sciences and Technology
- Howard Kulp - \$380,000 to Penn State Lehigh Valley and \$380,000 to the Howard Kulp Endowment in the Department of Arts & Architecture.
- Jim and Mary Ellen Marpe - \$67,5000 to create the Jim and Mary Ellen Roundtable Project in Student Affairs
- Paul Robertson - \$50,000 to create the Robertson Family Endowed Field Hockey Scholarship for Intercollegiate Athletics
- Pasco Schiavo - \$100,000 to the Hazleton-General Scholarship Fund

Successful Gift Illustrations

Representatives from Penn State Altoona and the College of Earth and Mineral Sciences were invited to the meeting to talk about two recent gifts to their units and the efforts involved in securing the gifts. Lori-Bechtel-Wherry, the chancellor at Penn State Altoona and Sue Woodring the director of development, described a recent gift made to the campus by Steve and Nancy Sheetz, the largest in Penn State Altoona's history. Bill Easterling, the dean of the College of Earth and Mineral Sciences, and Liz Larson, the director of developed described John and Willie Leone gift, which was the largest single gift every made to the college.

Penn State Altoona – Steve and Nancy Sheetz

- Lori Bechtel-Wherry and Sue Woodring shared with the campaign chairs background concerning the recent gift of \$3 million made to the campus by Steve and Nancy Sheetz. This gift was the largest in Penn State Altoona's history and it established the Sheetz Center for Entrepreneurship Excellence. Part of this commitment included a \$250,000 endowment to maintain technology and the ticker tape that runs in the new trading room. It also established the Sheetz Fellows Program to support the best and brightest students who are interested in entrepreneurship.
- Lee Beard, Lori and Sue discussed publicity regarding the gift and how Steve and Nancy Sheetz allowed their name to be publicly affiliated with this initiative, as opposed to it being anonymous. Sue mentioned that Steve and Nancy Sheetz wanted their names to be publically attached to the gift because they are deeply rooted in the community and they realized their name would inspire and motivate others to do the same.

College of Earth and Mineral Sciences:

- Dean Easterling indicated that before 2009 he did not know John Leone well. They first met over dinner where he and his wife Mary hosted John and Willie. Dean Easterling used that meeting as an opportunity to get to know the Leone's on a personal level. Mr. Leone expressed an interest in learning about the Dean's vision and direction for the College. Dean Easterling indicated that one of the key ingredients to securing the gift was getting to know John from a business sense, which he did by visiting John's business in Mount Union, Pennsylvania. After learning that John was interested in incorporating business coursework into the College's Petroleum and Natural Gas Engineering Department, Dean Easterling approached him about his willingness to endow and name the Department of Energy and Mineral Engineering. It was at this point, that he began to include Rod Kirsch and Mike Degenhart, executive director of Gift Planning, into the conversations and it became a team effort. Penn State also started working with Mr. Leone's financial advisors from Price Waterhouse. The College is still trying to fill the endowed chair and the Dean keeps Mr. Leone apprised on its progress. He and Mr. Leone talk at least once every six weeks.

Fundraising Collaboration and Teamwork

- Representatives from the College of the Liberal Arts and Penn State Hazleton were asked to describe how they work together to secure major gifts and to develop strategies to reach their unit's fundraising goals. From the College of the Liberal Arts were Dean Susan Welch; Campaign Chair Steve Brose; and Director of Development Mark Luellen.

College of the Liberal Arts

- Susan Welch explained the structure of their development council. In order to serve on the council, each member must make a minimum \$250,000 campaign gift. They have 30 members and each member serves on one of four smaller subcommittees. They have a Steering Committee that reviews all meeting agendas and the Dean reported that before each council meeting, the chair, dean and director of development hold a prep meeting(s) to review the agenda and meeting logistics..
- Steve Brose further explained that all council members are expected to do more than write a check. The dean and the director of development select new Council members. They look at the candidate's interests, abilities and compatibility with current members. Friendships have evolved from serving on the Council. Each member serves on one of four Task Forces made up of between five and eight members and he or she meet two or three times a year and not always in Pennsylvania. In addition, four members of Mark's development staff serve on the Task Force.
- Mark Luellen added that staffing the development council is the most important task that he does as a director of development. He looks for council members that are outspoken, are insiders and entrepreneurs. The council meets at University Park, but one out of

every four meetings is held in another city, hosted by a council member. The College also plans events for the partners, spouses and children of the council members.

Penn State Hazleton

- Gary Lawler, chancellor of Penn State Hazleton, discussed their campus' efforts regarding fundraising, collaboration and teamwork and reviewed how the campus works with integrated teams such as the development leadership consisting of himself, Pasco Schiavo, Kevin Salaway, the campaign committee and the campus community. Gary said they are consistently trying to get in front of their donors with two very specific messages. The first is telling their story and secondly communicating what they are specifically trying to accomplish.
- Pasco Schiavo, campaign chair of Penn State Hazleton, mentioned he is not a Penn State alumnus. However, his involvement with the University came as a result of his very strong conviction that Penn State Hazleton is an essential part of the Hazleton area community. Pasco mentioned it was the community connection that got him and other donors involved with the campus. Their involvement has and will ensure the campus' future success.
- Kevin Salaway commented on the essential components of teamwork and collaboration as it relates to their campaign and his role as director of development. Kevin first mentioned there is a shared sense of mission and purpose. The second component is a clear articulation of goals that motivate people, which at Hazleton is the unmet financial need of their students. The third component is developing an action plan. Kevin shared how events are an important part of their fundraising efforts.
- Tim Debes, campaign chair substitute for Penn State York, commented on the campaign's featured objectives. He mentioned following the passion of their donors has led to a significant imbalance of their featured objectives. Tim also mentioned challenges they are having in securing faculty support. Tim asked the panel and other campaign chairs for their advice concerning fund raising for the various featured objectives while being respectful of donors' passions.

Discussion

- Bruce Miller, campaign vice chair, responded to Tim that the deans and chancellors have been responsible for creating the "white papers" for their respective units. Bruce mentioned they set the goals for their units and it's rare when we can match up all of the goals with the donors' wishes. He commented that one of the dean's major goals in Liberal Arts is to strengthen the graduate programs. However, most Penn State graduates that are involved in the campaign hold baccalaureate degrees and they have very little, if any, understanding of the graduate role in education. Bruce said the deans and chancellors have a balancing act in regarding to raising funds for several varying priorities. He then asked the deans/chancellors on the panel for their comments.

- Gary Lawler, chancellor at Penn State Hazleton, commented that he agreed with Tim that it's more challenging for a campus to secure funds for faculty support as opposed to scholarships. The Hazleton campus does a number of things very well, including holding an annual scholarship dinner so donors have an opportunity to meet students and students are able to tell their story.
- Susan Welch, dean of the College of Liberal Arts, commented that as part of a larger request they may also ask for scholarship or graduate fellowship support. In order to achieve donor attention to their faculty, the college conducts small dinners around the country. Susan suggested that others could consider conducting small dinners in their communities. For such events, the college may invite 6 to 8 donors and a faculty member to dinner. These dinner events provide the faculty member the opportunity to discuss their research and initiatives they are involved in. This has been helpful in getting alums to meet more faculty and to learn what great things they are doing.
- Steven Brose, campaign chair for the College of Liberal Arts, commented that involving members of the development council in the college has been an educational process. For years Susan Welch has been articulating the message that it is important for the college to have quality graduate students. What they have learned over time is the development council members who were significant donors heard Susan's message. The council members passions didn't change but the direction of their contributions did change. Steve used himself as an example and mentioned he previously had no interest in donating to graduate fellowship efforts. He had very specific programmatic passions, yet his money went to support graduate fellowships in that program.
- Rod Kirsch, senior vice president for development and alumni relations, commented on Steve Brose's remarks. Rod mentioned that one of the early lessons in fundraising he learned was that if you present a priority you can really engender philanthropic support that can change and influence what people are going to do. Some people you'll never be able to change their passions, but there are a number of university citizens/donors who will respond. Rod indicated that from a stand point of marketing information and the chancellor's message in the community can bend and shape what people's interests are. Rod applauded Liberal Arts because Susan has done a good job of communicating her priorities.
- Peter Tombros, campaign chair, reminded everyone that matching funds are available for trustee matching scholarships and the early career professorship initiative. Peter emphasized how these matching funds can be attractive to potential donors.
- Bob Beaury, campaign chair of Outreach, commented that for some of the units securing a \$250,000 commitment from one donor to serve on a development council can be a daunting figure. He inquired concerning the amount of research, and upfront work the College of Liberal Arts does before asking someone to serve on their council to be sure they are suitable for making a commitment of this amount.

- Mark Luellen, director of development for the College of Liberal Arts, responded that most people who have joined their development council are not first time donors. Typically, they have supported Liberal Arts at some level in the past whether it's for a scholarship, etc. A member of the development council or the campaign chair, Steve Brose, will call donors to learn the level of support they are comfortable with giving. Prospective donors are invited to development council meetings where they learn about the council and gifts that others have contributed. Susan Welch mentioned that the college has a written statement regarding the expectations of council members and therefore there is no ambiguity regarding expectations.

Closing Remarks

Lee Beard, Campus Committees' Chair, made the following announcements:

- At the April Campaign Chairs conference call, there was a presentation about the changes to the President's Club membership criteria, which went into effect July 1. Membership will include any individuals with cumulative giving of \$2,500 or more per fiscal year to ANY allocation University-wide. The updated brochure is attached.
- A fact sheet on the Early Career Professorship was included in the meeting packets (attached). These programs are in place to provide important resources for the future in the areas of recruiting young professors who will ensure the sustainability of the educational programs of Penn State thus the trustees have set these up so the cost of the support needed from donors is shared by the University – a unique and important thing for all our colleges and campuses.
- There are a few important dates to note that have been included in the meeting packet. The spring 2012 campaign chairs conference calls have been confirmed for March 28 and 29. The Campaign All-Volunteer Summit will be September 14-15, 2012. Suggestions for the breakout sessions should be sent to Brenda Walker, associate director of volunteer relations, blw9@psu.edu.
- The chairs will receive an electronic survey regarding the meeting. All feedback and suggestions is appreciated and encouraged.
- Peter Tombros and the chairs were thanked for their participation and continued commitment and support to Penn State.