



**Campus Chairs' Meeting Session  
The Penn Stater Conference Center  
Friday, September 28, 2009  
2:15p.m. – 4:00p.m.**

**MEETING MINUTES**

E. Lee Beard, Vice Chair For the Future Campaign and Chair for the Commonwealth Campuses welcomed the chairs and participants and thanked everyone for their time, support and dedication to Penn State and to *For the Future: The Campaign for Penn State Students*.

**Participants - Campus Chairs**

Abington	Stephen Taub
Altoona	Kevin Crownover
Beaver	John Hertneky
Beaver	John O'Leary
Berks	Gene Curry, Jr.
Brandywine	Ernie Repice
Erie	Gary Clark
Fayette	Robert Eberly, III
Great Valley	Dina Daniele
Greater Allegheny	Jay Weitzel (chair substitute)
Hazleton	Pasco Schiavo
Lehigh Valley	John Hart
Lehigh Valley	Howard Kulp
Mont Alto	Jim Ingram
New Kensington	Robin Rarie
Schuylkill	Bill Heckman
Schuylkill	Katy Heckman
Shenango	Sam Bernstine
Wilkes-Barre	James Reino
Worthington Scranton	Dante Cancelli (chair substitute)

**Participants (Other than Chairs)**

E. Lee Beard, Vice Chair, *For the Future: The Campaign for Penn State Students*  
 Dale DiSanto, Executive Director of Development, Commonwealth Campuses  
 Dede Kazmaier, Campuses Representative, University-wide Stewardship Committee,  
 Campaign Committee Member, Penn State Altoona  
 Rod Kirsch, Senior Vice President, Development and Alumni Relations  
 Josetta Lichty, Stewardship Coordinator, Commonwealth Campuses  
 Kathleen Rider, Director of University Stewardship  
 John Romano, Vice President, Commonwealth Campuses  
 Peter Tombros, Chair, *For the Future Campaign: The Campaign for Penn State Students*

Lee Beard gave special thanks to Peter and Ann Tombros for their gift of coffee mugs (tumblers) to those chairs in attendance. Peter Tombros expressed his sincere thanks and appreciation to the chairs for their ongoing dedication and support. Lee recapped the morning session and indicated that it was very informative and beneficial. Several chairs positively commented on the morning sessions and noted that it was an improvement from the presentation conducted at the last chairs meeting. Lee also mentioned that we would be adjourning early enough for travel before sunset and there would not be a dinner this evening, in recognition that the day was Rosh Hashanah.

Dale DiSanto provided a campaign progress report and thanked the chairs for attending the meeting and for their efforts. Highlights of the campaign progress are as follows:

- Dale congratulated all of the chairs and campuses on the fund raising successes they have achieved to-date. Dale said, as we heard from Peter Tombros this morning, the good news is that in spite of the economy, our Campaign is doing well. For the fiscal year ended in June, 77,658 alumni made gifts to Penn State. The number of gifts from all sources exceeded 300,000 and netted \$182 million for fiscal year 2009, the second highest annual receipts total ever raised.
- Regarding the Campaign timeline, 36% of the Campaign's time has elapsed and the Commonwealth Campuses numbers (in the aggregate) are at 44% of goal.
- Goals – Dale mentioned that campaign goals for several campuses are being revised and that all of the chancellors, deans and development directors have been notified of newly suggested campaign goals. For campuses where the goals will likely increase significantly, Rod Kirsch and Dale will meet individually with the respective chancellors and directors of development in October.
- Dale congratulated Penn State Altoona for conducting a successful Ivyside Donor Recognition / Stewardship event and also noted the recent gift of \$2.5million from Steve and Nancy Sheetz. Keith Crownover, Campaign Chair at Altoona gave thanks to the development staff and chancellor at the Altoona campus.
- Dale thanked Lee for her strong leadership and noted that Lee will be recognized on October 9 as Penn State's Fundraising Volunteer of the Year.
- Dale recapped from the morning session regarding the Early Career Professorship initiative and encouraged the campuses to take advantage of this new opportunity.
- Rod Kirsch explained the rationale for creating the new Early Career Professorship program. Dr. Spanier acknowledges that there is a need for faculty endowment, and unrestricted funds are available, so this challenge has been put in place. The focus of this challenge is to create Early Career Professorships (ECPs) which will rotate to a new recipient every three years. A maximum of five ECPs can be created per unit (campus or college). Donors may designate to a specific department, college, or campus, and commitments are payable only in cash and must be paid over five years. The way the program works is the donor contributes \$334,000 and Penn State provides \$166,000 in matching funds upon completion of pledge. There is a total pool of \$5 million in matching funds (30 ECPs). The program will end June 30, 2014 or when matching funds

are exhausted. To date, three individuals have expressed interest in wanting to establish new ECP's. Note: This program is for individual gifts, not group activity. Operational (tuition) dollars will not be used. The time line for ECPs is 1 ½ to 2 years. Early Career Professorships are established to help and provide professors with the means in which to work on innovative projects, to collaborate with other faculty and for professional growth. The dean or chancellor will decide how dollars are spent by the faculty member.

- Dale mentioned the importance of stewardship and pointed out that Penn State is commonly known among Big Ten University development offices as having one of the best stewardship programs in the Big Ten.
- Dale provided congratulations to Howard Kulp and John Hart regarding Lehigh Valley's recent campus-wide move from Fogelsville to Center Valley and he encouraged everyone to view "the move" video on YouTube.com. Howard Kulp and John Hart, co-chairs at Lehigh Valley indicated the campus is looking at establishing and promoting naming opportunities for the new campus /building.
- Dale mentioned that he and Lee recently met with Penn State Beaver campus leadership and attended the Board of Trustees meeting at Penn State New Kensington in July where the campus did a terrific job of hosting the Board. At this meeting the campus announced several very nice gifts. Congratulations go to co-chairs Barbara Arnold and Robin Rarie.
- Dale also mentioned that he and Lee traveled to Schuylkill and met with co-chairs Bill and Katy Heckman and Chancellor Hillkirk. It was a very good meeting. Dale noted that if any chairs wished to meet with Lee and Dale, all they have to do is ask.
- In conclusion, Dale thanked everyone for everything they do to assist the campuses.

### **Chairs Reports and Highlights of Discussion**

Each of the campus campaign chairs provided a brief update of their campaign activities to date, including progress toward the campus' campaign goals and most chairs highlighted significant gifts made to their campus since the last Chairs meeting, held in March 2009. The chairs also shared information about advisory board and campaign committee activities, including upcoming alumni events and scholarship dinners.

The following are key points and discussion highlights:

- There was a fair amount of discussion concerning how to best engage the community and community leaders in a more meaningful way.
- There was some discussion and some interest concerning focusing future meetings on how to better engage community leaders in the life (and fundraising) for campuses.
- Gene Curry from Berks wanted to have more discussion concerning how other campuses are organizing their campus' kick-off event(s).

- Jim Ingram, Chair at Mont Alto discussed some of the kick-off planning the campus had already done. Jim said they will hold their campus“ kick-off the week following Penn State“s University-wide kick-off. He also mentioned that because of the economy, they have somewhat scaled-back their event and what was once going to be a black tie gala, will be less formal. Jim also mentioned they decided to charge for their dinner.
- Ernie Repice mentioned utilizing various techniques for cultivating and supporting the solicitation of gifts, and mentioned campus magazines, online giving and scholarship dinners to reconnect alumni.
- Stephen Taub discussed how the Abington campus is in a competitive geographic region where the campus is required to compete for students and philanthropy with other non-profit organizations. Steve said that there are over 80 colleges and universities in the greater Philadelphia area.
- Several chairs expressed that engaging faculty is important.
- A few chairs mentioned the need for honors programs (and support) at the campuses.

John Romano, Vice President for the Commonwealth Campuses, mentioned that some campuses have established honors programs. John discussed the need for campuses to establish or enhance honors programs. He discussed some of the challenges as well as the advantages of having honors education offered at the campuses.

Lee Beard discussed how having the campuses participate and represented in the *For the Future Campaign* provides University Park employees and volunteers with a better picture concerning the role and success the campuses are achieving during this campaign.

John Romano discussed his volunteer role as Chair of the University-wide Faculty/Staff Campaign. John mentioned that the Faculty/Staff Campaign is an organized effort across the university and has raised over \$44 million to-date. John gave thanks to everyone for serving as volunteers on behalf of the campuses.

### **Stewardship Presentation**

Lee Beard introduced Kathleen Rider, Josetta Lichty and Dede Kazmaier

Kathleen Rider, Director of Stewardship, provided an overview of Stewardship from a University perspective. Kathleen mentioned the importance of engaging donors long after they have made a gift and thanking donors in a timely fashion. It is important for donors to know how their gift(s) are being used and how funds are being spent. The entire university is responsible for stewarding donors -- development officers/central units/unit FO“s and awarding staff. Finally, Kathleen mentioned that annual endowment reports will be sent to all donors in October, 2009.

Josetta Lichty, Stewardship Coordinator for the Commonwealth Campuses, gave a presentation on how central staff at University Park can serve the campuses with their stewardship efforts.

Josetta is working with the development officers and staff at the campuses in order to make sure that proper stewardship and related accounting is facilitated.

Dede Kazmaier, Volunteer campus representative from Altoona and a member of the University-wide Stewardship Committee provided an update on Penn State's stewardship activities. She mentioned several techniques and ways to develop and foster relationships and commented on her own personal gift giving experiences at the Altoona Campus.

### **Comments from Lee Beard**

Lee Beard discussed the upcoming University-wide Campaign Kickoff scheduled for April 23-25, 2010. All campaign volunteers, including all members of each campus' campaign committee will be invited. Campaign Chairs and Directors of Development should be reviewing with their chancellors, chairs and campus committees whether they wish to have their own tailored campus campaign kickoff events at each respective campus. Lee stressed the importance of getting the word out and if appropriate inviting University Park staff and volunteers as soon as possible and said she and Dale would be glad to be involved and / or assist with planning for these efforts as needed.

Lee noted the purpose of the individual campus kickoff events would primarily be for community visibility and potential donor giving. Utilizing the various campuses resources wisely, should be considered.

Beaver - kickoff event is scheduled.

Great Valley - currently considering a kickoff event.

Mont Alto - kickoff event is scheduled. It will be a two day event.

New Kensington – tentatively scheduled for July.

Dina Daniele, Campaign Chair for Great Valley, thanked Kathleen, Josetta and Dede for their presentations. She said that the information they provided was very helpful. Dina also requested we share a chairs email address list/roster with the group. (*Done*)

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

- College and Campus Chairs' meeting conference call, March 26, 2010
- Campaign Kick-off, April 23-25, 2010

The meeting was adjourned at 4:30pm.

*Respectfully submitted*  
Office of University Development, Commonwealth Campuses