



College Chairs' Meeting
Friday, September 24, 2010
The Penn Stater Conference Center
2:00 p.m. – 4:00 p.m.

MEETING MINUTES

Attending: Joe Atkinson (Information Sciences and Technology), Susan Mann Breedlove (Education), Bryon Deysher (Business), James Durham (Dickinson School of Law), Rob Fenza (Arts and Architecture), Gary Gentzler (Educational Equity), Earl and Kay Harbaugh (Agricultural Sciences), David Lieb (Office of University Development), James Marpe (Student Affairs), Bruce Miller (Chair), Catherine Rein (Liberal Arts), Paul Robertson (Earth and Mineral Sciences), Richard Sokolov (Athletics), Sara and Thomas Songer (Nursing) and Joe Monkowski (Engineering) via conference call

Guests: Rod Kirsch, Senior Vice President for Development and Alumni Relations, and Peter Tombros, Chair, *For the Future: The Campaign for Penn State Students*

Welcome and Introductions

Bruce Miller, Vice-Chair of *For the Future: The Campaign for Penn State Students* and Chair of the college committees, welcomed and thanked the participants for attending the meeting. He extended a warm welcome to Sara and Tom Songer who were recently appointed as co-chairs of the School of Nursing Campaign. He also welcomed and thanked the volunteers that were attending the meeting as substitutes for their respective campaign chairs: Joe Atkinson (Information Sciences and Technology), Gary Gentzler (Educational Equity) and Catherine Rein (College of the Liberal Arts).

Guide to Major Gift Fundraising Procedures and Best Practices at Penn State

A copy of the "Guide to Major Gift Fundraising Procedures and Best Practices at Penn State" was distributed. Bruce Miller made the following comments:

- This is the first time that University Development is using a manual with standardized procedures that highlight some of the best practices that are being implemented in the area of major gift fundraising at the University.
- The directors of development received the notebook at a director's staff meeting on September 20.

- David Lieb responded and said that their reaction was overwhelmingly positive and that they appreciated receiving the manual. He also said that he hopes this document will serve as a conversation starter between campaign chairs and the directors of development to see if units are doing what they should in each of the five areas identified below:
 - Prospect Identification and Assessment
 - Prospect and Donor Cultivation
 - Communication with Prospects and Donors
 - Stewardship
 - Effective Volunteer Engagement Techniques

- Bruce said that as new best practices are identified those would be added to the notebooks.

Bruce asked Earl Harbaugh, College of Agricultural Sciences, to talk about the College's recent donor recognition event. Earl reported that the College of Agricultural Sciences held their annual Scholarship dinner on Thursday, September 23 and over 600 individuals attended. He added that about three years ago, the Dean of the College of Agricultural Sciences added another component to this already successful event. The morning following the scholarship dinner the Dean hosts a breakfast followed by a tour of some of the exciting projects and research occurring in the college. Earl reported that over 100 donors participated in the event and the feedback was very positive.

Open Discussion

Bruce Miller asked for feedback on the Gift Planning session held earlier that morning. Below is a summary of the comments:

- Jim Durham said that it was great to learn about the options available and he appreciated the survey course. He added that he learned that he does not have to be an expert.
- Paul Robertson agreed with Jim and added that it also channeled people's thinking as to feeling comfortable with introducing a Penn State development officer into the conversation. He said that it was helpful to learn about the professionals in the Office of Gift Planning. It was beneficial and everyone took a lot away from the session.
- Susan Breedlove said it was very practical and helpful.
- Joe Atkinson remarked that he appreciated the important reminder that not every donor is well advised by his/her attorney or financial planner.

- Gary Gentzler mentioned that there is a wide variety of methods and procedures that can be tailored to suit a particular need.
- Rob Fenza said that one of the things he found most interesting was the vignette on “...all my planning is done.” He remarked that people are not as tax advantaged as they could be and learning about the tax advantages of annuities and remainder trusts was helpful.
- Earl Harbaugh said that the presentations were crisp and solid.
- David Lieb said that the purpose for the Gift Planning session was to provide some education and awareness of the resources available in the Office of Gift Planning. He also said that if a campaign committee wanted to do something similar at one of their respective campaign committee meetings, it could be arranged and he would be pleased to facilitate the request.
- Joe Atkinson suggested Penn State tell their donors how their gifts are being made.
- Rob Fenza asked if Penn State has people that advise donors regarding new tax laws.
- Bruce Miller replied that Mike Degenhart’s office is responsible for getting the word out whenever there are major changes to the tax code.
- David Lieb added that Mike Degenhart relies heavily on his Planned Giving Committee volunteers and is happy to bring their expertise into a conversation with a donor who is interested and wants to receive advice. He also mentioned that there will be a donor retreat in Florida in February 2011 and the target audience is alumni over a certain age that may be facing some estate planning issues. Kirby Upright and Ed Beckwith, chair of the Planned Giving Advisory Council will lead a panel discussion on tax changes.
- Rod Kirsch stated that on October 8, the Planned Giving Advisory Council is meeting and Kirby Upright, who is a member of that group, and other Gift Planning volunteers will be involved. They will be conducting seminars in some of the major metropolitan areas (Pittsburgh and Philadelphia) to start to bring together practitioners. Rod further added that the meetings would not occur until next year, as the seminars and workshops are still being organized.

Spring 2011 Campaign Chairs’ Meeting

Bruce Miller asked if there were any suggestions for topics for the next meeting. He added that if there were not any significant topics then the meeting would be held as a teleconference similar to the March 2010 meeting. He received the following suggestions:

- Rob Fenza suggested a discussion on the new tax code and gift planning.
- Rick Sokolov suggested the topic of “how to nurture lower-level donors” for the next generation of givers and for the next campaign. He also suggested hosting an event at Penn State for potential donors and asking the campaign chairs to attend and discuss why and what motivated them to make a gift. The event does not have to be a formal setting. It could be a lunch, dinner or a golf tournament bringing together people that have not made a commitment with people that have.
- Bruce Miller asked Rod Kirsch if this concept could be adapted by the Alumni Chapters. The concept of doing this at a local lunch or dinner, national-wide, could be very powerful.
- Rod Kirsch said that there is a lot of potential to do more with the alumni chapters around the country in this area and that the Alumni Association is moving in this direction.
- Rich Sokolov further said that if the campaign chairs had a better understanding of the alumni events occurring in their respective areas, they could coordinate by asking their volunteers to attend.
- Tom Songer suggested that they consider doing more testimonials, which is a great way to sell somebody on giving and to entice new donors.
- Bruce indicated that all chairs would receive an e-mail from him asking for additional ideas for the spring meeting, which will be done either via teleconference or at University Park.
- He also mentioned that they would receive a meeting satisfaction survey following this meeting as their comments are important as he, Lee and the staff plan for future seminars.

Remaining Weekend

Bruce Miller reviewed the remaining weekend schedule:

- The President’ Club reception that evening.
- President’s Tailgate at the Schreyer House on Saturday.
- Football game at 3:30 p.m.

Gift Announcements

Jim Durham was acknowledged for his recent campaign commitment of \$750,000 to the Dickinson School of Law. Rick Sokolov was also recognized for his gift of \$1M to Intercollegiate Athletics and the Smeal College of Business.

Campaign Volunteer Giving

Bruce reminded the committee chairs that it is important that they demonstrate their leadership through their personal philanthropy and to remind their campaign committee that they are also leaders. Volunteer giving is important as it sets an example for the donors that they will be talking with. It is very important to reinforce that message when our chairs are meeting with their individual committee members and it is equally important to engage other volunteers with prospective donors.

Closing Remarks

The following closing remarks were made:

- Jim Marpe provided a report on recent initiatives in the Office of Student Affairs. Damon Sims, Vice President for Student Affairs, made a presentation at the September 17 Board of Trustees meeting on Penn State's excessive use of alcohol. It has generated an interest of a potential seven-figure gift that will be directed toward substance-free tailgate opportunities for students. Student Affairs has begun to receive research reports on the income of freshmen student's parents and the likelihood that they might be prospective donors. The members of the Parent's Council are committed to calling the parents of freshmen students in their respective geographical areas to welcome them to the Penn State family and to make a connection.
- Earl Harbaugh added that the College of Agricultural Sciences Student Council held their first alcohol-free tailgate and it was very successful.
- Bryon Deysner remarked that Penn State educates a tremendous number of international students, and he questioned whether Penn State does a good job of instilling the same philanthropic passion with parents of international students.
- David Lieb responded that Michael Adewumi, Vice Provost for Global Programs, has started to inform the Office of University Development (OUD) when he is traveling abroad and OUD is helping him by identifying Penn State alumni that he might want to meet during his travels. Philanthropy is often not a part of the international student's culture, but OUD is working with the Office of Global Programs and the Office of Student Affairs to make international students aware how philanthropy is helping their

experience while they are students here.

- Earl Harbaugh asked if there was any correlation done recently on whether alumni with a bachelor's degree give more than alumni that have an advanced degree at Penn State.
- Dave Lieb answered his question by saying that they have not done any analysis recently, but this has been looked at previously. The predominance of our philanthropic support comes from undergraduate alumni, many of whom also have graduate degrees from Penn State. The director of development in the Office of Research and the Graduate School is especially cognizant of working with alumni who have graduate degrees from Penn State. The director of development works with his colleagues in the academic units with the goal of increasing philanthropic support for graduate education. The directors of development are reminded not to ignore their graduate degree alumni population.
- Rob Fenza said that the College of Arts and Architecture has been working on facilitating an emotional connection to the donors. Their campaign committee realized that they need professors and department heads to help engage their donors. A few years ago, the new dean hosted a dinner at a local restaurant for the volunteers to meet the faculty and department heads. It was very successful and the first time that the committee had an opportunity to meet the department heads and their spouses. The interactions that take place at these dinners has really helped committee members connect with the department heads in a way that they feel they can leverage those departments heads to help with volunteers.
- Bruce Miller thanked the campaign chairs for attending the meeting and for their commitment to the campaign and to Penn State. He concluded the meeting by stating that we are making tremendous growth in the campaign, but at this phase of the campaign, we cannot afford to let the momentum slow.

Respectfully submitted,

Melanie Ekdahl
Administrative Assistant
Office of the Associate Vice President
for Development