

**All-Volunteer Summit  
Campus Chairs Meeting Session  
Penn Stater, University Park  
Thursday, September 4, 2008  
1:30p.m.-3:15p.m.**

**MEETING MINUTES**

E. Lee Beard, For the Future Campaign Vice Chair and Chair for the Commonwealth Campuses and Dale DiSanto, Executive Director of Development, Commonwealth Campuses welcomed the chairs and thanked them for their time, support and dedication to Penn State and to the Campaign and the Summit. All of the 20 Commonwealth Campuses were represented at this meeting.

**Participants - Campus Chairs**

Abington	Stephen Taub
Altoona	Keith Crownover
Beaver	John Hertneky
Berks	Eugene Curry, Jr.
Berks	Steve Weidman
Brandywine	David Lipson
Brandywine	Ernie Repice
DuBois	Anthony Viglione
Erie	Kurt Buseck
Erie	Gary Clark
Fayette	Robert Eberly, III
Great Valley	Dina Daniele
Greater Allegheny	Nancy Traina
Harrisburg	Ted Kauffman
Harrisburg	George Zoffinger
Hazleton	Pasco Schiavo
Lehigh Valley	John Hart
Lehigh Valley	Howard Kulp
Mont Alto	James Ingram
New Kensington	Barbara Arnold
Schuylkill	William Heckman
Shenango	Linda Hoelzle Barr
Shenango	Paul Chadderton
Wilkes-Barre	James Reino
Worthington Scranton	David & Ann Hawk
York	David Freeman

### **Participants (Other than Chairs)**

E. Lee Beard, Dale DiSanto, Dorothy Greer, Shaun Keister, Rod Kirsch, John Romano  
Peter Tombros

Dale DiSanto provided an overview of the campaign and provided an update on where key elements of the campaign stand. Dale thanked everyone for attending the Summit and said the University appreciates the leadership the chairs are providing to the campuses and to their campaigns. Dale pointed out the benchmarks and expectations of where the campus chairs and their committees should be at this stage of the campaign, summarized, as follows:

- The campaign timetable should have been shared with their entire campaign committee.
- Each volunteer should have a job description.
- Future committee and subcommittee meetings should be scheduled and held on a regular basis, e.g., 3-4 times a year.
- Each chair should know their campus campaign goal and the progress-to-date toward that goal.
- Dale thanked those chairs who have already made their financial commitments to the campaign. He said that most chairs should have either made their campaign commitment or be considering making their gift commitment. Dale asked that all chairs make their commitments before year-end, 2008. He also recommended the campus campaign volunteer committee members should be encouraged to make their gift commitment by spring, i.e., April, 2009.
- Dale provided an overview of the Campaign's new volunteer website, called the Volunteer Information Network. He informed the chairs to view this webpage, go to [www.vic.psu.edu](http://www.vic.psu.edu) -- the login is PSU (all caps) and the password is Nittany-1.

Lee Beard thanked the chairs for the leadership they provide to the campuses and said she stands ready to assist them. Lee mentioned that she has been at about 16 campuses to-date and that she hopes to be at all of them by year-end. She discussed how the campuses each are unique and different. Lee then reviewed the meeting agenda and provided an overview of the Summit and logistics for the weekend. Lee introduced Kurt Buseck, Campaign Chair for Penn State Erie, The Behrend College. Kurt discussed "Best Practices and the Roles of Volunteers in Making the Ask."

Kurt Buseck provided background about his personal involvement with the Behrend campus. He provided an overview and history of Penn State Erie and the significant gifts made to the campus over the years. Kurt discussed how they continue to cultivate alumni and friends, such as giving tours to reconnect them with the campus. Kurt noted that many of their donors come from the community and are not necessarily alumni.

Kurt said that they have found that Penn State's database was not overly beneficial with identifying new donor prospects and they use their own „home grown“ lists (who knows who in the community) per their volunteers along with the Penn State University Development lists. Kurt further indicated that helping donors experience their philanthropic passion is key and that cultivating people within the community (friends) works better than depending on a database.

Open discussion / dialogue ensued among the campus chairs.

The following are discussion highlights:

- How much giving is from friends vs. alumni? Dale DiSanto indicated that this depends on the campus, but that generally 20% of gifts at campuses come from friends.
- How well is the database in keeping track of alumni on who to approach and talk with?
- Competition with other universities in the Erie area as well as in the Philly area was voiced as a concern. Steven Taub, Chair of the Abington Campus, mentioned that there are over 80 colleges and universities in the Philadelphia area and there is strong competition for philanthropic support.
- It was suggested that perhaps the smaller campuses get together to share ideas and best practices that might be appropriate for their size.
- Penn State University Development Database
  - Central Development needs to help campuses with donor lists
  - Development lists exist, but there is a need to find donor's passion(s).
  - Development lists based on community passions vs. individual passions.

Dale DiSanto assured the chairs that even though the Penn State database is complex, it is a great resource and tool for developing donor lists. He explained how he is familiar with databases and systems at several major universities and the one Penn State uses and employs for all campuses is one of the best he has seen. Dale encouraged the chairs to work with their individual directors of development in this regard and make sure they are asking the right questions when seeking data from Penn State's central ACS database.

- Sustaining Programs is an Important Key to Success.
  - Jim Ingram, Chair of the Mont Alto Campus noted that this should be an easy ask and a good time given the economy. People have the money but are reserved. Conversations take longer but donors will still give despite the economy.
- Geographically dispersed campuses vs. colleges at University Park.

One chair suggested that the best people to ask for money are those who attended both a campus and Penn State University Park. Those who give to both are the campuses best bet.

- **Prospect Management**  
There was some concern voiced that that the campuses are not allowed to see prospects who give to University Park units. Dale DiSanto explained how prospect coordination and management is accomplished. He discussed how University Development conducts prospect management and leadership gifts prospect review meetings each week. These meetings are held to flesh-out strategies and to coordinate prospects between the University Park units and the campuses. The prospect tracking and systems office currently tracks approximately 9,000 active major gift prospects
- **How Development Staff is Compensated**  
David Lipson, Chair of the Brandywine Campus, asked how development staff is compensated and wondered if there is an incentive system in place. Rod Kirsch said that staff performance is reviewed annually, but there isn't a system for compensation based on funds raised. Rather, there is a cost of living as well as merit increases that apply to the entire staff. He said there is not any incentive pay or bonuses and this practice is not generally considered ethical in the fundraising business.
- **Faculty support and involvement with the Campaign**  
There was discussion about faculty support and involvement. It was clear that this is working better at some campuses than others. Some chairs discussed how their campus engages their faculty members such as inviting them to advisory board meetings and various events. Dale DiSanto mentioned how a few campuses have a reception annually to thank those faculty members who are donors each year.
- **One University – Geographically Dispersed**  
David Hawk, Chair of the Worthington Scranton Campus, said he was surprised to learn the differences between the size and scope of the campuses and mentioned that the campus he represents does not sound anything like what Kurt Buseck described at Penn State Erie. There was some discussion about getting together with peers from similar units - the smaller campuses and the larger campuses.

Lee Beard introduced Dr. John Romano, Vice President for the Commonwealth Campuses. Dr. Romano provided an overview of the campuses and he discussed how enrollment drives the vitality and fiscal health of the campuses. Dr. Romano's overview included historical and current enrollment data as well as state appropriation support and how state appropriations relate to the rising cost of tuition. It was noted that Penn State has the highest tuition rate of any public university in the nation. Dr. Romano said faculty and staff need to work harder at working together to preserve unity and public recognition of Penn State.

Rod Kirsch, Senior Vice President for Development and Alumni Relations and Peter Tombros, General Campaign Chair participated in various portions of the meeting. Rod

answered questions pertaining to prospect management processes as well as university policy on employee compensation.

Shaun Keister, the new Associate VP for University Development was introduced by Dale to the group. Shaun is a Penn State alumnus. He was previously the VP for Development Outreach at the Iowa State University Foundation.

Lee briefly reviewed the logistics for the rest of the Summit and the weekend. She encouraged the attendees to use this opportunity for networking, learning and having fun.

In closing, Lee thanked the chairs and congratulated them on dollars raised-to-date. Lee mentioned the next Chairs meeting will be held on March 27, 2009 and that the Campaign kickoff will be held April 22 - 24, 2010.

Meeting adjourned.

*Respectfully submitted:  
Office of University Development  
Commonwealth Campuses*