

Minutes of Meeting
College Campaign Chairs' Meeting
September 4, 2008
1:30-3:30 p.m.

Attending: **Bruce Miller** (chair), Mark Breedlove, Susan Breedlove, Harold Cheatham, John Curley, Bryon Deysher, Earl Harbaugh, Kay Harbaugh, Helen Hintz, Tom Hogan, Shaun Keister, Rod Kirsch, Michael Kirschner, Dave Lieb, James Marpe, Mary Ellen Marpe, David Reese, Paul Robertson, Peter Tombros, and Greg Wolf

Welcome and Introductions

Bruce Miller welcomed everybody to the meeting and thanked them for participating in this important and exciting weekend. Each chair introduced themselves and provided a brief statement of their involvement in the campaign.

Penn State Development's Best Practices-Liberal Arts Leaders' Dinner

Bruce mentioned that he wanted the chairs to have an opportunity to share best practices, and as not to put anybody on the spot for the first time, he planned on offering the first best practice. He also said that all units will have an opportunity in the future to identify their best practices and that he will work with their respective Directors of Development to identify other best practices. Bruce said that Dave Lieb shared this information with the directors and that the same protocol will be followed in the future so that the directors hear the same thing.

Bruce explained that the purpose of the Liberal Arts Leaders' Dinner was to recognize in a meaningful and public way donors who make gifts of \$100,000 or more in the *For the Future: The Campaign for Penn State Students*. He said that it is important to recognize donors who are not eligible for Mount Nittany Society membership (minimum \$250,000 gift), but who make a six figure gift. He noted that this recognition helps create a shared identify and a sense of pride related to the advancement of the College of the Liberal Arts and Penn State.

He detailed the events of the dinner and handed out an information sheet on the event (attached).

The following recognition events were discussed by those in attendance:

- **Agricultural Sciences**

Earl Harbaugh mentioned that Ag Sciences hosts an annual scholarship/awards dinner through which the donors and the students are able to meet. A program is provided that includes the name of the scholarship, the benefactor and the student who received the award.

- **Intercollegiate Athletics**

Greg Wolf stated that donors who make a \$300,000+ gift for a scholarship receive a brass plaque with a raised relief picture of the donors. The plaque has their name, the name of their scholarship and a quote from the donor. The plaque is located in the Intercollegiate Athletics office suite.

Athletics also hosts an annual athletic endowment reception and dinner where the donor is able to meet the athlete who is the recipient of their scholarship. As part of the program, the athletes introduce themselves, state their sport, and their hometown. They are seated with their donor and typically over 500 students and donors attend this dinner.

- **Communications**

John Curley mentioned that, every other year, the Dean will travel to California to host a small dinner with members of the Board of Visitors who reside on the west coast and are not able to attend many of the events held at University Park. The dinner is typically held at the home of one of the board members.

They also host an annual golf tournament at University Park with the proceeds from the \$1,000 entry fee going toward their Internship Endowment.

- **Earth and Mineral Sciences**

Paul Robertson noted that EMS recognizes their donors at the Obelisk Society reception and dinner. Membership into the Obelisk Society is open to alumni and friends who have made cumulative lifetime gifts totaling \$25,000.

- **Education**

Mark Breedlove said that the chair of the college campaign committee sends a hand-written note acknowledging a donor's gift and expressing his/her thanks.

- **University Libraries**

Michael Kirschner stated that the Libraries' Leaders Program recognizes higher-level gifts in addition to the traditional \$25,000 contributions. The event is held on a Friday night of a home football game. The recipients receive Library Leaders bookends presented to them by the Dean. They also have their picture taken with the Dean and Joe and Sue Paterno.

Fundraising in Challenging Economic Times

Bruce Miller commented that some chairs have expressed anxiety about being in a campaign during challenging economic times and he wanted to lead a discussion about this issue. He referenced the copies of several news articles that were sent out in advance relating to this subject and noted that Rod Kirsch was also going to be discussing this topic at the summit. He said that we must stay the course and the fact that some institutions are suspending their fundraising campaigns will be to the benefit of Penn State. He reminded the

chairs that there are still 6.5 years left in the campaign, so that those who might be considering a gift will have time to make one before the end of the Campaign.

This led to a discussion regarding the challenges that volunteers, staff and Penn State will face. Several chairs expressed concern about the slow economy and felt Penn State would be heavily impacted especially those donors in the real estate market and, in particular, the Smeal College of Business.

Most agreed with Bruce's comments that the length of the campaign will be beneficial to Penn State as it will allow those donors who might not be ready today to make a gift, the opportunity to do so in the future. A brief discussion occurred about the benefits of an "early activation" by providing five percent of the endowment for up to five years.

Dave Lieb mentioned that it was important to be upfront with prospects and expressed optimism that after the November election the economy will begin to turn around. He said that even though education has historically been slightly affected--philanthropy, in general, is historically resilient to downturns in the economy. He went on to say that now is not the time to stop visiting prospects and that development staff needs to continue to work with volunteers on being out and engaging donors and prospective donors. Dave also mentioned that not all industries are currently suffering in today's economy and that some industries, like the oil industry, are benefitting from the current economy.

Volunteer Information Website

Dave Lieb provided a brief overview of the Volunteer Information Center (VIC). He explained that the website was created for volunteers to serve as a resource for campaign related materials and a quick electronic link to various other University websites. The information for the website is below:

URL: www.vic@psu.edu
User ID: PSU
Password: Nittany1

Campaign Chairs Commitments

Bruce Miller acknowledged and thanked Earl and Kay Harbaugh for their recent gift of \$250,000 to create the Harbaugh Endowment for Entrepreneurship in the College of Agricultural Science and asked them to discuss why they made their specific gift to the College of Agricultural Sciences. Earl and Kay both spoke eloquently about their recent gift.

Bruce concluded the meeting by asking the chairs to give serious consideration to finalizing their personal campaign commitment by the end of the year.

Respectfully submitted,

Melanie Ekdahl