

MINUTES, ADVANCEMENT COMMITTEE
CALIFORNIA STATE UNIVERSITY, FRESNO
5240 North Jackson Avenue, M/S UC 43
Fresno, California 93740-8023
Office of the Academic Senate
Ext. 82743

December 18, 2007

Members Present. A. Parham (Chair), J. Kus, P. Smits.

Members Absent. M. Botwin A. Cuellar, W. Fasse, W. Loscutoff.

Visitors: M. Dunn.

There was no quorum.

The Advancement Committee was called to order by Chair A. Parham, at 9:05 a.m. in the University Center # 203.

1. Minutes. No Minutes to approve.
2. Agenda. MSC to approve the Agenda as distributed.
3. Communications and Announcements.
 - a. The “Donor Bill of Rights” was distributed.
 - b. The “Case Statement of Ethics” was on the reverse side and both will be considered for approval in the future.
 - c. Dr. Smits presented the “Principles and Practices for Fund Raising” document and noted that all Advancement staff will be asked to sign onto it.
4. Donor Bill of Rights.

The Donor Bill of Rights was distributed and discussed.

5. Campaign Report – Mary Anna Dunn.

M. Dunn presented the “Year to Date Report”.

M. Dunn also presented the “Comprehensive Campaign Report” as of 9/30/2007.

6. General Advancement.

Dr. Smits distributed copies of the “Annual Fund Report” and noted the yield has been much improved this year as opposed to when we used a contract company.

The snapshot report on “Gift Level and Giving Level” was distributed.

Dr. Smits presented a new ”Endowment Report to Donors” which has been developed and implemented.

It was noted that the new “Dashboard Reports” had been given to many boards associated with advancement and an example was distributed.

It was noted that the “Fresno State Magazine” distribution has been doubled to 125,000 copies to maximize the impact of this high quality publication. Distribution is twice a year.

The last item discussed was a letter developed for the Columbia Memorial in the College of Engineering.

The next scheduled meeting of the Advancement Committee will be held on January 22, 2008 @ 9:00 a.m. in the University Center # 203.

Agenda.

1. Approval of the Minutes of 12/18/2007.
2. Approval of the Agenda.
3. Communication and Announcements.
4. December Quarterly Report on Advancement.
5. December Quarterly Report on Capital Campaign.
6. New Business.