

**San Francisco State University Foundation Board
Development Committee Zoom Meeting
February 3, 2025
Minutes**

Members Present: John Gumas (Chair), Amy Chan; Dana Corvin; Mary Huss, Fred Levin, Judy Marcus, Gulshan Kumar, Patty Siguenza, Cynthia Bengier, Jeffrey Jackanicz (ex-officio)

Guests Present: Julie Siebel, Ted Blackburn, CCS Fundraising

Staff: Anjali Billa, Mary Campbell

Members Absent: Marsha Rosenbaum, Jim Wunderman

I. Call to Order

John called the meeting to order at 2:05pm.

Motion to approve October 28, 2024, Development Committee meeting minutes.

John provided committee members an opportunity to make a motion to approve the October 28, 2024, Development Committee meeting minutes. A motion to approve and a second was received. The motion passed.

MINUTE ACTION: that the Committee approve the October 28, 2024, Development Committee meeting minutes.

Motioned by: Judy Marcus

Seconded by: Mary Huss

Motion: Passed

II. Update on CCS Fundraising Campaign

The main topic of the meeting was the progress of the campaign, with Ted Blackburn and Julie Siebel from CCS Fundraising providing an update. They shared a sneak preview of the first deliverable of the campaign and discussed the process leading up to the Board retreat, where they would present their final report.

Ted then outlined the process they have followed, including interviews, focus groups, an electronic survey, and data analytics. They also mentioned that they have exceeded their goal of forty interviews and provided a profile of the interviewees. Amy asked about the selection of current students to participate, to which Jeff responded that they were student representatives on the Foundation Board.

Ted discussed the evaluation of San Francisco State's campaign readiness. He highlighted the university's strong culture of philanthropy, with 87% of interviewees willing to make a gift, and the success of the previous campaign as a foundation for meaningful giving. Ted also noted the positive perception of the university and its mission, and the readiness of interviewees to volunteer for the campaign. He identified areas for improvement, such as the need for more specificity around the campaign's case elements and the potential for reorienting campaign categories towards student needs. Ted also mentioned the confidence in Jeff's leadership of the foundation, and he concluded by noting the opportunities for the university to engage alumni and secure significant gifts.

Ted and Julie discussed the positive reactions and findings from the campaign plan study. They highlighted that 67% of respondents were either very positive or positive about the plans, indicating a strong commitment to the campaign. The top six priorities, including student success and institutional impact, were ranked very positively. The team also discussed the potential for retesting the question about the right time for the campaign, given the current global situation. Julie outlined the next steps, including analyzing the data, conducting follow-ups, and starting conversations with Jeff's team about donor involvement. Ted recommended a 5-year pledge period for their campaign, spanning over a 5–7-year period.

Amy expressed her concerns about the potential impact of the unstable economic environment on their campaign, particularly in relation to the selection of individuals for interviews. Jeff acknowledged these concerns and discussed the need for a diverse data pool to yield objective answers. He also mentioned the ongoing E Survey to assess things more broadly. Jeff and Cynthia shared their experiences with launching campaigns during challenging times, emphasizing the importance of having a good fallback position. John suggested that the research showed a high demand for leadership and soliciting gifts, which Jeff agreed with, noting that they would find the right people for these roles.

III. Philanthropic Progress Report/Fundraising totals to date

In the meeting, Jeff and Anjali discussed the progress of their campaign, highlighting that they are at 92% of their goal and are likely to exceed it.

IV. Adjournment

MINUTE ACTION: that the February 3, 2025, Development Committee meeting be adjourned.

Motioned by: Amy Chan Seconded by: Mary Huss Motion: Passed

The meeting was adjourned at 2:55 pm.

Respectfully submitted:

Signed by:

320CD0CA6188423...

John Gumas
Chair, SFSU Foundation Board Development Committee

05/13/2025 | 10:23 AM PDT

Date

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