

10-26-2001

## 2001 - Board of Trustee Meeting Minutes

Board of Trustees, Central Washington University

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**Approved December 6, 2001**

**CENTRAL WASHINGTON UNIVERSITY  
Board of Trustees and Foundation Board  
Joint Meeting  
Friday, October 26, 2001  
Barge 412**

*Session opened at 4:20 p.m.*

*Present*

**Board of Trustees** – Chair Gwen Chaplin, Ken Martin, Jay Reich, Justin Silvers, Judy Yu

**Foundation Board** – Jerry Abbott, John Bush, Chair Clark Daffern, Ron Dotzauer, Bill Driver, Kevin Klustner, Neal Ottmar, Mark Pearson, Ed Reich, Tim Riley, Keith Thompson, Bill Tucker, Dennis Weston

*Others Present*

Jen Gray, Interim Vice President for University Relations  
Judy Miller, Secretary to the Board of Trustees

*Discussion*

Members of both boards met to review a common issue of private financial support for the university and to discuss partnership initiatives. With less state support for higher education, more private funding is needed.

Ms. Gray reviewed the university's fund-raising process. The CWU Development Oversight Committee has been instituted to develop fund-raising priorities based on assessed needed. Identified priorities will be coordinated with the Foundation Board to determine funding potential. Scholarships are needed to assist with recruitment and retention.

A capital campaign feasibility study request for proposal (RFP) will be prepared in the next few weeks. The feasibility consultant will interview Foundation Board members, trustees, legislators, some alumni, and major donor prospects to identify a targeted amount for success.

Clark Daffern referred to the mission statement of the CWU Foundation – *The Central Washington University foundation is a partnership of committed volunteers working in concert with donors, alumni, friends, and the University communities to raise private funds that support the students, faculty and programs at Central Washington* – and asked Dennis Weston and Tim Riley to share what the Foundation Board is doing to further the work of the foundation.

Major ideas discussed include the following:

- ?? *Cultivate relationships* – Each board member was encouraged to evaluate who they know to identify potential donors. Find common ground, develop a case statement, determine what might be of interest, and then approach them with a reason for giving. Spend time with personal contacts.
- ?? *Weave fund raising into the fabric of the university* – Identify graduates with whom board members have ties, cultivate and develop those relationships, realizing that it is a slow process.
- ?? *Develop a lifetime culture that is unique to Central* – Encourage a cultural responsibility to give to the institution beginning with a student's application for admission. Alumni should be reminded of their cultural connection and be encouraged to give.

?? *Presidential leadership* – presidential leadership is critical to facilitate the cultural and specific objectives of meeting fund-raising goals.

Fund raising is now the major focus of the Foundation Board. Formerly, few members were directly involved in raising funds, now all members are intimately involved in fund raising. The Foundation Board made a conscious decision to increase board membership with more focused criteria. The board recruitment committee analyzes needs and fills positions. Members of both boards discussed the importance of making an annual, meaningful gift to the university. Noting the value of involving trustees in university fund-raising, Foundation Board members will encourage the governor to include fund-raising in the criteria for new trustee appointments.

University Strategic Planning Goal III – *Develop a diversified funding base to support our academic and student programs* – has placed fund-raising in the mainstream of university life. Dr. McIntyre was applauded for her leadership in this area. Our two new vice presidents – David Soltz, Provost/Senior Vice President for Academic Affairs, and Charlotte Tullos, Vice President for Student Affairs and Enrollment Management – are experienced fund-raisers. Deans and faculty want to be more involved in fund raising and are being cultivated for that activity. Success will follow as the whole university becomes involved in raising private funds.

University fund-raising goals and individual board member commitments were discussed. Challenges and trends in giving were reviewed. A staff position dedicated to small donor gifts on a grass roots level would help reverse the current trend in donor base decline. The Foundation Board felt that an interim development officer is critically needed to maintain momentum until the permanent position can be filled. Adding development staff was identified as necessary and prudent to accomplish the university's long- and short-term fund-raising goals.

Board members will be more successful contacting potential donors if they are aware of appropriate giving opportunities at the university. Jen Gray periodically provides the Foundation Board with target opportunities. That information will be distributed to the trustees as well. The more the board members know about the university, the easier it is to respond to the interests of prospective donors. Jen Gray will work with the trustees to determine possible contacts.

Increasing alumni giving was thoroughly discussed. Both boards agreed that alumni giving is an area in which current staff can work to make a difference in the short-term and that a realistic plan should be developed quickly. Dr. McIntyre, the vice presidents, and deans can provide consistency to major donors during this interim period.

Members of both boards expressed appreciation for the opportunity to meet and share common themes. They pledged to meet often for various events and join with alumni to cultivate donors. The resulting team will work cooperatively to accomplish the common goal – support the students, faculty, and programs of Central Washington University.

*Meeting adjourned at 5:46 p.m.*

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Judy B. Miller, Secretary to the  
Board of Trustees  
Central Washington University

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Gwen Chaplin, Chair  
Board of Trustees  
Central Washington University