SSAA BOARD MEETING MINUTES
Monday, December 7, 2015
5:30-7:45 p.m.

Board Members Attending: Fred Baldini, Jennifer Barber, Melissa Bardo, Maggie Beddow, Ron Brown, Joan Carnago, Matt Cologna, Paul Finn, Larry Gilmore, Eric Guerra, Bruce Hohenhaus, Alyson Iwamura, Penny Kastanis, Lynne Koropp, Lois Mattice, Mamie Mierzwak, Brenda Narayan, Cory Parish, Alice Perez, Mike Rizzo, Vince A. Sales, Rhonda Staley-Brooks, Nancy Tooker

Board Members Absent: Rob Allen, Sharon Krause, Amanda Merz, President Robert S. Nelsen, Marco Rodriguez, Tim Sbranti

Others Attending: Elisa Trimboli, Josée Muyango, Robert Dugan

1. Welcome – President Eric Guerra

2. Advocacy Update (Dugan/Dietrich)
   a. Working on advocacy days, strategy is to focus on time to degree (handout)
   b. Expect a budget year where the Governor does not accept the initial CSU budget request
   c. Great partnerships are in place with the city and county
   d. Will bring opportunities for alumni to be active to future meetings

3. Presentation/Discussion—Committee Restructuring (Cologna/Mierzwak)
   a. Reviewed current committee structure and where there are gaps in addressing the priorities established in our strategic plan
   b. Discussed redistribution of objectives between committees and whether that created the need for an additional committee to be formed
   c. Ideal is to focus committee work on engaging members and alumni knowing that membership will follow as participation grows; want to be customer/member focused
   d. Support was expressed for forming a new committee and for making sure that all committees recognize they play a role in membership growth
   e. Next steps recommended was to finalized a new proposed structure and present it at the SAAA retreat in February

4. ACTION: Consent Items
   a. Approval of 10/5/15 Board Meeting Minutes (Attachment 1)
      i. MOTION: Matt Cologna
      ii. SECOND: Paul Finn
      iii. PASSED

5. President’s Report (Guerra)
   a. Thanked directors and staff for their coordination of programs and events this fall
   b. Kudos to the Board for participating in Giving Tuesday
   c. Power of 1,000 Hornets reminder –Close to 100% Board participating – be sure to get your contribution in and be part of the legacy
   d. Comprehensive campaign market study is underway. Consultants are conducting interviews. An early note is that alumni engagement begins day one when a student arrives on campus
6. Executive Director’s Report (Barber)
   a. Giving Tuesday 2015 raised more than $82K in 36 hours ($70K raised and the University Foundation matched with an additional $12K)
   b. Membership Marketing and Communications Manager recruitment is underway. Interviews are being scheduled. Hope to have a new hire in Jan/Feb
   c. Membership Services Coordinator recruitment is in the interview phase. Hope to have a new hire in place in January
   d. GOLD program coordinator position still being developed
   e. Alumni Relations and Annual Giving Associate, Ginger Hashimoto, will be leaving to pursue a policy analyst position. Her last day with SSAA is Dec. 11.

7. Committee Reports
   a. Finance (Mierzwak)
      i. ACTION: Acceptance of July/August Financial Reports—(Attachment 2)
         1. MOTION: Penny Kastanis
         2. SECOND: Mike Rizzo
         3. PASSED
      ii. ACTION: Acceptance of Quarterly Investment Report—(Attachment 3)
         1. MOTION: Matt Cologna
         2. SECOND: Penny Kastanis
         3. PASSED
   b. Membership and Fund Development (Cologna)—(Attachment 4)
      i. Membership numbers are where we would expect to see them this time of year.
      ii. Grad Fest was the largest fall iteration of this event to date.
   c. Chapters and Alumni Development (Finn)
      i. Committee recently reviewed six grant applications. All were for great projects/programs so they decided to award portions of each request totaling $2,800
      ii. ACTION: The SSAA Board of Directors agrees to provide $1,500 in matching funds for the Chapter Challenge. The Finance Committee is to determine the best source for these funds.—(handout)
         1. MOTION: Ron Brown
         2. SECOND: Rhonda Staley-Brooks
         3. PASSED
   d. Scholarship Committee (Kastanis)
      i. 2015-16 Scholarships are due March 1, 2016
      ii. We are adding a couple of chapter scholarships this year – HPPA and Foreign Languages
      iii. Sub-committee is already working on the DAA silent auction to generate more scholarship funds
      iv. Scholarship and nomination packets will be online by Dec. 18
   e. Nominating Committee (Barber for Rodriguez)
      i. Between 2-4 vacancies on the board for the 2016-17
      ii. Looking for industry gaps; i.e. legal, health care

8. Other Reports
   a. CSU Alumni Council (Finn)
      i. The Council is in the process of selecting a new Alumni Trustee for the CSU Board of Trustees
         1. Overall there are 20 positions the Governor appoints and three positions appointed by the CSU, only the Alumni Trustee position does not have to be approved by the Governor.
         2. SSAA has moved forward one nominee for the Alumni Trustee position
b. VP Advancement (Sales)
   i. Annual Report of Giving was being distributed – highlight was that Sac State raised $15 million in 2014-15
   ii. The Power of 1,000 Hornets campaign is up to 103 donors totaling $960,000 raised
   iii. The Science II building has been approved – $20 million needs to be raised through private support to complement the $70 million from CSU
   iv. Three Director of Developments positions will be added to the University Development department to support the Comprehensive Campaign

c. ASI President (Bardo)
   i. ASI Food Pantry has on average 50 students per day
   ii. Two (2) pop-up pantries occurred fall semester featuring local farmer’s produce, more than 500 students attended the two events
   iii. ASI donated $2,000 for the Emergency Grant Fund which President Nelsen matched
   iv. ASI has a Lobby Corps is gearing up to be active with the Legislature
   v. Hosted a cultural appreciation fair

d. University Foundation (Perez)
   i. The University Foundation has approved a Comprehensive Campaign with a tentative goal of raising $200 million dollars over 7-8 years
   ii. Echoed the strong philanthropic progress in 2014-15

9. Meeting Wrap-up
   a. Next Meeting: February 5, 8:30 a.m.-1:30 p.m.
   b. Discussion focus: Retreat: Career Resources for alumni and Student Success
   c. New Business and/or Meeting Feedback?

10. Meeting Adjournment
    a. Meeting adjourned at 7:58 p.m.