



**BOISE STATE
UNIVERSITY
FOUNDATION**



Boise State University has established the Institute for Microelectronics Education and Research (MER), a university-wide, multi-disciplinary effort to prepare students for microelectronics careers and advance faculty research. The Institute will be a nexus of the microelectronics efforts at Boise State and will develop opportunities for educational initiatives, workforce development, and avenues of research. Through initiatives like MER, Boise State seeks to foster a supportive environment for high-tech industries and our community's participation in them.

CAMPAIGN COMMITTEE MEETING

TUESDAY, JUL. 25 | 8 - 10 A.M.



BOISE STATE UNIVERSITY



**BOISE STATE UNIVERSITY
FOUNDATION**

CAMPAIGN COMMITTEE MEETING

Tuesday, July 25, 2023, 8:00 a.m.

AFC Room 209

[Join Zoom Meeting](#)

AGENDA

I. Call Meeting to Order	Randy Hales
II. Approval of Minutes from April 18, 2023 [VOTE]	Randy Hales
III. Campaign Command Center <ul style="list-style-type: none">• Launch Event• Campaign Brand• Volunteer Summit	Matthew Ewing
VI. Campaign Updates	Matthew Ewing
VII. Simpson Scarborough Update	David Johnston/ Matthew Ewing
VIII. Other Business	Randy Hales
IX. Adjournment	Randy Hales

Foundation Board of Directors Engagement Event is 8/10/2023, 5:30 – 7:30 p.m. Hemingway Center

Next Foundation Board of Directors meeting is 8/11/2023, 9:30 a.m. - 1 p.m., AFC Ballroom/Zoom.

The next Campaign Committee meeting is 10/24/2023, 8 - 10 a.m., AFC 209/Zoom



**BOISE STATE UNIVERSITY
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CAMPAIGN COMMITTEE MEETING

Tuesday, April 18, 2023, 8:00 a.m.

AFC Room 406

Meeting Minutes

Directors Present

Randy Hales (Chair)

Zach Higgins, Cheryl Larabee, Ryan Relyea, Jim Martin, Royanne Minskoff, Glen Walker

Staff attendees

Paul Powell, Matthew Ewing, Argia Beristain,

Alison Bilgic, Joseph Boeke

Guests

Andy Canada, Gina Haze, John Keith

I. Call Meeting to Order

Randy Hales called the meeting to order.

II. Approval of Minutes from January 24, 2023 [VOTE]

Mr. Hales called for a vote to approve the minutes from January 24, 2023.

Motion by Cheryl Larabee.

Seconded by Glen Walker.

Approved by unanimous vote.

III. Campaign Updates

Matthew Ewing introduced John Keith and his colleagues: Andy Canada and Gina Haze from Johnson, Grossnickle and Associates (JGA) who were contracted for the campaign feasibility study.

Mr. Ewing provided updates.

- SimpsonScarborough are in the middle of both quantitative and qualitative research via surveys. Different from the feasibility work. Results from this research, due to be completed end of May will guide decisions around naming the campaign, messaging, and branding. Additionally, we will launch a new landing page, and they are developing a new video to be used for the launch and throughout the campaign.

Action: SimpsonScarborough present to the Campaign Committee for feedback.



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- Mr. Ewing announced the target campaign launch, and how it may tie in with other events. Planning around the Wyoming football game, means timing and plans could shift if the game moves from Saturday to Friday.
- He also shared that the university has earmarked 2-2.5M in matching funds to align with investments for endowed faculty. Criteria for what qualifies is still being defined.
- A campaign budget will go to Finance Committee tomorrow (4/19/23). It includes earmarked funds for an endowed scholarship match.

Putting these two matches in place helps highlight our two biggest priorities: endowed faculty and endowed scholarships. This also demonstrates a strong commitment and partnership between the university and the foundation.

Action: Matthew Ewing extended an invite to the Campaign Committee to join the Finance and Audit Committee meeting the following morning if they would like to hear more detail on the campaign budget.

Paul Powell highlighted that what is being modeled for the Foundation's match is a companion fund rather than matching dollar-for-dollar. From a cash flow perspective, he noted that we pay in arrears, and if, for example, it was a five year pledge the Foundation funds would only be required for four years of that pledge. Glen Walker also shared that the minimum commitment is \$25,000, and Mr. Powell stated that they planned to cap at 500K per year.

Cheryl Larabee asked how this compares with our peers. Matthew Ewing answered by stating that we are modeling the endowed faculty program that Oregon State launched. For the endowed scholarship match, we have done similar matches before for the scholarship campaign. Our goal then was 25m and we raised 52M. The scholarship match allows the donor to meet and interact with the student now, since the student benefits immediately, while still encouraging future funding.

IV. JGA Feasibility Study Report *(the full report was included in the packet)*

Matthew Ewing reintroduced John Keith (who joined us in the room) and his colleagues.

John Keith complemented the parallel work with SimpsonScarborough saved time, and shows efficiency. He highlighted the fact that what makes a campaign different is the messaging.

Mr. Keith reviewed the process they went through and the top findings. 36 interviews: individuals, foundations, individuals representing companies. Plus 22 participants in groups via Zoom. More than 4,900 households surveyed with a 12% response rate; which is one of the best they have seen for this type of survey.

Highlights:

- Donors are ready, and excited. Timing is "now."
- Athletics and Advancement are aligned.
- Foundation Board recognizes the fiduciary responsibility, and wants to do more to advocate and support the efforts and they see the evolution of the board to allow for that interaction.
- Donors want more detail on what the university really needs in terms of faculty. Randy Hales emphasized the opportunity we have to guide, tell the story, and drive priorities.



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- A stat that jumped out was that in state Idaho students that did not go to Boise State, due to financial barriers, did not go to college at all.
- Perception that athletics is ahead of the academic side. Clear vision and constituents are hearing that message already.
 - Cheryl Larabee commented on the need for changing the narrative around “student-athletes.” She shared an example where we use that label, but didn’t share details about their academics.

Gina Haze shared additional comments about the three prime categories folks were asked to rank in the survey: Priorities ranked: 1. Scholarships, 2. Faculty, 3. Athletics. Respondents admitted one of the prime reasons they give is to strengthen Bronco Athletics (the “front porch” to the university), and still ranked scholarships and faculty support higher in their priorities.

Andy Canada reviewed the data analytics piece, informative trends, and where we may have opportunities.

- 34M average raised annually over the past 6 fiscal years.
- 42% of all gifts are from individuals, which is below the national average of 67%.
- 7.4% Board giving we would like to see an increase.
- ROI of the Advancement program show we are in a prime spot to invest and see benefit not just in the campaign but also beyond. Amazing efficiency.

Matthew Ewing emphasized the fact that we have done everything very intentionally for sustainable growth. Biggest opportunities are recent graduates (40% of graduates were in the last 10 years), folks who have given that aren’t being engaged on a personal level, and top of the pyramid. Bringing more specificity to our messaging will allow for more transformational gifts.

Recommendation from Randy Hales and Glen Walker to share the Return on Investment page along with the campaign budget at Finance and Audit committee.

Action: projection of what the ROI might look like with an injection/investment for the Board meeting. Fundraising relative to front line fundraisers.

John Keith reviewed the recommendations from their report.

- Continue the momentum.
- 500M is the right number.
- Telling the academic side story, announcing transformative commitments, (7 and 8 figure gifts) on the academic side, and fix the perception that we are placing higher emphasis on athletics; i.e. demonstrate a better balance between athletics and academics.
- Example: CHIPS Act which is a national issue where we have resources that others do not have that we can drive forward. Involving the local community, and companies who benefit from those programs; recruiting our students in various areas of study.
- The campaign provides opportunities for targeted outreach.
- Use case statement as an internal document, personalize for specific conversations.
- Present the campaign as a whole to show the full picture and full impact.



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- Use matching in a targeted way to encourage wanted behavior from our donors and increase the impact.
- Ways to engage Dr. Tromp in these efforts.
- They remarked on changes in the Planned Giving program, and ways we can motivate blended gifts using the natural connection between Estate Giving and building endowments, i.e. long-range planning.

Randy Hales asked for questions, concerns, fears, thoughts, ideas, or suggestions. He remarked on the feedback we received from JGA and opened it up for discussion.

IV. Other Business

No other business to discuss.

V. Adjournment

Randy Hales adjourned the meeting.

Minutes Approved:

Randy Hales, Chair

The next Campaign Committee meeting is 7/25/2023, 8:00 am – 10:00 am, AFC 406/Zoom

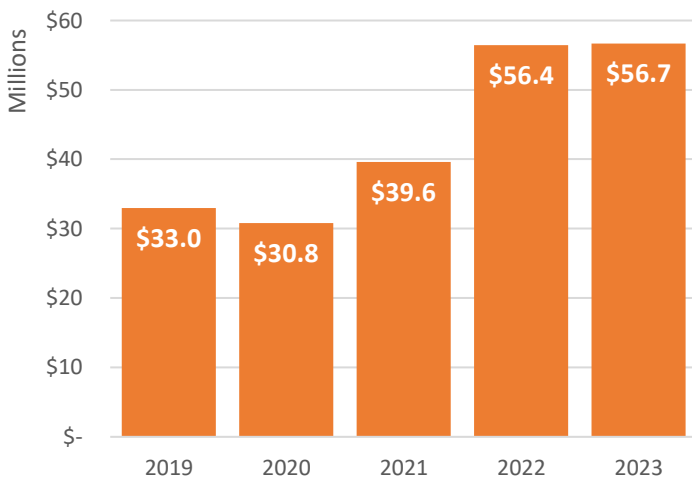
Foundation Board of Directors Engagement Event is 4/28/2023, COHS Norco Building.

Next Foundation Board of Directors meeting is 4/29/2023, 9:30 a.m. – 1 p.m., AFC Ballroom or Zoom.

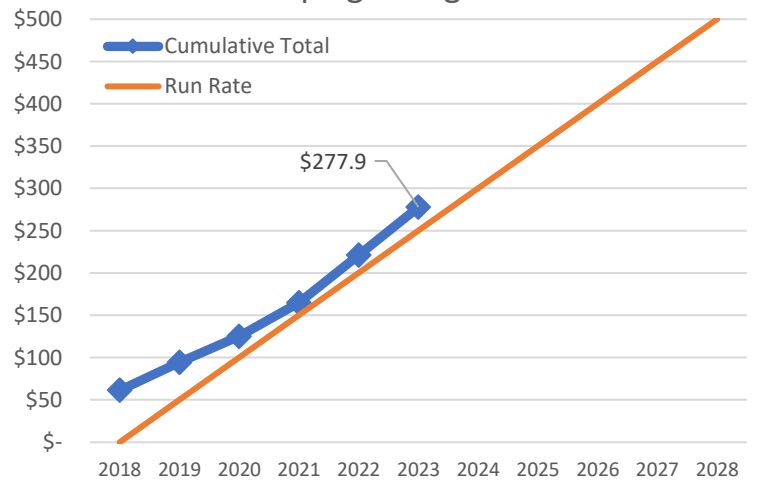
The Campaign for Boise State

Scorecard as of June 30, 2023[†]

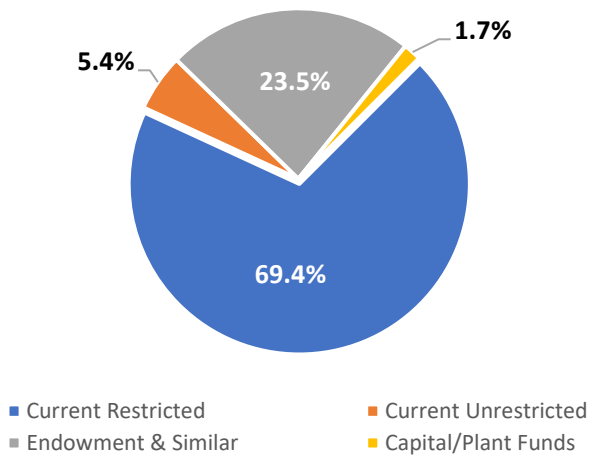
Five-Year Campaign Performance



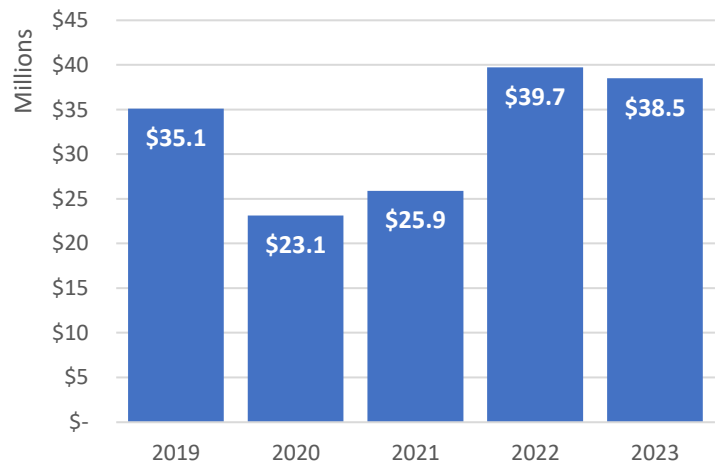
Campaign Progress



Campaign Progress by Purpose



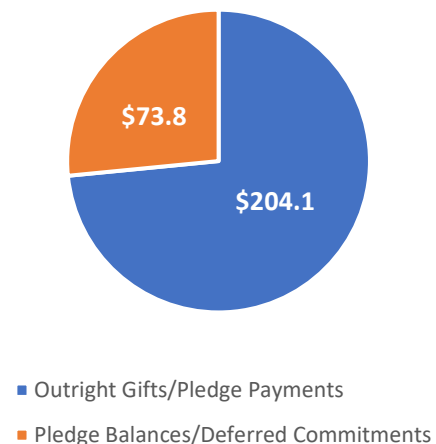
Five-Year Cash/Equivalent Receipts



Campaign Giving by Constituency

GROUP	GIVING
INDIVIDUALS	
Alumni*	\$ 62,852,058
Parents	\$ 18,512,281
Friends	\$ 72,416,389
ORGANIZATIONS	
Corporations	\$ 94,155,942
Foundations	\$ 16,278,803
Other Organizations	\$ 13,688,463

Campaign Cash and Commitments



* The alumni category includes degree holders and those meeting the Alumni Associations' definition.

[†] Data tentative pending completion of fiscal-year end gift processing.