



**TUESDAY, APRIL 23
8—10 A.M.**

Campaign Committee Meeting

NORTH END ZONE PROJECT

Designed to solve several structural issues with Albertsons Stadium while elevating the student-athlete and fan experience, the North End Zone Project will infill existing north end bleacher seating with approximately 1,500 premium seats, including field-level suites, loge boxes, and club seats to offer uniquely immersive and comprehensive game day experiences.

The multi-use space will also serve as a dining room and nutrition center for all student-athletes to provide the fuel and education they need to best position them for success on and off the field.

The project will improve the gameday experience for all fans by producing wider concourses to increase ingress and egress efficiency, added restrooms, more concession stands, and give Albertsons Stadium its first-ever 360-degree concourse.

Updating and enhancing athletics facilities ensures that Boise State student-athletes have access to state-of-the-art resources, creating an environment that promotes their physical, mental and professional development, fosters their competitive spirit and fuels their drive for success.



Scan the QR code to learn more.

UNBRIDLED

The Campaign *for* Boise State University



**BOISE STATE UNIVERSITY
FOUNDATION**

CAMPAIGN COMMITTEE MEETING

Tuesday, April 23, 2024, 8:00 a.m.

AFC Room 209/Zoom

[Join Zoom Meeting](#)

AGENDA

- | | |
|--|----------------------------------|
| I. Call Meeting to Order | Randy Hales |
| II. Approval of Minutes from January 23, 2024 [VOTE] | Randy Hales |
| III. Campaign Command Center Updates <ul style="list-style-type: none">• Campaign Dashboard• Activating our Strategic Voice | Matthew Ewing/ David Johnston |
| IV. UNBRIDLED Board Member Participation | Randy Hales |
| V. Other Business | Randy Hales |
| VI. Adjournment | Randy Hales |

**The next Foundation Board of Directors meeting is 5/10/2024, 9:30 a.m. - 1 p.m., AFC Ballroom/Zoom,
Foundation Board Social is 5/10/2024, 6 p.m., Bleymaier Football Center
Campaign Committee meeting is 7/23/2024, 8 - 10 a.m., AFC 209/Zoom**



**BOISE STATE UNIVERSITY
FOUNDATION**

CAMPAIGN COMMITTEE MEETING

Tuesday, January 23, 2023, 8:00 a.m.

AFC Room 209/Zoom

Meeting Minutes

Directors Present

**Randy Hales - Committee Chair,
Allen Dykman, Chuck Hallett, Zach Higgins, Darren Kyle, Cheryl Larabee, Jim Martin,
Royanne Minskoff, Bruce Mohr, Stacy Pearson, Brandy Stemmler, Glen Walker**

Staff Attendees

**Paul Powell, Matthew Ewing, Argia Beristain, Alison Bilgic,
Sierra Buttars, Joseph Boeke, David Johnston**

I. Call Meeting to Order

Randy Hales called the meeting to order.

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

Mr. Hales called for a motion to approve the minutes.

**Motion from Allen Dykman to approve the Minutes of the October 24 Campaign Committee Meeting.
Second from Stacy Pearson.**

Approved by unanimous vote.

III. Campaign Command Center Updates

Matthew Ewing provided an overview of the Campaign Scorecard as of December 31, 2023.

• Campaign Dashboard

Mr. Ewing reviewed the numbers including projections which are trending towards \$50M goal.

- Ended the calendar year/second quarter at \$27.4M
- Donor count continues to trend upwards. We are one of the only Mountain West Schools to see both donors and dollars on an upward trend.
- More intentional on segmenting and targeting communications; particularly from our Annual Giving team.
- Paul Powell commented on the significant increase to pledge receivables in recent years. Matthew Ewing and Argia Beristain also commented intentionally shifting focus and desire to increase long-term investment, pledges, and endowment. Utilizing tools, such as the Bridge Program are crucial in that effort.
- Randy Hales highlighted the fact that giving in the “Alumni” category has surpassed “Friends” where that has not been the case on previous scorecards. Joseph Boeke explained that we have recategorized folks to more accurately show their affiliation.
- Royanne Minskoff questioned where we stand on Board giving. Mr. Ewing stated that all board members have contributed to the campaign in some way, however there may be space for a more targeted discussion.
 - What the governing body is contributing is something that community members look to, and that giving is a “good housekeeping seal of approval.” Being able to



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intentionally say 100% participation, and make that a public announcement, possibly around the one-year mark.

- Utilize foundation board members as ambassadors in that conversation.

Action: Randy Hales brainstorm with a subgroup how to increase participation and present ideas at a 15min meeting. Brandy Stemmler, Randy Hales, Glen Walker, Royanne Minskoff, and Allen Dykman volunteered.

Action: Share the message and celebrate the win.

- Cheryl Larabee also posed a question about **strategic communications** plan. Keeping “the drum beat going.” Game plan for IR (investment relations).
 - Mr. Ewing highlighted that budget and program planning is underway and part of that is working with David Johnston’s team on telling the story; not just the dollars being raised, but also the story of alumni engagement.
 - David Johnston added that the final deliverable from SimpsonScarborough was an integrated experience strategy which is like a content strategy, which incorporates gift announcements, and storytelling thinking from a multimedia standpoint how we are socializing these gifts to contribute to building a culture of philanthropy.
 - Growing marketing and communication staff to boost their capacity.

Action: David Johnston present how we are going to activate strategic voice and communication piece at the next Campaign Committee meeting.

- An **Alumni Engagement Survey** was completed; which help us address questions like:
 - How they want to be involved, and
 - How do we expand our audience?

Action: David Johnston present the Future of Alumni Engagement at the May board meeting.

- **Campaign Volunteers**
 - As a continuation of the volunteer summit Argia Beristain shared a draft volunteer assignment breakdown with members of the campaign committee assigned to work with specific Development Directors in various areas and act as outreach advocates for the campaign.
 - Ms. Beristain shared some examples for what this might look like and also mentioned that the Volunteer Handbook also has a large list of options.
 - Matthew Ewing added that we intentionally built this board as strategic partners with the campus community.

Action: Campaign Committee members review the proposed assignments and let Argia know if they would like to change what is proposed.

Action: Once the list is solidified Development Directors will reach out to folks with ideas on how they can fill this roll.

Action: Advancement team will share a schedule of meetings that are happening across campus; i.e. opportunities for outreach and advocacy work.

Action: Ms. Bilgic will pass around a clipboard at the Board meeting for other board members to signup and join this effort.



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- **Goodman Center Training**

Argia Beristain shared that this training will take place on Tuesday, February 6 from 9 a.m. to 12 p.m. in the Student Union building (Simplot Ballroom), and this group has been invited.

- The topic is how to inspire gifts through storytelling.
- The primary audience is Deans, VPs, and Faculty Leaders.
- 145 campus partners signed up to attend.

Action: Ms. Beristain will resend the invite/information.

- **Campaign Budget**

Matthew Ewing provided a high-level overview of the Campaign Budget, and how that money has been spent to date.

- Campaign Investment is broken down into five areas:
 - Marketing/Events, Operations and People have all had expenditures.
 - Bridge Program and Performance Incentive will show in the next fiscal year.

Action: Ms. Bilgic will share the Campaign Budget (which was not included in the original packet). Mr. Ewing also shared the process staff will go through for budgeting and encouraged anyone who wanted more detail on the budget to reach out.

IV. MANE Link Access (demo)

Alison Bilgic provided an overview of the new Board Portal; how to get access and what resources to expect. She encouraged committee members to set up their logins, review their bios, and send her any suggestions for changes to either the bio, or the site in general.

Action: Ms. Bilgic will send usernames and guidance doc for accessing the site.

V. Other Business

No other business was presented.

VI. Adjournment

Randy Hales adjourned the meeting.

Minutes Approved:

Randy Hales, Chair

The next Campaign Committee meeting is 4/23/2024, 8 - 10 a.m., AFC 209/Zoom

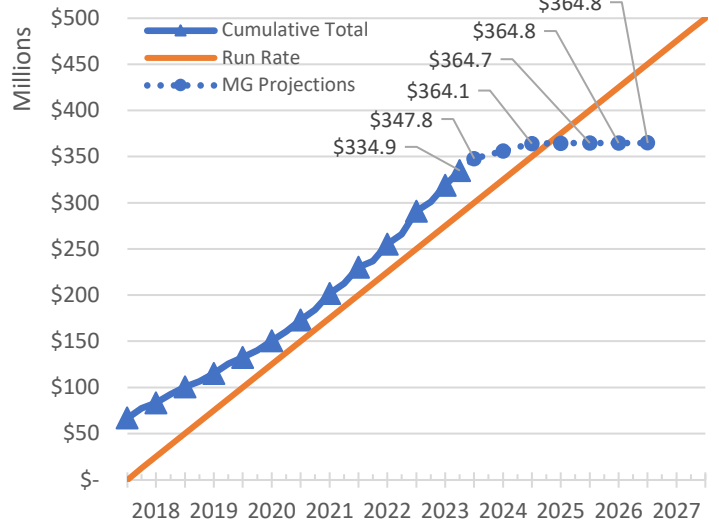
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Scorecard as of March 31, 2024

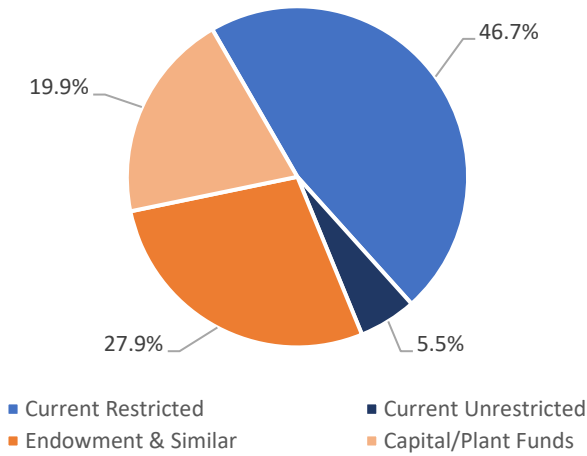
Five-Year Performance



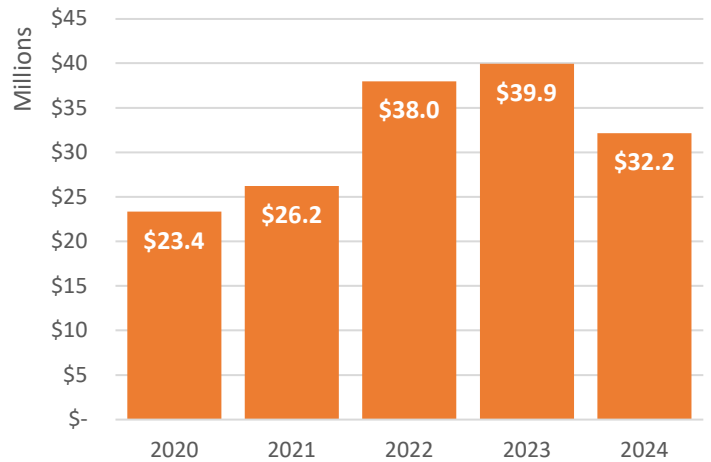
Campaign Progress



Progress by Purpose



Five-Year Cash/Equivalent Receipts

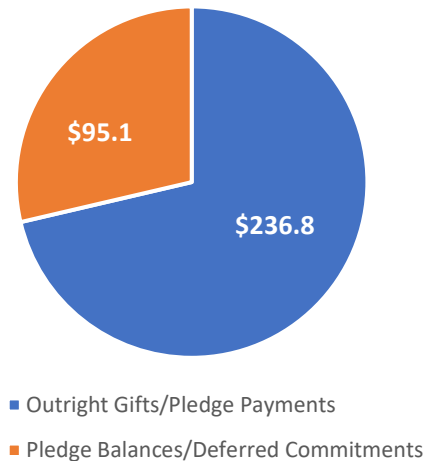


Giving by Constituency

| GROUP | GIVING |
|----------------------|---------------|
| INDIVIDUALS | |
| Alumni† | \$ 93,373,256 |
| Parents | \$ 20,013,753 |
| Friends | \$ 74,916,773 |
| ORGANIZATIONS | |
| Corporations | \$ 91,415,727 |
| Foundations | \$ 28,256,277 |
| Other Organizations | \$ 10,241,473 |

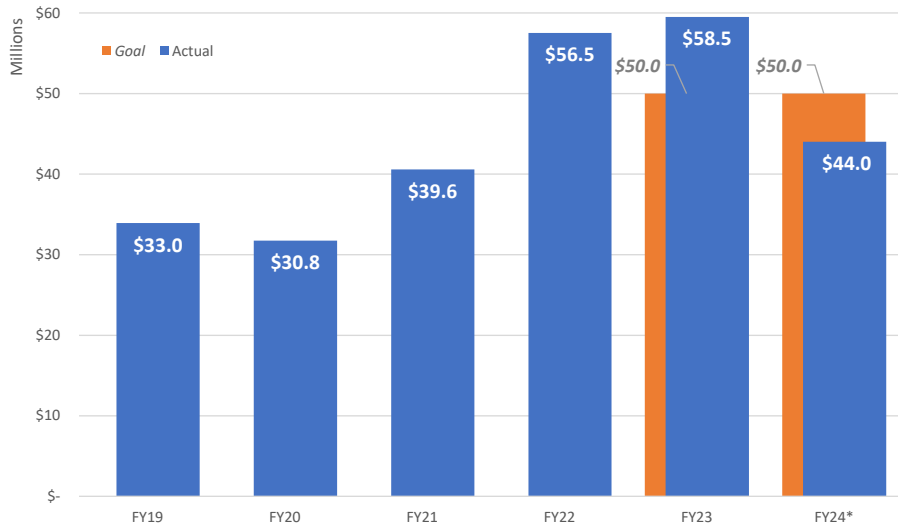
† The alumni category includes degree holders and former students without degrees.

Cash and Commitments

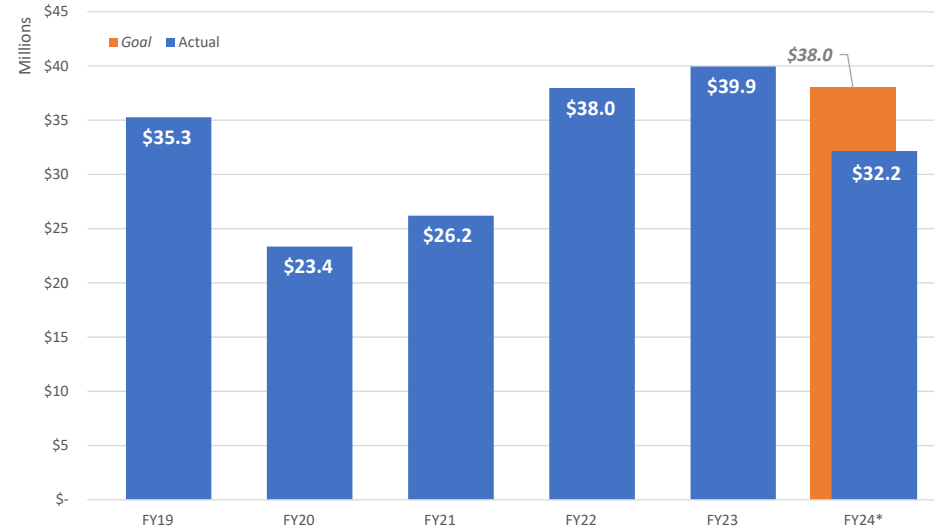


Boise State University - Big A FY24 Performance to Goals

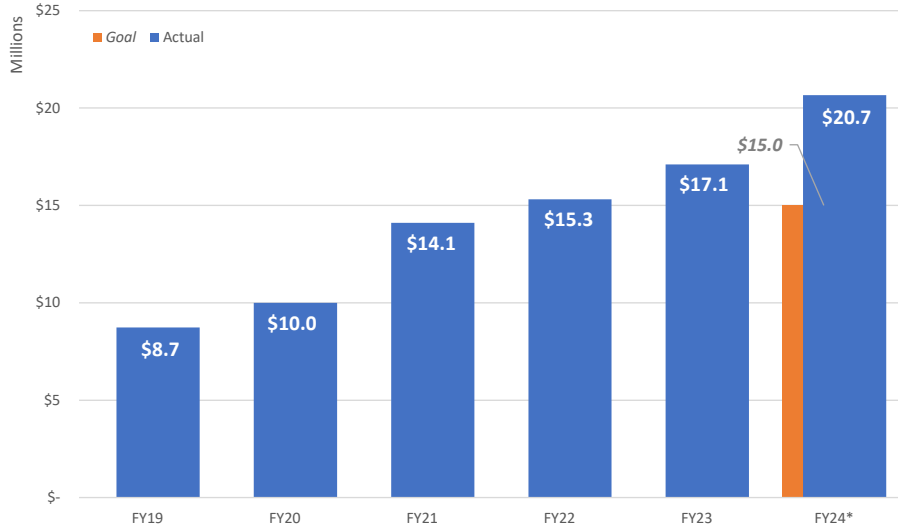
Total Productivity



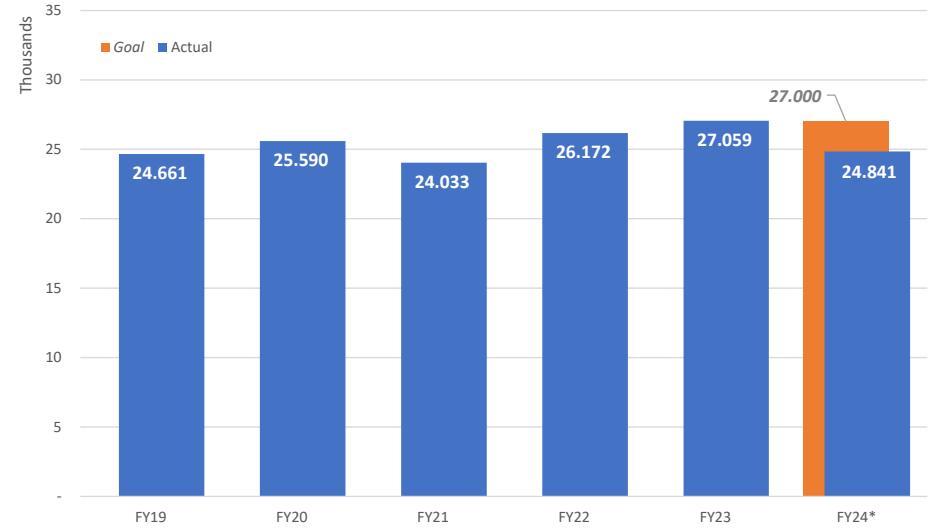
Cash Receipts



Endowment Commitments



Donor Count



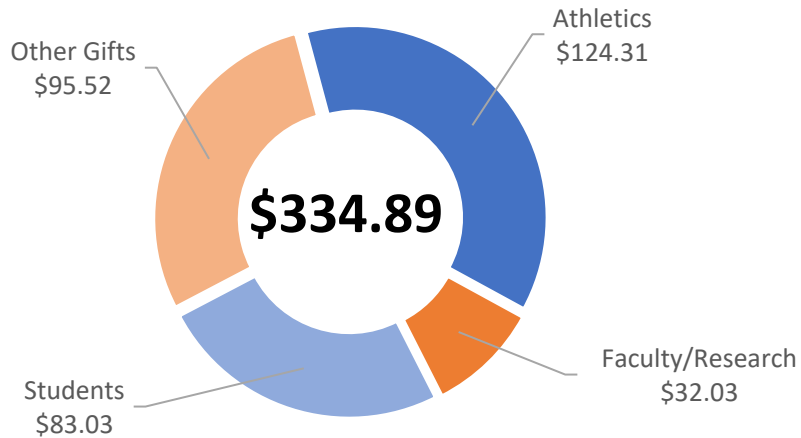
*FY24 data as of March 31, 2024

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as of March 31, 2024

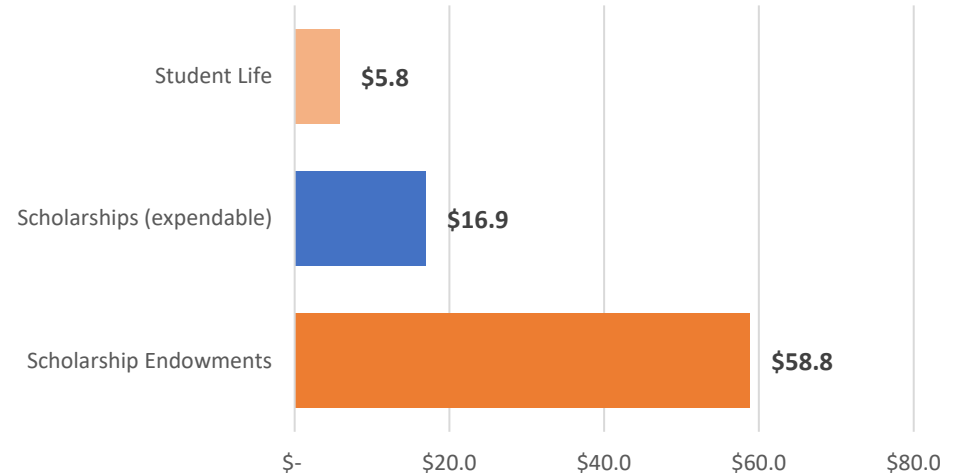
Total Productivity

(in millions)



Student Support*

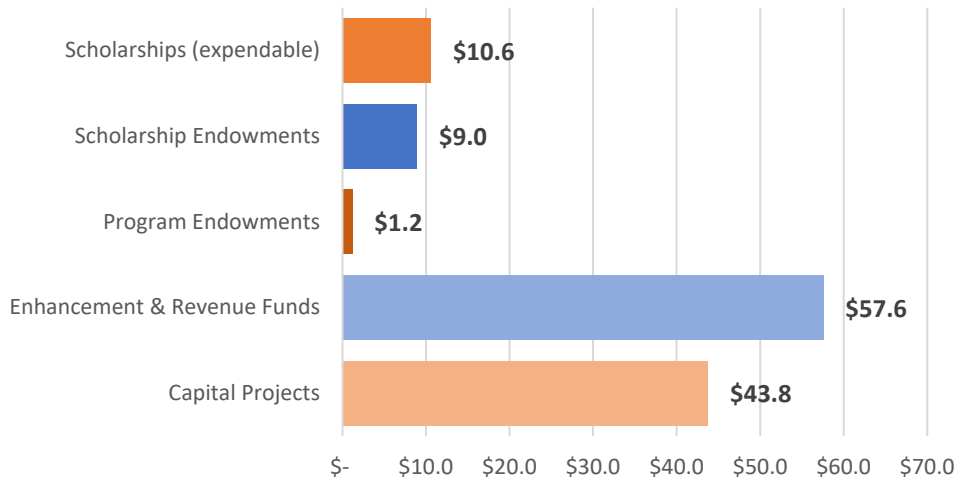
(in millions)



*Excluding scholarships reported in the Athletics Support category.

Athletics Support

(in millions)



Faculty & Research Support

(in millions)

