



## Development Committee Meeting Minutes

Tuesday, January 27, 2026

Zoom Video Conference

### Committee Members Present:

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Phil Bailey	John Ronca	Matt Weinstein
Cheri DeJong	Ken Stone	
Jim Marderosian	Chris Trapani	

### Committee Members Absent:

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Paul Bonderson	Bill Swanson
Jerry Lohr	Stan Van Vleck

### Staff:

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Melissa Bean	Amanda McAdams
Grant Kirkpatrick	Samantha Mauro

### Guests:

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Lauren Layne

### Call to Order and Attendance

Development Committee Chair Phil Bailey called the meeting to order and took attendance.

Chair Bailey reviewed the goals of the meeting – review of progress of fundraising from university and a discussion of the function of the Development Committee in terms of practical contributions to the Foundation Board.

### Development & Productivity Report

Chair Bailey called upon University Development & Alumni Engagement Vice President and Foundation CEO Matt Weinstein to review the Development & Productivity report.

### Productivity

Thirty-five million has been raised towards the \$75 million goal. This number was achieved with several vacancies in fundraising positions, which are currently in search mode, and speak to the professionalism of the staff that they remain productive with a smaller number of gift officers.

Second quarter numbers were within the range of normal for second quarters in the past. While there is variance between quarters, review of quarterly data allows us to keep an eye on the trajectory of fundraising goals.

When looking at gift type the big takeaway is the number of bequest intentions. This should continue to be a strong factor for us as general wealth transfer continues between the boomer generation and their children. It also tracks with the demographics of Cal Poly itself and its student population growth during the 1960s-80s.

New pledge levels are not where they typically are. These large gift commitments are spread over multiple years and are usually part of the senior gift officers portfolios. While we are in the process of hiring senior personnel it is not surprising that the new pledge numbers are low.

Outright gifts maintain a consistent level of donation. These once came in primarily through the annual phone-a-thon and now through the new digital gift officer program.

There has been a slight decline in alumni giving, nowhere near the decline seen nationally. Maintaining this level of alumni giving speaks to the strength of the annual giving team. We have seen an increase in parent giving. In an effort to invest in this area, we are in the process of hiring a parent-focused gift office. Parent cultivation occurs over a shorter period, typically while their student is enrolled.

### **Efficiency & Effectiveness**

Foundation CEO Matt Weinstein then reviewed areas of increased efficiency and effectiveness within development.

The first area identified for review is fund levels. Currently there are many small funds that are not producing impactful income. These funds will be reviewed for potential consolidation, allowing for greater impact of purpose. New fund levels for current use funds and endowment levels have been proposed. These minimum use funding levels will create a more efficient use of funds and streamline the stewardship process.

Coordination and tracking of event information was the next area reviewed. The events team created a SharePoint site consolidation event information. This will allow gift officers to track events across campus so they are fully aware of event details, invitation lists, and RSVPs.

The final area reviewed was development training. We've partnered with PlusDelta to provide gift officer training. This ensures consistency in language and tool use by gift officers. Working with the Provost's office we've created a six-month development training series aimed to help Deans and key members of President Armstrong's cabinet feel more confident in their fundraising activities.

With the support of Cal Poly Foundation Board Chairman Bill Swanson, we are launching the Swanson Philanthropy Education Program. Partnering with Orfalea College of Business Dean Damon Fleming, this is an official class open to all students aimed at educating them on the principals of philanthropy. An additional internship program will all interested individuals to shadow current gift officers.

### **Role and Mission of the Committee**

Chair Bailey led the committee in a discussion of how to more practically provide help to the Foundation board in terms of fundraising and development. The discussion focused on the committee's responsibility to serve the CEO by discussing and proposing ideas in conjunction with Executive Committee and the Board.

### **Adjournment**

With no further business to discuss, the meeting adjourned at 4:03 PM PST.

Respectfully submitted,

  
[John A. Ronca \(Apr 21, 2026 16:20:11 PDT\)](#)

John A. Ronca  
Development Committee Chair  
Cal Poly Foundation Board






# CPF Development Committee Meeting Minutes

Final Audit Report

2026-04-21

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