

**MINUTES OF THE BOARD OF DIRECTORS OF THE  
CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION**  
A California Nonprofit Public Benefit Corporation

December 14, 2018

**Directors Present:**

Cathy Baur, Bill Bradbury, Esther Calac, John Fortune, Tommy Friedrich, Ron Gerevas, President Karen Haynes, Jenna Hernandez, Emilie Hersh, Neal Hoss, Tony Jackson, Barbara Mannino, Tony Pack and Jack Raymond with Toni Ritchey and Steve Wagner via conference phone

**Directors Absent:**

Luanne Bas, Maryann Edwards, Ed Fuller, Nathaniel Keifer-Wheals, Thomas Kenaya, and Taylor Sutherland

**Guest Present:**

Carleen Kreider

**Staff Present:**

Tina Bell, Sean Briner, Margaret Chantung, Donna Day, Clint Roberts and Christine Vaughan

**Proceedings:**

On December 14, 2018, and pursuant to California Corporations Code Section 5211(a)(6) a business meeting of the California State University San Marcos Foundation Board of Directors was called to order at 8:30 am by Mr. Jack Raymond, Chair of the Board.

**I. Call to Order:**

- Chair Raymond welcomed everyone to the meeting and the home to the record breaking CSUSM Giving Day. He thanked the staff that supported the efforts of CSUSM Giving Day. Chair Raymond congratulated Ms. Baur for recently being named One of the SDBJ Business Women of the Year.
- Chair Raymond welcomed Tommy Friedrich, a new Foundation Board Director; Carleen Kreider, a guest; and Christine Vaughan and Sean Briner, staff providing a presentation later in the day.
- Chair Raymond and General Jackson shared thoughts about their perspective serving on the Presidential Search.
- An outcome from the recent Foundation Board survey was a request to have directors share information to help further relationships. Tommy Friedrich and Esther Calac shared brief bios about themselves. Other Directors can volunteer to staff if they would like to share their brief bio.
- Chair Raymond asked the question of the quarter:
  - How have you engaged with the university since our last meeting?

**II. President Haynes provided the following update:**

- President Haynes congratulated Ms. Baur for being named one of the winners of the San Diego Business Journal's "Business Women of the Year" award.

- President Haynes thanked Chair Raymond for his generous support of CSUSM Giving Day and the competition that sparked much interest.
- A "Presidential Search" webpage has been created and provides a timeline and updates throughout the process. The Chancellor hopes to announce a successor at the March Board of Trustees meeting.
- The Board of Trustees finalized the California State University's 2019-20 budget request in November.
  - As the most aggressive budget in 14 years, due partly to California being in good economic health and reaching the maximum in rainy day funds, the budget requested is \$554 million with principles staying the same as previous years including: bargained for compensation increases, mandatory cost increases (health, retirement, new buildings), graduation initiative, academic facilities infrastructure, enrollment growth (5 percent request would help CSUSM's 17 percent overage).
  - CSUSM made a case for more strategic funding for campus in spring but was denied.
- Graduation Initiative 2025: As campus continues to make strides in improving student achievement through Graduation Initiative 2025, graduation rates for first-time freshman and transfer students have reached all-time highs system wide. For CSUSM in 2018:
  - The four-year graduation rate for first-time freshman was 16.4 percent.
  - The freshman six-year graduation rate was 54.6 percent.
  - The two-year transfer graduation rate was 28.8 percent.
  - The four-year transfer graduation rate was 73.8 percent.
- The President shared the following awards and accolades:
  - CSUSM was ranked 23<sup>rd</sup> out of more than 600 schools in the nation among four-year schools in the "Best for Vets: Colleges 2019" rankings by the publication Military Times.
  - CSUSM's psychology program was ranked 88<sup>th</sup> out of 840 in College Factual's 2019 rankings of "Best General Psychology Programs for Veterans." Ranking CSUSM in the top 15 percent of all schools in the nation when it comes to offering education to veterans studying psychology.
  - CSUSM was ranked 52<sup>nd</sup> out of nearly 1,400 universities in the Social Mobility Index developed by PayScale and CollegeNET. The index measures the extent to which a college or university educates more economically disadvantaged students at lower tuition.
  - CSUSM was ranked 45<sup>th</sup> among Western colleges in Washington Monthly's "Best Bang For the Buck" listing and 90<sup>th</sup> for "Master's Universities."

**III. Consent Agenda:** Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance and Quarterly Update; it was moved by General Jackson and seconded by Mr. Fortune and approved by all.

**IV. Governance Update:**

- **Prospective Additions:** The Board reviewed the bios of David Wilson, Kyle Casement and Andreas Rauterkus. After some discussion, Chair Raymond requested a motion to elect David Wilson and Kyle Casement as Directors of the CSUSM Foundation Board; it was moved by General Jackson and seconded by Lt. Col. Pack and approved by all. Andreas Rauterkus is serving as an ad-hoc Director on the Finance and Investment committee.

- **Guide Program:** General Jackson reviewed the proposed Guide Program that will assist in welcoming new Foundation Board Directors to the Board. Directors interested in participating to advise staff.

**ACTION ITEM:** If interested in participating in the Guide Program, Directors are encouraged to advise staff.

**V. Finance and Investment Update:** Mr. Hoss reviewed the Student Run Investment Fund proposal presented to the Board, noting that newly elected ad-hoc Director Andreas Rauterkus has history in running such a fund as a faculty advisor. Requiring \$200 thousand to start the fund, the College of Business Administration has agreed to direct \$100 thousand non-endowed funds to the program. The Foundation Board was asked to allocate the other \$100 thousand. After some discussion including setting up a more formal approach including how the success would be shared, Chair Raymond requested a motion to approve allocating \$100 thousand of non-endowed Foundation funds to the Student Run Investment Fund; it was moved by Ms. Hersh and seconded by Ms. Mannino and approved by all.

**ACTION ITEM:** Staff to formalize a Student Run Investment Fund program, recommending Andreas Rauterkus as the faculty advisor.

**ACTION ITEM:** Staff to allocate \$100 thousand of non-endowed funds to the Student Run Investment Fund.

**VI. CSUSM Giving Day Update:** Sean Briner, Director of Annual Programs, and Christine Vaughan, Creative Communications Office provided an overview of the success of CSUSM Giving Day.

**VII. Student Update:** Ms. Hernandez provided the student perspective from CSUSM Giving Day.

**VIII. Guest Presentation:** Kyle Button, Associate Vice President Development, shared a campaign update presentation reflecting on the university's philanthropic efforts prior to the campaign, goals set for the campaign, and the status of where the campaign efforts are currently.

**IX. Advancement Update:** Ms. Baur shared the following update:

- Gala date has changed to: June 8, 2019. She encouraged signing up for a sponsorship prior to the close of the year to count the gift in the campaign. Ms. Baur thanked Jack Raymond for his sponsorship.

**ACTION ITEM:** Directors to support the gala through a sponsorship prior to the end of the calendar year.

- Foundation Board Planning Session will be held Wednesday, September 18 with the new President.
- The President's 15<sup>th</sup> Report to Community will be held on February 7, 2019. Directors were encouraged to sign up for a sponsorship prior to the close of the year to count the gift in the campaign. Ms. Baur thanked Jack Raymond and Steve Wagner for their sponsorship.

**ACTION ITEM:** Directors to support the ~~gala~~ Report to Community through a sponsorship prior to the end of the calendar year.

- Ms. Baur invited all Directors to attend the Campus Wide Campaign Celebration to be held during campus' U-Hour on February 7, 2019 from 12 noon – 1 pm.
- Cougar Scramble will be held June 3. Directors were encouraged to sign up for a sponsorship prior to the close of the year to count the gift in the campaign.

**ACTION ITEM:** Directors to support the cougar scramble through a sponsorship prior to the end of the calendar year.

- Staff Updates:
  - Senior Director of Principal Gifts: Ed Gillenwaters will depart at the conclusion of the campaign.
  - Director of Corporate and Foundation Relations: Christine Andersen will join the division later this year.
  - Gift Processor: Marla Stewart joined the division earlier this month.
  - Communications Coordinator: Gina Mainprize joined the division earlier this month.
  - Development Coordinator: Kristin Haygood joined the division earlier this month.
- Staffing Vacancies:
  - Prospect Researcher and Advancement Services Manager

**X. Thank You Cards:** Board Directors were asked to handwrite notes to donors that have made a significant gift to the campaign, inviting them to the VIP celebration.

**XI. Take Away:** Mr. Raymond asked each Director to share their most impactful take away.

**Adjournment:** There being no further business, the meeting adjourned at 10:16 am.

Minutes submitted by: Donna Day

Dated: December 14, 2018



Secretary