

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

June 9, 2016

Members Present:

Luanne Bas, Maryann Edwards, John Fortune, Ron Gerevas, Tom McGurn, Linda Hawk, President Karen Haynes, Neal Hoss, Anthony Jackson, Tony Pack and Jack Raymond

Members Absent:

Helen Adams, Dan Calac, Alex Caratti, Jon Fredricks, Ed Fuller, Sue Moineau, Josh Pack, Toni Ritchey, Esther Stearns, Chris Tresse and Steve Wagner

Staff Present:

Cathy Baur, Tina Bell, Kyle Button, Donna Day and Jocelyn Wyndham

Proceedings:

On June 9, 2016, 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 7:30 am by Mr. Jack Raymond, Chair of the Board.

I. Call to Order:

- Chair Raymond welcomed everyone to the meeting and encouraged all to keep funding sources on their mind in particular to today's topic of surf research.
- Chair Raymond asked the question of the quarter:
 - If you could research a topic of your passion, such as the science of surfing, and had 15-20 students help identify a solution, what would you research?
- Prior to the President's remarks, Chair Raymond congratulated her on being the longest serving President at CSUSM, the most senior President in the entire CSU system, the largest system in the nation and the first woman ever to hold both.

II. President Haynes provided the following update:

- **Commencement Recap:**
 - 3,200 degrees and credentials were awarded at the 25th commencement ceremony held on campus, bringing the total alumni to 37,000.
 - Over 35% of the Class of 2016 were from historically underrepresented student populations and over 55% self-identified as first in their families to graduate college.
 - Utilizing social media the ceremonies created excitement by trending locally on Twitter, reaching over a million users across several platforms. The unique Snap Chat geo filter was uploaded 2,600 times creating an additional 160,000 impressions.
- **CFA (California Faculty Association):** The Board of Trustees approved and ratified a contract for the CFA which prevented the (5) day strike across the (23) campuses and opened a fairness clause for other bargaining units. This is the first time the system bargained for contracts and put part of the burden on campus. One percent of all compensation increases, including salary and benefits, will be paid for by campuses, which was an unplanned cost of approximately \$1 million to CSUSM. Therefore divisions are being advised to cut back spending where they can.

- **CSU Budget:** The Governor revealed his May budget revision, which reflects no cuts in the current plan but does include \$25 million in one-time funding for the CSU. Stretch goals for graduation rates were put in place in 2014 which CSUSM has met and exceeded. The Governor and Legislature are looking at goals for 2020 through 2025. President Haynes is serving on the task force and will provide further updates.
- **Diversity:** A search for an AVP for Diversity has been put on hold through the summer. The goal was to complete the search by the end of spring semester but due to the withdrawal of one of the two finalists, the search committee unanimously recommended that the search be reopened in the fall. Dr. Cynthia Chavez Metoyer has been appointed as the interim Chief Diversity Officer and Associate Vice President of Diversity until the position is filled. She is a professor of political science, is recognized for her research and teaching in Latin American politics, comparative politics and gender and development. She has held a number of administrative roles since she arrived on campus in 1994.
- **NCAA (National Collegiate Athletic Association):** During the exit interview the overall feel was of success. A visit from the chair will be held in October to assure we are on track. A new baseball coach was recently hired. With the departure of Jim Saia, basketball coach, the assistant coach will serve as the interim coach for the season.
- **WASC (Western Association of Schools and Colleges):** A very balanced report was provided and concerns will be reviewed during a visit in San Francisco. The commission will make a decision of whether to grant 5, 7 or 10 year approval.
- **College of Business Administration (CoBA) Accreditation:** With the hiring of Dean Hamerly, CoBA is dedicated to move forward with the AACSB (Association to Advance Collegiate Schools of Business) process. AACSB Accreditation is a hallmark of excellence in business education.
- **Engineering:** The next steps to offer engineering programs in software, electrical and computer engineering are being planned to build upon existing strengths. External support is essential. A \$6 million proposal has been submitted to the US Department of Education under the Hispanic-Serving Institutions (HIS) program, with results expected in September. A case statement for engineering is being created to seek support from external sources and prospects in industry partnerships.

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, Operating Agreement between the Trustees of the CSU and the Foundation, Proposed Fiscal Year 2016/17 Budget, Memorandum of Understanding between the CSUSM and the Foundation, Pledge Write-off Policy; it was moved by LtCol Pack and seconded by Ms. Bas and approved by all.

IV. Thank You Cards and Signature Items:

- Board Members were asked to handwrite thank you notes to recent donors. Cards were collected at the end of the meeting and mailed on the Board Members' behalf.

V. Advancement Update:

- **Student Philanthropy Council:** Mr. Hoss reported that the Student Philanthropy Council received (166) gifts for \$8,500 through June 6, 2016 for FY 15/16, including the \$5k matching gift. The goal is to raise \$10k by the end of the fiscal year. This brings the all-time total of

donors to (1,050) with almost \$50k raised. Alex Caratti, the chair of the council and our student representative on the Foundation Board, will be graduating in December. A new student representative will be joining the Foundation Board after the start of classes.

- **Campaign Update:** Mr. Button shared the Board and Advisory Council Giving Report. As of May 31, 2016 \$4.8 million of the \$5.5 million goal has been raised and \$30 million of the \$50 million campaign goal which is 60%. By year end we are expecting to have raised \$6-7 million, pending documentation from a couple of our friends.
- **CSU Compliance Audit:**
 - Responses have been received for the CSU Compliance Audit. There were 5 findings, 2 of which are already complete, with the approval of today's consent agenda. The remaining 3 are in the works and should be completed by October.
 - AKT is currently conducting the annual review of the Foundation. AKT was the auxiliaries' auditor in years past and returned as our audit firm last year.
- **Donor Recognition:** Guidelines are being created to support naming opportunities and recognition of major philanthropic commitments.
- **Staffing:** University Advancement has filled the following positions:
 - Communications Specialist, Eric Breier
 - Event Planner, Chris Silva

VI. Story of the Quarter:

- Ms. Wyndham shared the [On the Breaking Wave of Action Sports Research](#) video.

VII. Speakers of the Quarter:

- Drs. Sean Newcomer and Jeff Nessler, Professors of Kinesiology at CSUSM, shared their research in the science of surfing and action sports.

Prior to concluding the meeting President Haynes reminded everyone of the Sports Center Ribbon cutting on September 1.

Adjournment:

There being no further business, the meeting adjourned at 9:19 am.

Minutes submitted by: Donna Day
Dated: June 9, 2016


Secretary