

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

March 13, 2014

Members Present:

Katie Boggs, Maryann Edwards, Jon Fredricks, Ed Fuller, Ron Gerevas, Linda Hawk, President Karen Haynes, Neal Hoss, Tom McGurn, Sue Moineau, Jack Raymond, Toni Ritchey, Steve Wagner

Members Absent:

Luanne Bas, Dan Calac, John Fortune, Anthony Jackson, Ken Markstein, Josh Pack, Esther Stearns, Chris Tresse

Staff Present:

Cathy Baur, Tina Bell, Lauree Camarato, Donna Day, Greg Svatora, Jocelyn Wyndham

Proceedings:

On March 13, 2014, 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 7:35 am by Mr. Jack Raymond, Chair of the Board.

I. Welcome, Updates & Announcements:

Chair Raymond welcomed everyone to the meeting, including new members Jon Fredricks, Toni Ritchey and Sue Moineau, and staff representative Lauree Camarato. He mentioned that Professor Jill Watts stepped down due to time constraints.

The agenda included the following statistics for the Foundation: \$32 million in net assets as of December 12, 2013.

Chair Raymond asked the question of the quarter: What advice would you give to graduating seniors or students studying for their finals? The answers will be shared with students on CSUSM social media sites.

II. President's Remarks:

The President provided the following update:

- Advancement Meetings: Donor visits and meetings with prospective Foundation Board members have increased greatly over the past two months.
- 2014 Applications: The University has seen an 11 percent increase in applications for the 2014/15 academic year, the highest in the CSU system which averages 3 percent. Within the pool, 110 identified as former foster youth, and there was a 7 percent increase in applications from African American students, and a 20 percent increase from Hispanic students versus last year's applications.
- IPC National Board Meeting: Last month we fulfilled a year two goal of convening a national advisory board. The board is composed of national leaders in palliative care including medical doctors, health insurance representatives, nurses, social workers and spiritual advisors. IPC benefactor Darlene Shiley and Chancellor White had the opportunity to hear from advisory board members that "the nation is watching."

- U-T Editor Visit: As a result of a meeting with the U-T editorial board, the paper ran a full page story on the University and the editor came to campus for a tour. During the tour he expressed how impressed he was that the University has closed the achievement gap.
- Honorary Degrees: The University will be conferring two honorary degrees this year:
 - Dr. Terrence Roberts will be honored on Tuesday, April 22nd during his Arts & Lectures presentation about his experience as a member of the "Little Rock Nine."
 - Ambassador Alejandro Orfila, who served as Argentine Ambassador to the United States, Soviet Union, and Japan and was one of the early visionaries who believed that North County needed a public university, will be honored in September.
- NCAA II Application: On February 1st the campus submitted an application for NCAA Division II status. A campus visit is expected to occur in April with a decision in July.
- Clarke Expansion: In conjunction with the NCAA II application, the campus is expanding the Clarke Field House to include a full court basketball court. The plans will be presented to the Board of Trustees next month. Funding for the expansion has been made possible by reserves set aside specifically for the expansion as well as a \$25 student fee.
- Foundation Board Dinner: Board members were requested to save the date for the President's annual dinner at her home on Saturday, August 23.

III. Story of the Quarter:

New faculty Foundation Board member Sue Moineau shared the [Graduate Students Deliver Sounding Support](#) video which shows graduate students at CSUSM training to become speech-language pathologists hosting free comprehensive language camps and clinics to the community, providing functional speech therapy for children, teens and adults struggling with communication impairments and disorders.

Business

IV. Consent Agenda:

Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Endowment Earnings Distribution Rate for 2014/15, Investment Performance and Revised Bylaws; it was moved by Mayor Edwards and seconded by Mr. Fuller and unanimously approved.

V. Committee Reports

A. Fundraising Committee

- Gala – A sponsorship brochure was provided for the annual gala to be held on Saturday, June 21. Board Members were encouraged to attend the event, co-sponsored by the Foundation, purchase tables and offer auction items. A Foundation Board wine basket will be auctioned and members were encouraged to bring in a bottle of wine valued at \$50 or more to add to the basket.

ACTION ITEM: Board Members to bring a bottle of wine valued at \$50 or more to the next Foundation Board Meeting on Thursday, June 12 for gala auction item.

- Appeal for Sponsorship Bundle: The Board was encouraged to consider supporting the University through a Sponsorship Bundle, supporting the Report to the Community, Annual Gala and Cougar Scramble.
- Senior Class Gift Committee – Ms. Boggs reported that the 11 member committee's goal for 2013/14 is to raise \$15,000 which will be added to the 2012/13 campaigns

\$10,000 endowed scholarship. The committee received a \$5,000 anonymous matching gift. They will be marketing the suggested gift of \$20.14 to honor the graduation year, although all gifts are welcome.

B. Marketing Committee

Ms. Baur reviewed the Building Brand Awareness & Affinity at California State University San Marcos document, highlighting the recent successes with the U-T Editorial Board, and partnerships with the U-T, KPBS, Teradata and Lexus of Escondido.

VI. Membership:

A call for board member nominations was reviewed.

VII. Advancement Update:

- A. Challenge Gift – as a result of the Report to Community a \$500,000 challenge grant was received towards the Field House Expansion project, providing an opportunity to enhance the fan and player experience. Naming rights are available and seen as a great marketing tool for a local community member.
- B. Staff updates – University Advancement is beginning the recruitment for an Associate Vice President for Development.
- C. 25th Anniversary Celebration – From January 1, 2015 through December 31, 2015 the University will celebrate its 25th anniversary. A campus committee is convening to discuss how to leverage the celebration.
- D. Alumni Office – will be moving into a new office which includes space for the Alumni Center, CSUSM Retiree Association, and a Call Center. This location enables these functions to expand their services to our growing alumni base, provide a venue to reach out to CSUSM retirees to continue their engagement with the campus, and provide call center resources for fundraising – when not in use, the Call Center may be used for student research activities.
- E. An article about a proposed cap on charitable donations was provided.
- F. The Hornet's Nest – Movie Premier courtesy of Josh Pack, will be held Monday, April 28.

VIII. Guest Presentation:

Stephen Tsui, Assistant Professor, Physics, California State University San Marcos, provided an overview of his pedagogical approach to Active Learning.

Adjournment:

There being no further business, Chair Raymond adjourned the meeting at 9:37 am.

Minutes submitted by: Donna Day

Dated: March 14, 2014


Secretary