

**MINUTES OF THE BOARD OF DIRECTORS OF THE
CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION**

A California Nonprofit Public Benefit Corporation

June 21, 2018

Directors Present:

Luanne Bas, Cathy Baur, Bill Bradbury, Esther Calac, John Fortune, Ed Fuller, Ron Gerevas, President Karen Haynes, Emilie Hersh, Neal Hoss, Tony Jackson, Thomas Kenaya, Barbara Mannino, Tony Pack, Jack Raymond, Toni Ritchey, Taylor Sutherland and Steve Wagner

Directors Absent:

Dan Calac, Maryann Edwards, Jenna Hernandez and Nathaniel Keifer-Wheals

Staff Present:

Tina Bell, Kyle Button, Margaret Chantung, Donna Day and Clint Roberts

Proceedings:

On June 21, 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 congratulated all for a successful Gala. He advised that Dr. Calac has fulfilled his service to the Board. As the longest serving Elected Director, he thanked Dr. Calac for completing three terms.
- 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:

- As co-host of the Gala, the President thanked the Foundation Board for the successful event which raised over \$190,000 – the most successful to date.
- Commencement graduated over 3,500 students, the largest number in campus history, bringing alumni to over 45,000. 54 percent were first in their families to earn a degree with 39 percent from historically underrepresented backgrounds. 80 percent of graduates remain in the region.
- The ground breaking for the public/private partnership building across the street took place in May. The building will provide a home for Extended Learning as well as student services freeing up space on campus for launch of the engineering program.
- Advocacy efforts to increase funding to the California State University system helped. In June the legislature approved and Governor accepted a budget that boosts ongoing funding for the CSU by \$105 million plus \$210 million in one-time funds to support enrollment growth of more than 3,600 full-time equivalent students and \$35 million in one-time funds for deferred maintenance.
- The President shared the following awards and accolades:
 - College of Science and Mathematics Dean Katherine Kantardjieff received the Pinnacle Award in the category of "Individual in Education." The award, which honor those who

elevate, advance and promote women working in the STEM (science, technology, engineering, mathematics) fields, is given by Athena, a San Diego-based professional association dedicated to advancing women in STEM.

- History professor Deborah Kang received two awards for her book about our nation's immigration agencies. Titled "The INS on the Line: Making Immigration Law on the US-Mexico Border, 1917-1954," the Society for History in the Federal Government honored Kang with its Henry Adams Prize while the Immigration and Ethnic History Society honored her with its Theodore Saloutos Book Award for presenting a major new scholarly interpretation related to the immigration history of the United States.
- Women's Studies professor Jodie Lawston has authored "Sociology: Structure and Change," an introduction to sociology textbook. She is the first female sociology author for Pearson, the book's publisher and the world's largest textbook company.
- CSUSM earned the Military Friendly School designation, receiving a Silver Award for scoring within 30 percent of the 10th-ranked organization.
- Two campus centers that underscore CSUSM's commitment to social justice and equity celebrated milestone achievements during the spring. The Cross-Cultural Center held a 15th anniversary gala in March and the Pride Center honored its 10th anniversary with a fundraising bash in April.
- The CSUSM chapter of Alpha Chi Omega was honored in April as the Community Partners of the Year by the Center for Community Solutions, which works to end relationship and sexual violence.

III. Annual Meeting Business

- A. **Class of 2018 Term Renewal:** Chair Raymond advised that the Governance Committee recommends the entire Class of 2018 for a term renewal. He referenced the list of Directors and requested a motion to approve electing the Class of 2018 to serve another term; it was moved by Mr. Fortune and seconded by Ms. Ritchey and approved by all.
 - i. **Term Renewal ~ Procedure:** Chair Raymond advised that the Governance Committee would follow the procedure, provided with the agenda, when approaching term renewals for Elected Directors.
 - ii. **Faculty and Student Appointments:**
 - 1. Bill Bradbury was appointed by the President to serve as the faculty representative for an additional year.
 - 2. Jenna Hernandez was appointed by the President to serve as the student representative for an additional year.
- B. **Elected Director Assignment:** Chair Raymond referenced the list of Directors noting that assignments to the Board had been confirmed. Directors that identified interest in additional areas on campus to serve will be contacted by staff.

ACTION ITEM: Staff to discuss additional areas of service with Directors that self-identified other areas on campus to serve.

- i. **Procedure:** Chair Raymond advised that the Governance Committee recommends the Elected Director Procedure, provided with the agenda, when considering assignments for Elected Directors.
- C. **Signature Items:** Annual signature items were provided for the Board including Expectations/Personal Commitments (Directors were provided two copies of the Expectations

form. One was placed in a sealed envelope and into the lock box to be opened at the 2019 annual meeting. The other copy is for Director reference.), Conflict of Interest Acknowledgement, as well as the Donor Bill of Rights and CASE (Council for Advancement and Support of Education) Principles of Practice for Fundraising Professionals at Educational Institutions.

- IV. Consent Agenda:** Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance, Finance and Investment Committee Charge revision, fiscal year 2018/19 budget; it was moved by Ms. Bas and seconded by Ms. Hersh and approved by all.
- V. CSU Foundation Leader Summit:** Chair Raymond, Ms. Baur and Mr. Sutherland shared takeaways from their recent participation at a system wide summit including a draft dashboard of data points along with a draft Director survey. Directors were asked to submit feedback to the survey prior to staff requesting responses.

ACTION ITEM: Directors to provide feedback to survey prior to staff requesting responses.

- VI. Governance Update:** General Jackson shared the Prospective Director Nomination process map noting that there are currently (5) five Elected Director vacancies on the Board. He requested Directors bring forward names of constituents that fit the Board Director profile.

ACTION ITEM: Staff to share the Board Director profile, Directors to identify prospective Directors.

VII. Guest Presentation:

- Dawn Formo – Dean, Undergraduate Studies shared statistics from her area and an elevator pitch to help Directors tell our story:
 - Academic success requires the classroom plus! It is not only seat-time in the classroom that leads to student success. Undergraduate Studies strives to implement and assess practices that have the highest impact on helping students achieve and succeed in their undergraduate academic experience and throughout the rest of their lives. Undergraduate Studies aims to:
 - ensure an integrated undergraduate experience at CSUSM
 - coordinate cross-college and cross-divisional academic initiatives to support student success
 - lead the campus in efforts to improve student retention and graduation.
 - CSUSM students use the academic learning centers on campus! During the 17/18 academic year, CSUSM students made over 48,000 visits to the Centers for Learning and Academic Success Services (CLASS)-- the Academic Success Center, Math Lab, Language Learning Center, STEM Tutoring and Supplemental Instruction Center, and Writing Center--for academic support.
 - The more students visit a learning center, the higher their grades! Students who make 5 or more visits to an academic learning center tend to earn higher grades.

VIII. Student Update:

- Ms. Baur shared that during the Commencement season the following new memberships were received: 766 new Alumni Association memberships including 690 New Grads, 27 Lifetime memberships and 49 Annual memberships. In addition, 603 Student Philanthropy Fund gifts

were received as well as 574 Class Champions (membership and gift) which was up from 107 a year ago.

- The Student Philanthropy Council is gearing up for CSUSM Giving Tuesday (November 27) and plan on hosting an on-campus display to promote the event. Directors were encouraged to visit their display.

IX. Campaign Update: The Campaign Progress Report was reviewed, as well as an overview of the Goals of the Board.

X. Thank You Cards: Board Directors were asked to handwrite thank you notes to donors that supported the Gala.

XI. Advancement Update

- Gala: Ms. Baur shared the success of the Gala as well as a recap video.
- Campaign Celebration: Directors were asked to hold two dates on their calendar to celebrate the success of the campaign:
 - Campaign Donor Celebration Reception: Saturday, January 12, 2019 ~ 3:00 – 5:00pm
 - At President Haynes' residence, all of Foundation Board and top level donors for an insider's announcement of success.
 - Campus Community Campaign Celebration: Thursday, February 7, 2019 ~ 12:00 – 1:00pm
 - On campus at U-Hour after Report to Community. All of Foundation Board and the entire campus community.
- Commencement Video: Ms. Chantung shared the success of Commencement including the "Whatever it Takes" video.

XII. Conflict of Interest: Chair Raymond noted that it is required to record all contractual relations with the Foundation and therefore in an abundance of caution, Mr. Wagner disclosed that his company, Stone Brewing, has an annual event contract with the University to hold their company's anniversary celebration on campus at CSUSM. The event is co-sponsored by the University and all proceeds benefit a variety of charitable organizations, including the CSUSM Foundation.

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

Adjournment: There being no further business, the meeting adjourned at 10:38 am.

Minutes submitted by: Donna Day
Dated: June 22, 2018


Secretary