

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

June 22, 2017

Members Present:

Luanne Bas, Cathy Baur, Dan Calac, John Fortune, President Karen Haynes, Emilie Hersh, Neal Hoss, Anthony Jackson, Jack Raymond, Tony Pack and Steve Wagner with Maryann Edwards and Ed Fuller via teleconference

Members Absent:

Ron Gerevas, Sue Moineau, Dawn Myers, Toni Ritchey, Esther Stearns and Chris Tresse

Staff Present:

Tina Bell, Donna Day and Jocelyn Wyndham

Proceedings:

On June 22, 2017, 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 12:05 pm by Mr. Jack Raymond, Chair of the Board.

I. Call to Order:

- Chair Raymond welcomed everyone to the meeting and 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 thanked everyone for their support at another successful annual gala.
- Commencement graduated over 3,300 students, the largest number in campus history. 54 percent were first in their families to earn a degree with 38 percent from historically underrepresented backgrounds. This new class brings alumni to over 40,000. Honorary degrees were awarded to:
 - Roberta Achtenberg, former chair of the CSU Board of Trustees, advocate for public higher education, and played a critical role in the establishment of the CUS Institute for Palliative Care.
 - Cecile Steppe, whose distinguished career for the County of San Diego included bringing people and organizations together to share in the responsibility of providing social and health services to families.
 - Joanne Tawfillis, whose dedication to promoting peace through art has included numerous significant projects with Cal State San Marcos students.
- Neal Hoss has been reassigned as the Vice President of Finance and Administrative Services and will serve the Foundation Board as the Chief Financial Officer.
- Cathy Baur has been promoted to Vice President of University Advancement and will serve the Foundation Board as Executive Director.
- The Governance Committee is charged with reviewing term limits of the Board of Directors. Both Luanne Bas and Toni Ritchey, whose terms are expiring this year, have been renewed to serve for another term.

- The state budget was approved last week. It contains \$177.2 million dollars in increased recurring base support – 20 million more than the governor had included in his May revise. That \$20 million dollars is designated for enrollment and will fund an increase of about 2,500 full-time equivalent students systemwide – we do not yet know how the system will allocate those enrollments. Also included in the budget is a \$12.5 million dollar one-time allocation for Graduation Initiative 2025.
- The CSU system as a whole will be rolling out a tobacco and smoke free initiative to begin September 1, 2017.
- At a May 1 American Indian honoring ceremony, MOUs (Memorandums of Understanding) were signed with Noli Indian School and Sherman Indian High School to provide guaranteed admission for American Indian students.
- In May a team of Arts and Technology students took the top prize at the 2017 Sustainable Earth Decathlon for designing a mobile app. This was the second straight year a team from CSUSM earned the grand prize at the decathlon.
- The College of Business Administration, in partnership with the San Diego Business Journal, launched an online Economic Dashboard that provides key economic indicators and trends regarding business and community organizations in San Diego County. The project uses students from the Senior Experience Program to create an online survey and distribute it throughout the county.
- Last week during the CSU systemwide Council of Presidents retreat discussions ranged from trying to meet California's workforce needs with limited resources; pride of public-private partnership (with CSUSM's P3 request for approval extended to the November Board of Trustee meeting), recruitment and retention of diversified faculty.
- Helen McNeal, Executive Director for the CSU Institute of Palliative Care, has announced her retirement. This week, three finalists for that position were interviewed on campus, with a goal of making an offer in mid-July.
- On July 14 the university will hear the official results of the NCAA II transition.
- The President concluded with much appreciation of the board for their continued support as the university moves into the final phase of the campaign.

III. Consent Agenda:

- Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, and Investment Performance, Fiscal Year 2017/18 Budget, Spicer Loan transitioned to Quasi-Endowment; it was moved by Dr. Calac and seconded by Ms. Bas and approved by all.
- Mr. Hoss noted that the Finance and Investment Committee will be creating a Request for Proposal for the Foundation's current endowment manager.

IV. Governance Committee:

- Ms. Baur reported that the Bylaws are being reviewed by the committee. Director Toni Ritchey is providing her legal expertise and guidance to the process.
- After reviewing suggested edits to the Governance Charge, Chair Raymond requested a motion to approve the charge as updated; it was moved by General Jackson and seconded by Mr. Wagner and approved by all.

V. Student Update:

- Mr. Hoss reported that the Student Philanthropy Fund Endowed Scholarship has raised almost \$11,200 with 158 gifts from students this academic year. 10.5 percent of donors on Giving Day were students, with their top gifts designated to: Food Insecurity Fund, Student Philanthropy Fund Endowed Scholarship, Scholarships, and Veterans Services.
- The Council is currently recruiting members for the 2017-18 academic year.

VI. Advancement Update:

- Gala: The Monopoly Gala Banks Record for Scholarships video was shown as well as the video that was played at the gala: A Future Worth Fighting For. Both videos were created by Communications student intern, Alan Brown '17. Ms. Baur shared the results of the gala noting that sponsorships/ticket sales, scholarship auction, attendees and percent of attendees who participated all increased. While the silent and live auction item support decreased, the gala committee is seeking support for additional items at next year's gala.
- Campaign Update: Ms. Baur reviewed the Campaign Progress Report advising that as of the end of May over \$37 million of the \$50 million campaign goal has been raised resulting in 75 percent towards completion while 77 percent of the way through the campaign. \$6.8 million has been raised exceeding the \$6 million 2016/17 fiscal year goal and there is an expectation that \$7 million would be raised by the end of June.
- Goals Update / Talking Points: Ms. Baur shared the status of three short term goals including the Veterans Center Expansion, All-Steinway Campus, and the Sports Center Video Board Naming, as well as two long term goals including the Engineering Program and Action Sports. She requested the board's assistance in finding additional philanthropic support to move these projects forward.

VII. Prospect Screening:

- Chair Raymond thanked the board for their participation in the Prospect Screening activity.

VIII. Thank You Cards:

- The board was asked to handwrite thank you notes to employee donors that have donated over 200 gifts. Cards were collected at the end of the meeting and mailed on behalf of the board.

IX. Guest Presentation: Engineering

- Edward Ashley, Director of Business Community Relations, College of Business Administration at CSUSM, shared his work on the Senior Experience program at Cal State San Marcos highlighting a recent gift from Malin Burnham to endow the Burnham Leadership Experience which will fund student teams for three non-profit companies every semester in perpetuity.

Adjournment:

There being no further business, the meeting adjourned at 1:45 pm.

Minutes submitted by: Donna Day

Dated: June 22, 2017


Secretary