

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

March 5, 2015

**Members Present:**

Helen Adams, Katie Boggs, Dan Calac, Maryann Edwards, Jon Fredricks, Ron Gerevas, Linda Hawk, President Karen Haynes, Neal Hoss, Anthony Jackson, Tom McGurn, Sue Moineau, Josh Pack, Jack Raymond, and Toni Ritchey

**Members Absent:**

Luanne Bas, John Fortune, Ed Fuller, Esther Stearns, Chris Tresse, and Steve Wagner

**Guests Present:**

Graham Oberem

**Staff Present:**

Tina Bell, Kyle Button, Donna Day

**Proceedings:**

On March 5, 2015, 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. He congratulated President Haynes for receiving the Trail Blazer award from Leadership California in recognition of her groundbreaking achievements and leadership in academia.

Chair Raymond reminded the Board that the Gala is co-sponsored by the President and the Foundation Board. He encouraged all members to purchase tables and solicit sponsorships.

The agenda included the following statistics for the Foundation: \$34.2 million in net assets as of December 31, 2014 and \$7.5 million raised to date exceeds the annual goal of \$5 million.

Chair Raymond asked the question of the quarter: What would you suggest the public come to CSUSM to Discover? The Social Media Specialist will upload quotes to Facebook.

**II. President's Remarks:**

The President provided the following update:

- Congratulations to Jack Raymond for receiving the Ronald Kendrick Memorial Award for Regional Collaboration in the 2015 LEAD San Diego Visionary Awards.
- Scholarship Donor Recipient Reception: The night prior to the meeting was a celebration for donors to meet their scholarship recipients. The program included two early scholarship recipients returning as alumni sharing their success and providing thanks to their donors, Marie Bradley, who established the first private scholarship at the University and the Kellogg family.

- Report to the Community: The 11<sup>th</sup> Report to Community was delivered in February to almost 600 community, business and elected leaders from across the region.
- National Focus: Utilizing the 25<sup>th</sup> Anniversary, additional emphasis is being placed at the national level to increase visibility within the region. Discussions with nine higher education media outlets resulted in several inclusions in national panels and publications, including the Association of Governing Boards' *Trusteeship*.
- Fall 2015 Applications: A record number of applications from prospective freshman (6.2 percent increase from last year) and transfer students (3.1 percent increase from last year) were received for the Fall 2015 semester. The University continues to be a high-demand, first-choice institution within the region and beyond.
- Enrollment Target: The growth target is 3.2 percent for 2015/16, the highest percentage in the CSU. There is another 3.5 percent allowed without penalty.
- Honorary Degrees: Two honorary degrees will be awarded at commencement this year:
  - Joe Bear: an original visionary of the University, an original member and continued member of University Council and current Chair of the College of Science & Mathematics Advisory Council.
  - Charles McPherson: a nationally celebrated jazz musician who has played and taught at CSUSM.
- Campus Updates:
  - 25<sup>th</sup> Anniversary Kick-off Event: During the Prowl, a 25 stop scavenger hunt on campus, students, faculty and staff received information about the campus as well as tokens of appreciation. As participants visited each stop, they received a stamp on a card to enter into a drawing for the prizes donated by Foundation Board members.
  - Student Health and Counseling Center: The grand opening of the center was celebrated on January 22, bringing vital health and counseling services for students to the main hub of campus.
  - Sports Complex: The groundbreaking is scheduled for March 23, 2015.
  - Jan and Esther Stearns Center for ACE Scholars: the ribbon cutting was held on February 10, 2015.

### III. **Story of the Quarter** – Jan and Esther Stearns Center for ACE Scholars

The UT TV's video, a home for former foster youth, was shown providing a glimpse of the center and the ribbon cutting that took place on February 10<sup>th</sup>. ACE Scholar, Julius Williams, shared what ACE has meant to him.

### 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 and Endowment Spending Rate; it was moved by Mr. Pack and seconded by Council Member Edwards and unanimously approved.

### V. **Audit Committee**

Ms. Adams advised that the auditor's contract for all four auxiliaries has come up for bid. A selection committee gathered RFPs, interviewed three candidates and recommends AKT as the audit firm. Chair Raymond advised that the Executive Committee recommends the approval of hiring AKT as the audit firm. He requested a motion to ratify and approve hiring AKT as the audit

firm; it was moved by Mr. Fredricks and seconded by MajGen Jackson, and unanimously carried that the Foundation Board approves AKT as the audit firm.

**VI. Foundation Board Membership**

In an effort to identify gaps in membership, Board Members were asked to complete a Composition and Recruitment form, which provided them the opportunity to self-identify their skills and attributes along with their demographics and memberships. 100% participation was requested and once collected will be compiled to identify gaps in membership.

**VII. Fundraising Priorities ~ Academic Affairs**

Provost Oberem provided an overview of The Campaign for California State University San Marcos, *Forward Together*. Guided by the missions of the University and Academic Affairs, over the course of the next several months, faculty, Deans, the Provost and the President will identify fundraising priorities that align with the three themes: Preparing Tomorrow's Leaders, Building Great Communities and Solving Critical Issues. In an effort to guide the process, each college/unit is encouraged to present (10) priorities with no more than (5) falling into the \$1+ category.

**VIII. Advancement Update**

Ms. Boggs reported that the Student Philanthropy Council awarded a scholarship in February. They are planning to create a website that shows the impact of scholarships received.

**IX. Guest Presentation**

Vincent J. Fraumeni, Fundraising Consultant, provided an overview of the campus' efforts in identifying, stewarding and recognizing planned giving donors.

**X. 25<sup>th</sup> Anniversary Update**

The following updates on the 25<sup>th</sup> Anniversary was provided:


- Super STEM Saturday will be held March 14<sup>th</sup> welcoming the campus community and geared towards K – 12 students to learn about Science, Technology, Engineering and Math with interactive and hands-on activities.
- Discover CSUSM day will be held April 11<sup>th</sup>. Initially created to welcome first time freshman to campus, the day has been expanded to invite all community members to explore the campus and discover what the University has to offer.

**Adjournment:**

There being no further business, Chair Raymond adjourned the meeting at 9:24 am.

Minutes submitted by: Donna Day

Dated: March 5, 2015



Secretary