

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

December 10, 2015

**Members Present:**

Luanne Bas, Katie Boggs, Dan Calac, Alex Caratti, John Fortune, Linda Hawk, President Karen Haynes, Neal Hoss, Tom McGurn, Sue Moineau, Tony Pack, Jack Raymond, Toni Ritchey and Steve Wagner

**Members Absent:**

Helen Adams, Maryann Edwards, Jon Fredricks, Ed Fuller, Ron Gerevas, Anthony Jackson, Josh Pack, Esther Stearns and Chris Tresse

**Staff Present:**

Cathy Baur, Tina Bell, Kyle Button, Donna Day

**Proceedings:**

On December 10, 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. Call to Order:**

Chair Raymond welcomed everyone to the meeting, in particular, new member LtCol Anthony (Tony) Pack. LtCol Pack introduced himself. Since it was the last meeting for student representative Katie Boggs, Chair Raymond provided her with a certificate of appreciation. Ms. Boggs thanked the Board for their commitment to students.

Since this was the first Foundation Board meeting after the launch of the campaign, Chair Raymond advised all to consider their commitment to the University and asked Mr. Hoss to meet with each member to discuss how they will be involved.

Chair Raymond asked the question of the quarter:

What advice would you give to high school students contemplating where to go to college? Board member shared their personal reflections.

**II. President's Haynes provided the following update:**

- **San Diego Woman of the Year:** While receiving the award was an honor, it also speaks to the expanding footprint the University is making on the region.
- **Campaign:** The campus is energized as we move forward together with the launch of the campaign. While very few universities of our age and size would launch a campaign, I know we will succeed because it is the right thing to do.
- **President's Portfolio:** Development is keeping the President's calendar full and in June 2016 she will be the most senior president of the 23-campus in the CSU system. Additional duties include:
  - Chair of CSUPERB, the CSU Program for Education and Research in Biotechnology;
  - Chair of the CSU Commission on the Extended University;
  - Founding President of CSU Institute for Palliative Care;

- Member of the CSU Commission on Online Learning;
- Member of the Presidential Task Force for Governmental Relations;
- Member of a new task force on alcohol policies at sports events
- **Sports Center:** Excitement is building as the opening of the Sports Center draws near. The Foundation Board will be invited to tour the building in early 2016. A visit from NCAA will take place in March.
- **WASC (Western Association of Schools and Colleges):** Fifty employees from across campus have been hard at work for the last few years preparing the report and getting campus ready for the WASC team visit to campus, which will take place March 16-18.
- **Title IX:** In November a compliance audit was conducted of CSUSM by the Title IX Systemwide CSU Compliance Officer. The exit interview concluded with kudos to the University for its continued compliance, for being ahead of all Title IX requirements, and for implementing an authentic approach across divisions promoting student success within every area on campus.

### III. Story of the Quarter:

The students and faculty from the piano lab articulated a need for better equipment. They were practicing on truncated keyboards rather than 88 key pianos. Working with University Development, funding was found and the new music lab created. A kick off to the opening was held in November with a piano recital and reception. A [video](#) promoting the School of Arts and the piano lab was shown during the Foundation Board meeting.

### IV. 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; it was moved by Ms. Bas and seconded by Dr. Moineau and approved. LtCol Pack abstained since he did not attend the previous meeting.

### V. 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.

Included with the thank you cards are the annual signature items. Previously the CSUSM Foundation adopted the practice of annually updating its files with regard to:

- **Member Participation Acknowledgment:** Approved by the Board on December 12, 2012, the "Expectations for CSUSM Foundation Board Members" will be reviewed annually by each member and signed to state their understanding and acknowledgement of the commitment required in fulfilling their expectations as a Board Member.
- **Conflict of Interest Acknowledgment:** The California Education Code addresses the monitoring of potential conflicts of interest between the CSUSM Foundation and its Foundation Board of Directors. As a result, CSUSM Foundation has adopted the practice of annually updating its files with regard to this matter.
- **CSUSM Volunteer Identification Form:** CSUSM volunteers are individuals who perform assignments or services to the university without compensation. Beginning July 1, 2013, Foundation Board Members are required to complete the highlighted sections of the first page of the attached form annually.

Also included in the signature packet were the following documents:

- **Donor Bill of Rights:** The Donor Bill of Rights was approved by the Board on June 10, 2009.
- **CASE Statement of Ethics:** The Council for Advancement and Support of Education Board of Trustees adopted this Statement of Ethics which we follow, to guide and reinforce our professional conduct in all areas of institutional advancement.

## VI. Advancement Update:

- **CSUSM Giving Day:** Mr. Caratti reported that the University participated in its first CSUSM Giving Day in conjunction with National Giving Tuesday. The social media focused campaign lasted 25-hours to celebrate the 25<sup>th</sup> anniversary and acquired 116 gifts for almost \$13,700. 32% of donors were first time donors. Donations were made by Employees (42%), Alumni (26%), Students (14%), Employee Alumni (10%), and Friends (8%).
- **Student Philanthropy Council:** Mr. Caratti reported that the Student Philanthropy Council participated in a finals prep day by handing out free Scantron and Greenbooks to very grateful students learning about the philanthropic mission of the council.
- **Campaign Update:**
  - Mr. Hoss shared a San Diego Magazine Campaign Advertisement with the Board.
  - Mr. Hoss shared a San Diego Union Tribune 25th Anniversary Advertisement with the Board noting that a similar advertisement will be in the December 14 San Diego Business Journal. The advertisement showcases the 25th anniversary sponsors.
  - **Reports:** Mr. Button shared a handout that provided an overview of the Board and Advisory Councils Giving throughout the campaign.
    - Page one provides a glimpse of each theme of the campaign and Board/Council giving trend that is increasing over time with one very generous gift in 2014.
    - Page two provides a snapshot of each Board/Council's progress toward reaching the 100% giving goal each year, with the first two graphs showing calendar years for 2014 and 2015 and the third graph showing gifts received throughout the campaign.
  - **Five Year Commitments:** Development Officers are working with their Board/Council members to outline their 5 year giving plans to provide a more predictable giving pipeline throughout the campaign and beyond.
  - **Wills Guide:** The Wills Guide is the newest resource to support friends of CSUSM in their estate planning. Sample bequest language to the University is provided as a courtesy at the end of the guide.
  - **Alternative ESG (Environmental, Social, Governmental) Investments:** Sensitive to current trends and discussions regarding fossil fuel investments, Mr. Hoss shared his takeaways after meeting with investment advisors who are primarily in the ESG investment business at a recent investment forum:
    - Divestment as a singular strategy is too binary
    - The Foundation needs to be cautious of unintended consequences of divesting, depending upon the fund and other circumstances
    - Overarching institutional strategy should include communicating the campus' sustainability efforts as it relates to the fossil fuel issue in particular
    - Foundation still needs to consider performance as part of its fiduciary responsibility, although some have reported no loss in performance from ESG investments
    - Some large universities with large endowments have elected to do nothing
    - It may be a better to consider the overall approach to addressing ESG issues, since specific issues will change over time

- Education on the full range of topics is important for the entire campus community, especially students

Noting that the Foundation has no investments in companies that derive more than 50 percent of their revenue from coal and after rigorous discussion regarding a long-term approach, Mr. Hoss reported that the Finance and Investment Committee agreed to not make any additional policy recommendations and will monitor the issue over time.

**VII. Story of the Quarter:**

Patricia Prado-Olmos, Vice President, Community Engagement and Erika Daniels, Faculty Director for the Alliance presented the Alliance to Accelerate Excellence in Education. The Alliance is a regionally focused initiative intended to improve the college attendance and completion rates of students within North County. Guided by principles of partnership, collaboration and academic excellence, the Alliance serves as the oversight and support office for Guaranteed Admission agreements with ten area school districts.

**Adjournment:**

There being no further business, the meeting adjourned at 9:10 am.

Minutes submitted by: Donna Day

Dated: December 15, 2015



Secretary