

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

December 12, 2013

Members Present:

Katie Boggs, John Fortune, Ron Gerevas, President Karen Haynes, Neal Hoss, Tom McGurn, Jack Raymond, Esther Stearns, Steve Wagner

Members Absent:

Luanne Bas, Dan Calac, Maryann Edwards, Ed Fuller, Linda Hawk, Anthony Jackson, Ken Markstein, Josh Pack, Chris Tresse

Staff Present:

Cathy Baur, Kelly Briggs, Donna Day, Clint Roberts, Greg Svatora

Proceedings:

On December 12, 2013, 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 7:30 am by Mr. Jack Raymond, Chair of the Board.

I. Welcome, Updates & Announcements:

Chair Raymond welcomed everyone to the meeting, including new member Tom McGurn, and staff representatives Greg Anglea and Clint Roberts.

Other membership updates included:

- Jon Fredricks, CEO of Welk Resorts has joined the Board, effective January 1, 2014
- Barbara Harper has resigned from the Board due to time constraints.
- Gary Hickok, ad-hoc member of Finance and Investment Committee has retired and resigned from the Finance and Investment Committee.
- Taylor Sutherland of Halbert Hargrove has joined the Finance & Investment Committee as an ad-hoc member and comes with Mr. Hickok's recommendation.

The agenda included the following statistics for the Foundation: \$31 million in net assets as of September 30, 2013 and a total impact of \$34.9 million for the fiscal year ended June 30, 2013.

Chair Raymond asked the question of the quarter: What piece of advice would you share with a college student to help them become career ready?

II. President's Remarks:

The President provided the following update:

- International Airport Exploratory Study: Last year during Irwin Jacobs In The Executives Chair session he challenged the MBA class to conduct an International Airport Exploratory Study. The students presented the results of their study last night to Mr. Jacobs, Mr. Burnham, other community leaders, and campus faculty and staff. The challenge provided an opportunity for CSUSM to showcase student talent and the transformational impact of CSUSM on the lives of its students.

- Veterans Center: The groundbreaking of the new Veterans Center was held last month. The gift of this eco-friendly building from New Jersey's Stevens Institute of Technology has provided an opportunity to showcase what the university is doing and will do for veterans. The center will provide a bi-coastal opportunity for shared academics by studying the effects of the eco-friendly building.
- Carlsbad MOU: The 8th MOU was signed last week providing guaranteed admission to CSUSM for students in the Carlsbad system that meet requirements.
- Quad Phase III: Next fall an extra 300 beds will be provided through the completion of the third phase of the Quad. This brings the total students living on-campus to 1,500.
- CSU IPC: The first anniversary of the launch of the CSU Institute for Palliative Care was celebrated in September. Three sister campuses have adopted the format. After the presentation at the Board of Trustees, Governor Brown requested that the initiative be presented to California's Secretary of Health and Human Services. A national advisory board has been formed and will convene in January.
- Increased Growth Target: During Chancellor White's visit he had the opportunity to experience the transformational difference available to CSUSM students. As the only university in the system with demand and capacity, CSUSM has been granted increased growth targets.

III. Story of the Quarter:

With the soft opening scheduled in January, the Foundation Board was provided an insider's view of the University Student Union tour at the end of the Board meeting. A 'fly through' video was shown as the story of the quarter: <http://www.youtube.com/watch?v=s7haiGLuVgA>

Business

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 Fiscal Year 2012/13 Audit Report; it was moved by Ms. Stearns and seconded by Mr. Fortune and unanimously approved.

V. Membership:

A call for board member nominations was reviewed including a request from the Finance and Investment Committee to recruit CPAs. The Executive Committee requested that each college Dean be encouraged to find a volunteer leader that would serve as an advocate/liaison for their respective college.

Mr. Hoss discussed a list of potential prospects.

VI. Advancement Update:

- Report to the Community – After the February 6th event, a tour of the University Student Union will be available to Board members and their guests to the Report.
- Gala – The June 21st Annual Gala will be the first large scale event to be held in the University Student Union.
- Branding Awareness
 - o New Banner System – Banners were added to light poles around campus that focus on Preparing Tomorrow's Leaders, Building Great Communities and Solving Critical Issues.

- New Logo Pins: CSUSM lapel pins have been presented to key campus members including Foundation Board and Advisory Councils, staff and faculty. The distribution has been deliberate to strategically create a buzz.
- Chancellor Tim White's Visit: During the chancellor's visit student interns photographed and videotaped the activities for future use.
- CSUSM Merchandise: CSUSM merchandise will soon be available at local Sport Chalets and also on a CSUSM storefront on-line.
- Professional Photography: Teradata University, a marketing effort of Teradata Corporation, a provider of analytic data platforms, applications, and services, conducted a photo shoot on campus to launch their new initiative. The professional imagery will be provided to Communications for future use.
- UT Special Section Insert: The Report to the Community will include the annual publication included in the UT. Distribution will be to North County San Diego, South West Riverside County, the local military bases and will include a Spanish version. UT will provide CSUSM with (4) quarter page advertisements to use throughout the year.

D. Fundraising Priorities – Mr. Hoss provided an update on naming opportunities within the University Student Union, Veterans Center, Clarke Expansion/Arena, CSU Institute for Palliative Care at CSUSM. After some discussion, it was agreed that naming opportunities should be provided for all areas of campus.

Mr. Hoss shared the following updates:

- CoBA Specialized Accelerated MBA Program: The College of Business Administration is introducing new accelerated MBA Programs:
 - Business Intelligence
 - International Business
 - Hospitality Management – under development; partnering with SDSU with Ed Fuller's guidance.
- Innovation Hub: Beginning with the College of Science and Math, the university is exploring the creation of a technology transfer effort for the campus, working with faculty and industry partners.
- KPBS: An expanding partnership with KPBS will include an Estate Planning 101 class for individuals planning their estates. The class will be held in August 2014.

VII. Guest Presentation:

Dean Adam Shapiro, College of Humanities, Arts, Behavioral & Social Sciences, provided an overview of his college's Career Readiness Initiative.

Adjournment:

There being no further business, Chair Raymond adjourned the meeting at 9:26 am. Following the meeting a tour of the University Student Union was provided.

Minutes submitted by: Donna Day

Dated: December 17, 2013



 Secretary