

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

May 28, 2015

**Members Present:**

Luanne Bas, Dan Calac, Alex Caratti, Jon Fredricks, John Fortune, Linda Hawk, Neal Hoss, Anthony Jackson, Tom McGurn, Sue Moineau, Jack Raymond, Toni Ritchey and Steve Wagner

**Members Absent:**

Helen Adams, Katie Boggs, Maryann Edwards, Ed Fuller, Ron Gerevas, President Karen Haynes, Josh Pack, Esther Stearns, Chris Tresse

**Guests Present:**

Mike Helé

**Staff Present:**

Cathy Baur, Tina Bell, Kyle Button, Donna Day

**Proceedings:**

On May 28, 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 7:33 am by Mr. Jack Raymond, Chair of the Board.

**I. Welcome, Updates & Announcements:**

Chair Raymond welcomed everyone to the meeting and referenced the achievement of surpassing the fundraising goal by twice the expected amount.

Mr. Hoss advised that President Haynes sends her regrets for not being available to attend the meeting. He welcomed new member, Alex Caratti, who will serve as the student representative. Katie Boggs will continue her role as student representative through December. Mr. Hoss also welcomed Mike Helé, Director of Donor Stewardship.

The agenda included the following statistics for the Foundation: \$35 million in net assets as of March 31, 2015 and \$10 million raised to date exceeding the annual goal of \$5 million.

Chair Raymond asked the question of the quarter:  
Who was one of your educational heroes and why?

**II. President's Remarks:**

Mr. Hoss provided the following update on behalf of President Haynes:

- One year after the fires the campus was yet again faced with a storm. Due to a threat of rain, thunder and lightning the Friday Commencement ceremony was moved to Sunday.
  - 5 ceremonies were held over 2 days, graduating 2,600 students.
  - One in six undergraduates has earned academic honors with a GPA of 3.5 or higher.
  - More than half of the graduating class is the first in their family to earn a bachelor's degree.

- Over 40 percent are from historically underrepresented student populations.
- This class has the largest cohort of ACE Scholars with 13 former foster youth earning degrees.
- The Board viewed a video that was shown before students entered the Mangrum Track and Field for Commencement.
- The Class of 3 Million – With the graduation of the Class of 2015, the impact of alumni from all 23 California State University campuses, will surpass the milestone of having three million alumni.
- 2015/16 applications – Applications for 2015/16 school year are the most in CSUSM’s history - it is clear that CSUSM is a destination school.

**III. Consent Agenda**

Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance, Proposed Fiscal Year 2015/16 Budget and Form 990 Tax Return; it was moved by General Jackson and seconded by Ms. Bas and unanimously approved.

**IV. Library Request for a Board Designated Endowment**

The Dean of the Library has requested approval from the Board to set up a recent undirected gift as a Board Designated Endowment so that the gift can function as an endowment to be retained and invested with other endowment funds. Chair Raymond requested a motion to approve the request to treat the gift as a Board Designated Endowment; it was moved by Ms. Bas and seconded by Mr. McGurn and unanimously approved.

**V. Annual Gala Saturday, June 20**

Chair Raymond encouraged everyone to support the Gala by purchasing sponsorships, tables and providing auction items.

**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 received. While the Board is well balanced with representation in each category listed, there were slight gaps in the following skills and attributes categories: Investment, Accounting Principles, Legal, and representation within the LA region. Although the HR skill set had a low ranking, since the Foundation does not have any employees, it is not necessary to seek additional Board Members with this skill set. The demographics and memberships of the Board are also well balanced although there is slightly less representation of alumni, females and people of color.

The CSUSM Foundation Board continues to seek qualified candidates for its Board of Directors. Board Members and Development staff are encouraged to seek candidates who are recognized leaders in their profession (with an emphasis on Investment, Accounting Principles, and/or Legal); are willing to serve and commit time, energy and effort to Foundation related efforts; and have demonstrated an interest in providing philanthropic support.

Chair Raymond requested that Board Members review the results and bring forward names that would fit the categories listed above.

## **VII. Thank You Cards**

Brought forward as recommended by the Executive Committee, a list of top donors for the quarter will be presented at each Board meeting. Board Members will self-identify any relationships, and handwrite a thank you note to their constituent. If a Board Member does not know any of the donors on the list, they can send a thank you note based on comparable giving affinity of the donor. Cards will be collected at the end of the meeting and mailed on the Board Members behalf.

## **VIII. Story of the Quarter – “Decorated Veteran Finds Support on Campus”**

Lance Corporal Erik Galvan is a sophomore at Cal State San Marcos. He is majoring in human development with an emphasis in counseling. The Board listened to a [sound clip](#) between Erik and his than squad leader, Sgt. Daniel Wheeler describing how Erik was wounded in action.

Erik was awarded a Purple Heart for wounds received in service to his country. He has said that he has faced challenges both academically and emotionally, as a result of his injuries and his transition back to civilian life. He credits the Veterans Center staff for providing help and support to him during his transition to college, and his goal of pursuing a Master’s in social work.

## **IX. Guest Presentation**

Patricia Reily, Veterans Services Director, provided an overview of the campus’ efforts in supporting the Veteran community.

## **X. Planning Session, September 3, 2015**

The Comprehensive Campaign launch has been rescheduled to Sunday, September 20 from 3 – 6 pm. During the September 3, 2105 Planning Session, Board Members will receive tools to support them during the Campaign such as a “playbook” of fundraising priorities and naming opportunities. Members will review and develop expectations of themselves and the Board throughout the Campaign. Other Campaign planning and timelines will be shared, so that members may understand and self-identify their individual roles. Board Members were asked to send forward names that they feel should be on the invitation list.

## **XI. Advancement Update**

- Mr. Hoss mentioned some recent awards President Haynes has received:
  - Trailblazer award from Leadership California
  - Robert C. Maxson President of the Year award from the California State Student Association
  - Cool Women of 2015 award from the Girl Scouts of San Diego
- Student Philanthropy Council – Mr. Caratti reported that the Student Philanthropy Council received (188) gifts raising \$9,300 of the \$11,734 goal (to exceed last year’s total raised). This brings the total raised to \$39k since inception. The first scholarship from the Student Philanthropy Council Fund was awarded.
- LinkedIn – Ms. Baur invited Foundation Board Members to connect with CSUSM via LinkedIn.
- Media Mentions –
  - Ms. Baur advised that through a partnership with TVP Communications and efforts towards national visibility has produced articles in national publications including but not limited to: Association of Governing Boards of Universities and Colleges’ Trusteeship, The Chronicle of Higher Education, American Association of State Colleges and Universities, Huffington Post

- Partnering with Extended Learning, the San Diego Airport will display digital signage of the University.
- Local Pepsi delivery trucks will be branded with the CSUSM logo.
- Discover CSUSM Day – Prior to the open house, Foundation Board Member suggestions were shared on the campus' Facebook page.
- Staffing – University Advancement continues to add staffing to support the Campaign.

**Adjournment:**

There being no further business, the meeting adjourned at 9:22 am.

Minutes submitted by: Donna Day

Dated: May 28, 2015

  
Secretary