

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

December 11, 2014

Members Present:

Luanne Bas, Katie Boggs, Dan Calac, John Fortune, Ron Gerevas, Linda Hawk, President Karen Haynes, Neal Hoss, Anthony Jackson, Tom McGurn, Jack Raymond, Steve Wagner

Members Absent:

Helen Adams, Maryann Edwards, Jon Fredricks, Ed Fuller, Sue Moineau, Josh Pack, Toni Ritchey, Esther Stearns, Chris Tresse

Staff Present:

Cathy Baur, Tina Bell, Kelly Briggs, Donna Day, Clint Roberts,

Proceedings:

On December 11, 2014, 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. He congratulated President Haynes as the only university President in the world to be named the third best social worker in the world. He also recognized the University as one of the top 20 schools recognized by *Military Times* for veterans, up from 41st place last year.

The agenda included the following statistics for the Foundation: \$33.4 million in net assets as of September 30, 2014 and \$6.8 million raised to date, exceed the annual goal of \$5 million.

Chair Raymond congratulated Foundation Board member, Dan Calac, for his recent recognition by KPBS and Union Bank as the American Indian Heritage Local Hero in the month of November. He also thanked Foundation Board Members, Jon Fredricks and Steve Wagner, for being the first to support the 25th Anniversary Signature events.

Chair Raymond asked the question of the quarter: Describe briefly what you envision CSUSM to look like in the year 2020.

II. President's Remarks:

The President provided the following update:

- 25th Anniversary: In January the University will be launching its 25th Anniversary celebration. Last month 2,500 students and employees gathered for the human 25 photo. During the annual service awards the University celebrated 25 years of service for two individuals – people come here to work, and they stay. The annual kick off for the 25th Anniversary begins in January with a scavenger hunt. All faculty and staff will receive the lapel pin presented to Foundation Board members.

- Enrollment Target: Received highest percentage in system for growth. Hopeful for higher percentage.
- Sage Plant: As a token of appreciation, each Board member received a sage plant, which is drought-tolerant and fire-safe. This represents the University's resilience during the wild fires.
- Events to note:
 - Report to Community: February 5, 2015
 - Jan and Esther Stearns Center for ACE Scholars: Ribbon Cutting, February 10, 2015.
 - School of Nursing: Open House will be in February 2015 to celebrate its relocation from off campus to University Hall.
 - Sports Complex: groundbreaking, March 23, 2015.
 - Super STEM Saturday: will be held, March 2015.
 - Discover CSUSM Day: celebration for new students and the community, April 2015.

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; it was moved by Ms. Bas and seconded by Mr. McGurn and unanimously approved.

IV. Non-Endowed Funds Investment Policy

Mr. Hoss reviewed the policy that was recommended by the Finance and Investment Committee. Chair Raymond requested a motion to approve the policy; it was moved by Mr. Fortune and seconded by General Jackson and unanimously approved.

V. Report to the Community

Chair Raymond encouraged Foundation Board members to attend the President's Report to the Community, reminding them that last year's event resulted in a major gift.

VI. 25th Anniversary Update

Ms. Baur provided the following update:

- A time lapse video of the Human 25 Photo was shown to the Board:
<http://youtu.be/jqxjYn7YuH8>
- Faculty and staff will receive the 25th Anniversary pins that were presented to the Board
- The Scavenger Hunt will have 25 stops around campus. Ms. Bas thanked the Board members that provided prizes.
- Media partnerships with UT, KPBS and Coast News include advertising and content generated from campus.
- Board member input was gathered regarding offering a pen vs. pin at the Report to the Community. It was agreed that since many members were external, a pen would be used more than a pin.
- Mr. Hoss advised that there are three 25th Anniversary Sponsorships at \$25,000 each, with an additional three asks made and five pending.

VII. Membership:

Mr. Hoss noted that there are three individuals that are being considered for Board membership. Chair Raymond reminded the Board that it is their responsibility to nominate members.

VIII. Advancement Update:

- Ms. Boggs reported that the Senior Class Gift Committee changed their name to the Student Philanthropy Council. The Council received a \$5,000 anonymous matching gift for the third year in a row that will match gifts to support the endowed scholarship fund.
- Major Gifts Officer hired – Elizabeth Schroder
- Recruiting IPC Grant Writer and Admin Support for Development and for Alumni
- The University's Event & Conference Services department is being transitioned to the University Advancement division and will report to Lori Brockett
- Kellogg Trust gift & Wilson match updates – a significant gift from the Jean Kellogg estate and a challenge gift from Bob Wilson have provided critical support to several areas on campus.
- Scholarship process has been updated to make it more streamline and move from granting scholarships from the fall to the spring.
- A financial planning newsletter geared towards the University's Legacy Society will be initiated in January 2015. In preparation for recognizing members of the Legacy Society during the University's 25 anniversary celebrations, confirmation letters as well as discovery letters have been circulated requesting disclosure of planned gifts. Since deliberate planned giving efforts were renewed in July 2014, eight donors have agreed to provide a planned gift to the University – including a recent \$3 million gift – and they are in various stages of development and documentation.
- A Donor Recognition Task Force has been charged with creating formal recognition procedures and policies for donor gifts.

IX. Guest Presentation

Jim Hamerly, Interim Dean, College of Business Administration, provided an overview of student entrepreneurship, including personal experiences shared by two students, Stephanie Collins and Kendra Smith.

X. Story of the Quarter – Student Entrepreneurs

A [Cultivating Entrepreneurs](#) video was shown providing four stories from recent graduates. The [Student Entrepreneurs Attend Class, Build Businesses, Find Success](#) article was provided.

Adjournment:

There being no further business, Chair Raymond adjourned the meeting at 8:59 am.

Minutes submitted by: Donna Day

Dated: December 15, 2014


Secretary