

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

March 21, 2019

**Directors Present:**

Luanne Bas, Cathy Baur, Kyle Casement, John Fortune, Tommy Friedrich, Ron Gerevas, President Karen Haynes, Emilie Hersh, Neal Hoss, Tony Jackson, Nathaniel Keifer-Wheals, Barbara Mannino, Tony Pack, Jack Raymond, Taylor Sutherland, Steve Wagner and David Wilson with Jenna Hernandez via conference phone

**Directors Absent:**

Bill Bradbury, Esther Calac, Maryann Edwards, Ed Fuller, Thomas Kenaya and Toni Ritchey

**Guest Present:**

Carleen Kreider

**Staff Present:**

Tina Bell, Margaret Chantung, Donna Day, Clint Roberts, Beth Schroder and Jocelyn Wyndham

**Proceedings:**

On March 21, 2019, 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 8:31 am by Mr. Jack Raymond, Chair of the Board.

**I. Call to Order:**

- Chair Raymond welcomed everyone to the meeting and congratulated everyone for successfully completing the university's first comprehensive campaign by raising \$55 million, \$5 million over goal.
- Chair Raymond welcomed David Wilson and Kyle Casement, two new Foundation Board Directors. Mr. Wilson and Mr. Casement shared their brief bio with the Board.
- Chair Raymond shared the announcement that the fourth President of California State University San Marco will be Dr. Ellen J. Neufeldt.
- Chair Raymond asked the question of the quarter:
  - How have you engaged with the university since our last meeting?
- Prior to introducing President Haynes, Chair Raymond congratulated her for receiving the following awards:
  - Herb Klein Civic Leadership Award given by the San Diego Regional Economic Development Council
  - Neil Morgan Memorial Award for Lifetime Achievement given by LEAD San Diego Visionary Awards.

Chair Raymond shared that President Haynes is the only individual to ever receive both these prestigious awards in the same year.

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

- During the California State University Board of Trustees (BOT) meeting on the day prior, the BOT named Dr. Ellen J. Neufeldt to be the fourth CSUSM president. She will begin her service on Monday, July 1<sup>st</sup>.
- Provost Graham Oberem will be stepping down at the end of the academic year. Kamel Haddad, current vice provost, will serve as interim provost beginning July 1 while the university conducts a search for a provost.
- Budget:
  - A preliminary state budget was provided by the Governor's office which shows increasing strategic funding as well as 2 percent enrollment funding growth to the CSU with 3.5 percent to CSUSM.
  - The budget is also expected to fund compensation increases for union contracts.
- President thanked all Foundation Board Directors for their support in successfully completing the university's first comprehensive campaign and setting a bench mark of donor support and donor stewardship.
- Commencement will be held over three days this year. Honorary degrees will be awarded to:
  - T.J. Dixon (in memoriam) and James Nelson who created CSUSM's first outdoor public art – the statue of Cesare Chavez that has become an iconic campus landmark.
  - Ginger Shaw who is a renowned community organizer and legislative advocate who has long been devoted to ending human trafficking.
- The President shared the following awards and accolades:
  - The Council for Advancement and Support of Education (CASE) awarded University Advancement with 11 awards of excellence, honoring our editorial writing, strategic fundraising campaigns, our exceptional design and our innovative use of technology.
  - CSUSM had 25 student-athletes named to the 2018 California Collegiate Athletic Association (CCAA) Fall All-Academic Team. To qualify, student-athletes must be of at least sophomore standing, have a 3.3 cumulative grade-point average or better and have competed in a CCAA-sponsored sport during the fall season.
  - College Choice ranked CSUSM No. 4 in its list of the 35 Most Affordable Online Master's in Reading and Literacy.

**III. Presidential Transition:** Ms. Chantung shared a presentation on the presidential transition and areas campus will highlight the legacy of President Karen Haynes and First Gentleman Jim Mickelson.

**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, Quarterly Update and Revised Talking Points; it was moved by Mr. Keifer-Wheals and seconded by General Jackson and approved by all.

**V. Finance and Investment Update, Endowment Earnings Spending Allocation Fiscal Year 2019/20:** Mr. Sutherland shared a report detailing the Finance & Investment Committee's recommendation to approve the 2019/20 fiscal year endowment spending allocation to 3.75 percent based on a three year (12 quarter) moving average market value. After much discussion, Mr. Sutherland made a motion to approve the recommendation; it was moved by Lt. Col. Pack and approved by all.

**VI. Governance Update:**

- **Prospective Addition:** The Board reviewed the bio of Carleen Kreider. After some discussion, Chair Raymond requested a motion to elect Ms. Kreider as a Director of the CSUSM Foundation Board; it was moved by Ms. Hersh and seconded by Mr. Fortune and approved by all.
- **Class of 2019:** Ms. Baur is currently discussing term renewals with each Director in the Class of 2019. The formal vote will take place at the annual meeting in June.
- **Call for Nominations:** General Jackson shared that the Governance Committee is seeking to fill two vacancies in the Board. Recruitment is focused on adding representation from Southwest Riverside / Temecula, people of color, females and professional experience in legal (estate planning preferred), bio tech, manufacturing, hospitality (travel, golf, winery).
- **Survey:** A short survey will be sent via email to each Director in early April to assess their thoughts about the Foundation Board.

**VII. Portal Update:** Ms. Day shared that the Association of Governing Boards (AGB) has partnered with Passageways to create OnBoard, a board portal. Staff are currently transitioning Foundation Board materials to the portal. Directors will be provided a user name and password in April, followed by the annual survey. Official training will be available during June and during the first few minutes of the June 27<sup>th</sup> Board meeting.

**VIII. Student Update:** Ms. Hernandez provided the statistics from another successful Grad Fest event:

- 690 Alumni Association New Grad Memberships (includes 13 Lifetime Memberships) resulting in 14% growth vs. 2018
- 632 Student Philanthropy Fund Gifts resulting in 13% growth vs. 2018 (includes a gift to the fund as well as a class champions purchase)
- 617 Class Champions resulting in 13% growth vs. 2018

**IX. Guest Presentation:** Jocelyn Wyndham, Senior Director of Development & Administration and Beth Schroder, Senior Director of Development, shared a campaign impact presentation that is being provided to constituents on campus.

**X. Advancement Update:** Ms. Baur shared the following update:

- Gala sponsorship brochure was provided highlighting the events celebration of the legacy of President Haynes and First Gentleman Jim Mickelson. Sponsorship and tribute messages are available. Ms. Baur thanked Chair Raymond, Ms. Hersh and Mr. Keifer-Wheals for their sponsorship.
- The President's 15<sup>th</sup> Report to Community was held on February 7, 2019 and served as the public reveal of the campaign success.
- An elevator pitch was provided to assist Directors in sharing the success of the comprehensive campaign.
- Staff Updates:
  - Retirement:
    - Kyle Button, Associate Vice President for Development has retired.
  - Promotions:
    - Jocelyn Wyndham: Senior Director of Development & Administration
    - Beth Schroder: Senior Director of Development
    - Stacy Slagor: Director of Major Gifts
  - New Hire:

- Jessica Gebhart has been hired as the Prospect Researcher and Advancement Services Manager

XI. **Thank You Cards:** Board Directors were asked to handwrite notes to donors that have made a gift to ACE scholar services.

XII. **Take Away:** Mr. Raymond asked each Director to share their most impactful take away.

**Adjournment:** There being no further business, the meeting adjourned at 10:09 am.

Minutes submitted by: Donna Day

Dated: March 21, 2019



Secretary