

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

September 27, 2018

Directors Present:

Cathy Baur, Bill Bradbury, Esther Calac, Maryann Edwards, John Fortune, Ron Gerevas, President Karen Haynes, Jenna Hernandez, Neal Hoss, Tony Jackson, Nathaniel Keifer-Wheals, Thomas Kenya, Tony Pack, Jack Raymond, Taylor Sutherland and Steve Wagner

Directors Absent:

Luanne Bas, Ed Fuller, Emilie Hersh, Barbara Mannino, and Toni Ritchey

Staff Present:

Tina Bell, Sean Briner, Margaret Chantung, Donna Day, Clint Roberts and Beth Schroder

Proceedings:

On September 27, 2018, 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 the home to the longest serving President of CSUSM as well as the most senior president in the entire California State University system, Karen Haynes. He then shared the latest volleyball hype video.
- CSUSM will recognize Nathaniel Keifer-Wheals as our Volunteer of the Year at the North County Philanthropy Council awards luncheon.
- Chair Raymond asked the question of the quarter:
 - How have you engaged with the university since our last meeting?

II. President Haynes provided the following update:

- On August 23, 2018 President gave her 15th Convocation Speech welcoming staff and faculty to the start of a new semester with the theme *Infinite Possibilities*.
- The campus continues to have a growing economic impact. The comprehensive study conducted by a team of Senior Experience students found that CSUSM contributes nearly half a billion dollars to our regional economy each year.
- Enrollment:
 - There were a record number of applications including over 17,000 for this fall from first-year students and nearly 9,000 from transfer students. Resulting in 26,000 applications for 3,000 slots. The numbers reflect the increased demand – 50 percent and nearly 30 percent respectively – in just five years.
 - Among the 17,000 students enrolled this fall, more than 2,000 were transfer students which is the largest class of transfers in CSUSM history. There were 2,425 first-time freshmen, which is less than the target of 2,500, which was intentional to adjust the target for overall headcount due to the number of transfers being higher.

- 31 percent increase of new African American students (233) and 19 percent of American Indian students (44) compared to fall last year.
- CSUSM Temecula campus is celebrating its 10th anniversary this year and continues to grow. There are nearly 400 degree-seeking students enrolled at CSUSM Temecula this fall, a 17 percent increase over last year. The current space is being outgrown thus leadership is seeking additional space.
- Next month the annual American Council on Education Women's Network Southern California forum will be hosted on campus. In addition to the Leadership Forum, campus will host a systemwide reception recognizing the California State University's (CSU) progress in having a majority of women as campus presidents.
- The President spoke at the San Diego Foundation's annual meeting sharing the campus community with community leaders.
- The President shared the following awards and accolades:
 - Campus received the 2018 Higher Education Excellence in Diversity (HEED) Award from *INSIGHT Into Diversity* magazine, for the fifth straight year.
 - "Diverse: Issues in Higher Education" named CSUSM a "Top 100" university for degrees conferred to minorities in three categories: Asian-American bachelor's, Hispanic bachelor's and total minority bachelor's.
 - CSUSM is one of six CSU campuses that earned National Science Foundation funding, over \$840,000 dollars for our campus, to support educational opportunities for math and science students pursuing a K-12 teaching credential.
 - CSUSM is among 57 colleges and universities selected for the Howard Hughes Medical Institute Inclusive Excellence Initiative, which provides \$1 million dollars in grant support over five years for each institution. The Inclusive Excellence Initiative aims to catalyze schools' efforts to engage all students in science regardless of background.
 - For the second straight year, the CSUSM chapter of Sigma Delta Pi, the National Collegiate Hispanic Honor Society, was named an "Honor Chapter" for its outstanding activities. Only 10 of the more than 600 chapters of Sigma Delta Pi received the honor.
 - In July, CSUSM hosted 20 Iraqi students as part of the Iraqi Young Leaders Exchange Program. Created in 2007, the program brings English-speaking Iraqi students to the U.S. to develop leadership skills.
- The President discussed the unique culture CSUSM has built around campus climate and how the support of each other and the community has helped both prosper in good and more importantly rough economic times. The culture is emblematic of who CSUSM is and also considered one of the secret ingredients to the campus' success. With her impending retirement the President expressed a desire to maintain this inclusive culture as part of her legacy and as well as a desire for it to be protected.
- President concluded with answering questions about her retirement, planned for the end of the fiscal year. The CSU Board of Trustees (BOT) will conduct the search and include a campus open forum to hear from the campus community. A recommendation is expected to be delivered to the BOT at the March or May meeting in 2019.

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 Mr. Gerevas and seconded by Mr. Keifer-Wheals and approved by all.

IV. Prospective Appointments: The Board reviewed Tommy Friedrich's bio. After some discussion, Chair Raymond requested a motion to elect Tommy Friedrich as a Director of the CSUSM Foundation Board; it was moved by General Jackson and seconded by Lt. Col. Pack and approved by all.

V. Survey Results: Results of the Director survey were shared. Directors vetted the Preliminary Recommendations and Items for Discussion:

- Meetings:
 - A different question of the quarter each meeting: after some discussion, the Board agreed that 1-2 directors should be assigned to share a brief bio about themselves at a meeting. This could be in addition to question of what have you done to engage with the campus since we last met.
 - Transfer binders/meeting materials to electronic version vs. hard copy: after some discussion, the Board agreed that staff should explore this option.
 - What is right balance of faculty/staff/student presentations: after some discussion, the Board agreed that a presentation should be included. Should a Director come across an area of particular interest they should share with staff to schedule a presentation if applicable.
 - Hold meetings in alternate locations on campus: after some discussion, the Board agreed to remain consistent with meeting location.
 - Provide specific/assigned "calls to action" for directors while out in the community: staff will provide additional "calls to action".
 - Share plans on how the University will deal with reductions from the state, including reserve policy: at a future meeting VP Hoss will provide an overview of the campus budget including the reserves policy.
- Committee:
 - Create a Legislative Committee: after some discussion, Directors interested in serving in an advocacy role with elected officials were encouraged to reach out to staff for introductions to the Legislative Affairs office on campus.
- Social Activities:
 - Provide a list of campus activities in monthly highlights (athletics, Arts & Lectures, etc.): staff will provide a list of campus activities.
 - Host event for Directors: Sporting events or Arts & Lectures, book a pre-reception to an event, host all advisory councils, reserve seats together: staff will review and select appropriate events to host in this format.
 - Host a reception at a Director's home or business: if a Director is interested in hosting an event in their home they are encouraged to reach out to staff to assist with scheduling.
 - Move a Board meeting to end of day and conclude with a reception: staff will move one of the meetings, perhaps the planning session, to the afternoon and end with a reception.
- Survey Frequency: The Board agreed that once a year a similar survey would be beneficial. A longer version will be conducted prior to the start of an incoming Chair, a shorter version will be conducted during the Chair's mid-term.

VI. Student Update:

- Ms. Hernandez shared that the Student Philanthropy Council (SPC) is looking to expand its board to 15 members. SPC is beginning to focus on CSUSM Giving Day. SPC will be assisting

with registration at the Taste of Rancho Santa Fe with 5 percent of ticket fees going to the Student Philanthropy Endowed Scholarship.

VII. Annual Fund Update:

- Mr. Briner shared an overview of what the Annual Fund department is focusing on over the next several months including:
 - Dibs program: annual staff appeal with a Board recommendation to broaden to students
 - Phonathon: bi-annual phone calls to alumni asking for philanthropic support. Included in this year's calls is a week of "thank you" calls to donors that recently made gifts.
 - Yearend appeal: will be sent for one last call to support the campaign.
 - CSUSM Giving Day: save the date for Tuesday, November 27

VIII. Guest Presentation:

- Judith Downie – Associate Librarian/Special Collections and History, introduced the Board to the Brewchive™ and provided the following as an elevator pitch to help Directors tell our story: The CSUSM Library's Brewchive™ is a research and community-focused archive of San Diego's brewing industry history. (in the making)

IX. Campaign Update: Ms. Baur reviewed campaign updates as of June 30, 2018 as well as current campaign progress. She shared what is in the pipeline including a planned gift that is expected to be transferred at a net-present value.

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

- Gala date has been selected: June 22, 2019
- Foundation Board Directors are invited to the ACE Women's Leadership Forum Reception: Thursday, October 18, 2018 ~ 5:00 pm – 7:30 pm
- The University has placed advertisements in the following publications:
 - SDBJ: 2018 Giving Guide – available at the end of October
 - SD Magazine: 2019 Charitable Giving Guide – available October
- Staff Updates:
 - Vacancies:
 - Director of Corporate and Foundation Relations
 - Prospect Researcher and Advancement Services Manager
 - Brian Hiro, new communications specialist comes to us from the UT

XI. Thank You Cards: Board Directors were asked to handwrite thank you notes to donors that have made a planned gift with CSUSM in the past 2 years.

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 10:21 am.

Minutes submitted by: Donna Day

Dated: September 28, 2018


Secretary