

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

December 14, 2017

Directors Present:

Cathy Baur, Bill Bradbury, Esther Calac, Dan Calac, John Fortune, Ron Gerevas, President Karen Haynes, Jenna Hernandez, Emilie Hersh, Thomas Kenaya, Neal Hoss, Anthony Jackson, Nathaniel Keifer-Wheals, Dawn Myers, Tony Pack, Jack Raymond, Taylor Sutherland and Steve Wagner

Directors Absent:

Luanne Bas, Maryann Edwards, Ed Fuller, Toni Ritchey and Chris Tresse

Staff Present:

Tina Bell, Kyle Button, Donna Day and Clint Roberts

Proceedings:

On December 14, 2017, 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 7:35 am by Mr. Jack Raymond, Chair of the Board.

I. Call to Order:

- Chair Raymond welcomed everyone to the meeting and advised the following:
 - Since it was the last meeting for student representative Dawn Myers, Chair Raymond thanked her for her service and provided her with a certificate of appreciation. Ms. Myers thanked the Board for their commitment to students.
 - Chair Raymond welcomed new student representative Jenna Hernandez, and new Director Nathaniel Kiefer-Wheals. He also welcomed prospective Directors Esther Calac, Thomas Kenaya and Taylor Sutherland.
- 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:

- The Alumni Association recently held an alumni employee luncheon for over 400 staff that are alum. One in every 4 employees at CSUSM are alums of the university.
- While not in direct threat of wild fires, campus was able to reopen Monday to welcome students back to finals week. While several students and employees live in the direct path of the fire, only two students have reported a loss of their home.
- CSUSM Giving Day was a huge success due to the challenges by Jack Raymond, Steve and Laura Wagner and other donors along with social media updates.
- The California State University Board of Trustees (BOT) approved changing the name of the Veterans Center to Epstein Family Veterans Center honoring a \$1 million gift from the Epstein family that will nearly double the gifted building and provide programmatic support in perpetuity.
- CSUSM was ranked 24th in the nation among 140 four-year schools in the "Military Times Best Colleges 2018 ranking" and the second-highest ranked public university in California for serving

military-affiliated students, ranking ahead of both San Diego State at 33 and the University of San Diego at 37. The "Military Times Best" distinction recognizes colleges and universities for their commitment to providing quality educational opportunities to America's veterans and military-connected students. More than 600 colleges participated in this year's "Military Times Best" survey.

- BOT adopted a support budget plan at its meeting last month. The governor's four-year budget allocation commitment to the CSU will be \$55 million dollars less than last year's. While employee contracts include increases which are well deserved, they are also well beyond what is budgeted. With additional unknowns about health benefit costs, retirement benefit costs, additional state support needed for wild fire relief, financial decisions will be extremely prudent until more is known.
- Award season is upon us. President Haynes shared the following awards and recipients:
 - Neal Hoss, vice president for Finance and Administrative Services, is the recipient of the 2017-18 Ernest & Leslie Zomalt Outstanding Service Award. The Zomalt Award is given annually to a staff member or manager/administrator for their contribution toward the achievement of the University's mission and demonstrated service to the campus community.
 - Dr. Jill Watts, a history professor and former Foundation Board director, is the recipient of the 2017-18 Harry E. Brakebill Distinguished Professor Award, a CSUSM honor given to one faculty member each year for outstanding contributions to their students, to their academic disciplines and to their campus communities.
 - Dr. Keith Trujillo, a psychology professor and director of the Office for Training, Research & Education in the Sciences, was recently named a Fellow of the American Association for the Advancement of Science (AAAS). This honor goes to AAAS members for their scientifically or socially distinguished efforts to advance science or its applications.
 - Dr. Konane Martinez, the chair of the Anthropology Department, has been appointed to the California Office of Binational Border Health Advisory Group, which is tasked with protecting and improving healthcare in California communities by facilitating communication, coordination and collaboration among California and Mexican health officials and health professionals.
 - CSUSM alumnae Maya Goodblanket and Theresa Gregor were featured on the American Association of State Colleges and Universities website and in their newsletter as part of a feature called "The Difference We Make," which showcases the stellar contributions that graduates make to the world around us.
 - Mikaela Rhoiney, a biological sciences student and Summer Scholar, represented CSUSM at the Minority Access Conference in Washington, D.C., earning third place in the Biomedical Sciences category at the Ninth Annual Student Researchers Seminars.
 - CSUSM's chapter of Sigma Delta Pi, the National Collegiate Hispanic Honor Society devoted to building appreciation for the Spanish language and Hispanic culture, was recognized as the most outstanding chapter in the nation, and CSUSM Modern Language Studies Assistant Professor Cynthia Meléndrez was selected the national society's chapter adviser of the year.
 - Women's cross country team, competing for the first time at the NCAA Division II Women's Cross Country Championships, finished eighth in the nation and senior Natalie Rodriguez finished third overall to become CSUSM's first Division II All-American.
- President Haynes provided a presentation at the Rancho Santa Fe Rotary meeting, highlighting many of the University's accomplishments.

- At the conclusion of her report, she thanked the Directors for their support as ambassadors of the University and wished everyone a happy and safe holiday season. She expressed that she is looking forward to utilizing their energy and talent for the last year of the campaign.

III. Directors:

- Authorized Numbers of Directors: Chair Raymond requested a motion to increase the number of Directors from twenty one (21) as referenced in the bylaws to twenty seven (27) to allow for new appointments to be confirmed; it was moved by Mr. Fortune and seconded by Dr. Calac and approved by all.
- Prospective Appointments: After Esther Calac, Thomas Kenaya and Taylor Sutherland exited the meeting, General Jackson shared their biographical information and vetting process for each nomination including Barbara Mannino. Chair Raymond requested a motion to elect the four prospects to Foundation Board Directors; it was moved by Ms. Hersh and seconded by Mr. Wagner and approved by all. Concluding the vote, the newly appointed Directors returned to the meeting and were welcomed to the Foundation Board.

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 a revision to the Joint Audit Committee Charge; it was moved by Mr. Keifer-Wheals and seconded by General Jackson and approved by all.

V. Student Update:

- Ms. Myers shared the success of CSUSM Giving Day and detailed the Student Philanthropy Council's participation by hosting a table on Kellogg Plaza from 8 am – 5 pm during the event to offer encouragement to students to participate.

VI. Advancement Update

- Giving Day:
 - After sharing a thank you video, Ms. Baur detailed the success of the day in numbers:
 - \$254,808 raised (up 38% from last year – recall \$15k the first year)
 - \$96,129 matched by Jack (multiple gifts over \$1k, some \$5k, and one \$10k gift)
 - 693 gifts (up 25% from last year)
 - 98 gift designation areas supported (up 49%)
 - \$184.66 gift average (up 4%)
 - \$33,217 raised by 7:45am
 - Ms. Baur thanked Steve and Laura Wagner for their support of CSUSM Giving Day bonus challenge. The winners of these challenges that were created during the brainstorming session of the Foundation's October Planning Session where:
 - Record breaker 555th gift of the day = \$2,000 to STEM Tutoring
 - Funding area that raises the most = \$2,000 Food Insecurity Fund/ASI Cougar Pantry
 - 12am-6am Early Bird Special fund with most gifts before 6am = \$1,500 to Women's Track and Field
 - 8am-11am Random #CSUSMGivingDay social media post = \$500 to Latino Association of Faculty and Staff
 - 11am-1pm The most current student gifts = \$1,000 to Fraternity and Sorority Life

- 1-4pm Random #CSUSMGivingDay social media post = \$500 to Student Healthcare Project
 - 4-7pm The most parent gifts = \$1,000 to Softball
 - 7-10pm One random gift from an alum = \$1,500 to Fraternity and Sorority Life
- Ms. Baur provided a sampling of Giving Day results by other Universities.
- Sponsorships: Ms. Baur shared a list of sponsorship opportunities for four events that University Advancement supports:
 - Report to Community, Thursday, February 8, 2018
 - Current sponsors include as of December 4, \$61,500 in sponsorship:
 - Super Stem Saturday, March 10, 2018
 - Gala, June 2, 2018
 - Taste for Student Success, TBA
- Council for Advancement and Support of Education (CASE) Survey: The CSU has collaborated with CASE to conduct a survey to gauge campus culture of philanthropy. Surveys will be sent to Foundation Board Directors.

VII. Thank You Cards:

- Board Directors were asked to handwrite thank you notes to University Council members and parents that supported CSUSM Giving Day.

VIII. Investment Policies:

- Mr. Sutherland reviewed two policies recommended for approval by the Finance and Investment Committee: Revised Investment Distribution of Endowment and Similar Funds Policy, and Revised Investment of Campus Program Accounts and Similar Non-Endowment Funds Policy. After some discussion, Chair Raymond requested a motion to approve the policies; it was moved by Mr. Sutherland and seconded by LtCol Pack and moved by all.

IX. Guest Presentation:

- A Senior Experience Presentation 2017 of the CSUSM Economic Impact Study was provided by:
 - Kevin Dunwell, Major: Business, Accounting; Graduation: Spring 2018
 - Kaitlyn Prideaux, Major: Business, Accounting; Graduation: Fall 2017
 - Daniel Goodman, Major: Business, Finance; Graduation: Fall 2017
 - Timothy Bynum, Major: Business, Marketing; Graduation: Fall 2017
 - Randall Brady, Major: Business, Finance; Graduation: Fall 2017

X. Campaign Update

- A. Update: The Campaign Progress Report was reviewed, noting that as of the end of November over \$43 million of the \$50 million campaign goal has been raised resulting in 85 percent towards completion while 84 percent of the way through the campaign. \$4.6 million has been raised of the \$6.75 million 2017/18 fiscal year goal.
- B. Goals: Mr. Button provided updates on the short and long term goals.
- C. Campaign Outcomes: A list of accomplishments and yet to be achieved accomplishments of the campaign was shared with the Board.

Adjournment:

There being no further business, the meeting adjourned at 9:30 am.

Minutes submitted by: Donna Day

Dated: December 15, 2017



Secretary