

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

September 8, 2016

**Members Present:**

Luanne Bas, Dan Calac, Alex Caratti, Maryann Edwards, John Fortune, Jon Fredricks, Ron Gerevas, Linda Hawk, President Karen Haynes, Neal Hoss, Anthony Jackson, Tom McGurn, Dawn Myers, Sue Moineau, Tony Pack, Jack Raymond and Toni Ritchey

**Members Absent:**

Ed Fuller, Esther Stearns, Chris Tresse and Steve Wagner

**Staff Present:**

Cathy Baur, Tina Bell, Sean Briner and Donna Day

**Proceedings:**

On September 8, 2016, 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 7:34 am by Mr. Jack Raymond, Chair of the Board.

**Call to Order:**

- Chair Raymond welcomed everyone to the meeting and *the* university that supports the highest percentage of former foster youth in the nation. He noted the following:
  - Josh Pack is taking a leave of absence from the board due to an around the world trip he is taking with his family.
  - Helen Adams has resigned from the Foundation Board but will continue to support the Board and University as a member of the Joint Audit Committee and other work from time to time.
  - Dawn Myers has joined the Board as the new student representative. Alex Caratti will continue to serve until he graduates in December.
- Prior to asking the question of the quarter, Chair Raymond referenced the meetings he and Mr. Hoss have been holding with Board members to discuss the future of the Board. He asked:
  - Neal and I met with each of you to discuss the Foundation Board. What stayed with you after our conversation, or should be included for future reflection?

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

- 15,000 students were welcomed to the new school year, which is the highest enrollment for the university.
- WASC accreditation was received for ten years, highest length of time awarded. A mid-year report will be required in five years.
- As the university goes into its third and assumed final year of transition the NCAA report was positive. Next year post season play will be available.
- Sports Center ribbon cutting was last week. This new venue on campus provides a home for sports as well as a space for community events.

- *Diverse Issues In Higher Education* magazine named CSUSM as a "Top 100" university for graduating minorities in 10 different disciplines. That's out of more than 4,000 colleges and universities in the country.
- The Higher Education Excellence in Diversity (HEED) Award was received for the third year in a row from *Insight into Diversity* magazine.
- Institute for Palliative Care ribbon cutting was held the day prior to the meeting, showcasing the larger space renovated with Chancellor's Office funds since the institute is a system wide venture. During the event Darlene Shiley made a spontaneous gift to the Institute.
- CSUSM is 27th on the list of new building funding within CSU. We continue looking for more immediate space to move us up on the list based on need and demand.
- EngiBeer continues to be developed as a stackable certificate program through Extended Learning.
- The Library is working on developing a "Brewchives," a collection documenting and preserving the history of the craft brewing industry in San Diego County.
- A close friend is working with us, and bringing along his close friends, to double the size of the Veterans Center and provide sustainable financial support.
- The budget is tighter this year due to the Governor not fully funding the support budget request; CSUSM student enrollment was targeted at 5% but only 1.78% allocated; and for the first time in CSU history, a systemwide agreement requiring 1% of compensation increases for all represented employees be funded by the campuses; and as the campus population grows, the veteran student population remains at about 11%, with the campus absorbing the cost of fee waivers for this population.

## II. Story of the Quarter: Giving Day, Tuesday, November 29

- Mr. Briner shared details on the CSUSM Giving Day scheduled for Tuesday, November 29:
  - This will be the 2<sup>nd</sup> annual Giving Day that CSUSM participates in. Last year (132) gifts were received providing approximately \$15,000.
  - With a goal of \$50,000 for this year, Chair Raymond provided a \$25,000 gift to help leverage giving with a 1:1 match.
  - Social Media tools will be provided to participating departments while encouraging support from the Foundation Board and Advisory Councils.

## 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; it was moved by General Jackson and seconded by Council Member Edwards and approved by all.

## IV. Student Update

- Mr. Caratti noted that the Student Philanthropy Council is vetting membership for the 2016/17 academic year, looking for quality vs. quantity. Recruits are requested to make SPC one of the top three commitments they make this year. Membership roles will be better defined into specific classifications such as Co-Chairs, Membership, Education and Marketing.
- He introduced Dawn Meyers as his co-chair of SPC and the student representative on the Foundation Board. Mr. Caratti will continue his service on the board until he graduates in December.

**V. Advancement Update:**

- **Campaign Update:** The Board reviewed the Board and Advisory Council Giving Report. As of June 30, 2016 \$30.6 million of the \$50 million campaign goal which is 61% has been raised.
- **Budget Update:** There has been a strategic change in focus from large scale events to smaller intimate dinners of (12-40) hosted by friends of the university, allows for stronger connections to be made at a lesser cost. Signature events such as Report to the Community and the Gala will continue.
- **CSU Compliance Audit:**
  - Responses have been received for the CSU Compliance Audit. There were 5 findings, 3 of which are already complete. Later today we will review the 4<sup>th</sup>. The remaining 1 is in progress and should be completed by October.
  - AKT is currently conducting the annual audit of the Foundation. Draft Financial Statements were provided this week and a final report will be sent to the Chancellor's Office on September 19. There is one minor finding.
- **Hospitality Policy:** Chair Raymond requested a motion to approve the draft Hospitality Policy; it was moved by Mr. Fredricks and seconded by Ms. Bas and approved by all.

**VI. Thank You Cards and Annual Signature Items:**

- Board Members were asked to handwrite thank you notes to recent donors. Cards were collected at the end of the meeting and mailed on the Board Members' behalf.
- Board Members were asked to review and sign the annual signature items which included:
  - Member Participation Acknowledgment
  - Conflict of Interest Acknowledgement
  - Volunteer Identification
- Board Members also received a copy of the following documents:
  - Donor Bill of Rights
  - CASE Statement of Ethics

**VII. Speakers of the Quarter:**

- Jim Mickelson, Director, ACE Scholars Services, CSUSM, shared his work on supporting former foster youth at Cal State San Marcos.

**Adjournment:**

There being no further business, the meeting adjourned at 9:19 am.

Minutes submitted by: Donna Day

Dated: September 9, 2016



Secretary

Interim VP FAS  
Executive Director