

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

September 12, 2013

**Members Present:**

Katie Boggs, Luanne Bas, Dan Calac, John Fortune, Ron Gerevas, President Karen Haynes, Neal Hoss, Jack Raymond, Esther Stearns, Steve Wagner

**Members Absent:**

Helen Adams, Maryann Edwards, Ed Fuller, Barbara Harper, Linda Hawk, Anthony Jackson, Ken Markstein, Josh Pack, Chris Tresse, Jill Watts

**Staff Present:**

Cathy Baur, Kelly Briggs, Donna Day, Greg Svatora

**Proceedings:**

On September 12, 2013, 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 7:37 am by Mr. Jack Raymond, Chair of the Board.

**I. Welcome, Updates & Announcements:**

Chair Raymond welcomed everyone to the meeting, including staff representative Kelly Briggs. Chair Raymond asked the question of the quarter: If you could tweet one thing about CSUSM, what would it be?

**II. Story of the Quarter:**

With a focus on increasing brand awareness, Communications has partnered with Enrollment Management Services to update the materials provided during recruitment. Ms. Baur provided the Board with their recruitment brochure, sticker and pennant.

**III. President's Remarks:**

The President provided the following update:

- This semester 12,000 students were welcomed to campus (11,200 state supported and 800 non-state supported). Growth in our student population exceeded 10%. Of this class, 44 % identify as being an underrepresented minority, with 11 % of our total student body being veterans, active duty military, or their dependents. The university has become the institution of choice within the region.
- The Academic Excellence and Student Success Fee has been instituted this semester at an initial rate of \$100 per student per semester. The fee is assisting with providing course selections for the growing student body, allowing an average of 12.4 units per student, similar to 2008. More courses and more overall units means a faster time to graduation.
- With the completion of the second phase of The Quad, there are now 1,200 students living on campus, with a 300 student waiting list.

- The Student Union is being constructed on time and on budget with a projected move in date over the winter break and grand opening in spring 2014. The facility will be certified LEED Gold.
- Stevens Institute of Technology's (SIT) engineering school is competing in the Department of Energy's solar decathlon. With CSUSM's reputation for educating veterans, SIT will be donating their house to CSUSM to be used as a new Veteran's Center. Plans were underway to increase the size of the current Veteran's Center. This gift is a smart, sustainable 1,000 square foot house that will be located between Markstein Hall and Science Hall I.
- Save the date for a Community Open Forum with CSU Chancellor Tim White on Thursday, October 24<sup>th</sup> around 4:30 pm.

## Business

### IV. 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. Wagner and seconded by Ms. Bas. The consent agenda was approved.

### V. Reserve Policy:

Mr. Hoss referenced the six recommendations made by the Chancellor's Office as a result of the recent compliance audit. The Board reviewed the Reserve Policy, which was presented earlier to the Finance and Investment Committee. Chair Raymond requested a motion to approve the Reserve Policy that came recommended by the Executive Committee; it was moved by Dr. Calac and seconded by Ms. Bas. The Reserve Policy was approved.

### VI. Bylaw Revision:

Mr. Hoss asked the Board to review the following proposed updates to the Bylaws:

- Article II, Section 2b regarding faculty and community member terms - increased to three-year terms, eligible to serve up to 3 consecutive terms.
- Article III, Section I regarding officer terms, serving staggered three-year terms, eligible to serve up to 2 consecutive terms. Eligible for additional terms after one year hiatus.

Chair Raymond requested a motion to approve the Bylaws Revision that came recommended by the Executive Committee; it was moved by Ms. Bas and seconded by Mr. Fortune. The Bylaws Revision was approved.

### VII. Membership:

A call for board member nominations was reviewed. Chair Raymond expressed the need for each Board member to focus on membership. He plans on meeting with 2-3 Board members at a time to brainstorm potential prospects.

A board member matrix was provided detailing term limits.

A job description for the Campaign Steering Committee was reviewed. Mr. Hoss discussed a list of potential prospects.

**VIII. Advancement Update:**

Ms. Baur shared the proposed campaign theme, design and concepts. She noted that University Advancement ended the contract with Catalyst, with the cost savings to be used for development of campaign materials and public relations

Mr. Hoss also reviewed draft fundraising priorities, with the understanding that it is a fluid document that will evolve during the course of a campaign.

**IX. Guest Presentation:**

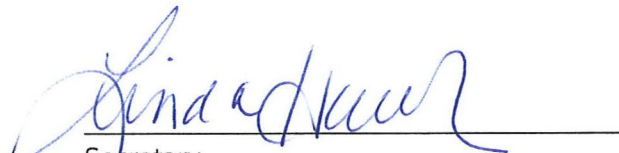
Helen McNeal, Executive Director, California State University Institute for Palliative Care provided an update on the initiatives of her office.

**Adjournment:**

There being no further business, Chair Raymond adjourned the meeting at 9:22 am.

Minutes submitted by: Donna Day

Dated: September 17, 2013

  
Secretary