



**Annual Business Meeting
Friday, April 22, 2016: Kellogg Reading Room
Minutes & Annual Report**

Welcome: Janet McDaniel, Chair (mcdaniel@csusm.edu)

Coordinator's Report: Arlene Cratsa (retirees@csusm.edu)

- Membership report: 45 Annual (1-2 years) members; 32 lifetime members = 77 members
- Financial report: \$6,169.38 (dues, donations); \$4,237.30 Expenditures (events, materials, etc.); \$9,398.40 Available Balance

2015-16 Activities/Accomplishments

- **Activities in Service to CSUSM**
 - "Life After CSUSM" Workshop, December 2015 (Human Resources)
 - "We're All Going to Retire One Day" Focus Group, April 2016 (Faculty Center)
 - Faculty Early Retirement Plan workshop participation May 2016 (Provost's Office)
- **Communication with Members**
 - *Tukwut Times* quarterly, *Tukwut Tidbits* approximately monthly
- **Sponsored & Supported Activities**
 - Annual Spring Luncheon and Business Meeting— April 17, 2015 – 35 attendees
 - Daley Ranch Hike—April 21, 2015—13 attendees
 - Downtown San Diego Walkabout—June 8, 2015—11 attendees
 - RA Members and Guests at CSUSM Gala, June 20, 2015; Cougar Night at Petco Park, July 18, 2015; President's Report to the Community, Feb. 4, 2016—40+ total attendees
 - Happy Hour for A&L Events – Sept. 22 & Nov. 16, 2015 – 16 total attendees
 - Third Wednesday Walking Group at Batiquitos Lagoon
 - T'ai Chi Chuan Demonstration – October 30, 2015 – 20+ attendees
 - Mid-Month Lunches – February through April – 51 total attendees
- **Upcoming Board of Directors Election**
 - Nominees to date (2-year terms): Janet McDaniel (Chair), Don Barrett (Treasurer)
 - Electronic ballot will go out to members in late April

Upcoming Events for RA and Affinity Groups

- May 13, 12 noon—Mid-Month Lunch, Café Merlot, Bernardo Winery (retirees@csusm.edu)
- May 18, 9:30 AM—Batiquitos Lagoon Walk (Sandy Punch, spunch@csusm.edu)
- June (3 or 14, TBD) — Liberty Station Excursion (Laurie Lindeneau, lindeneau@gmail.com)
- Saturday, June 18 – CSUSM Gala – RA Table (retirees@csusm.edu)
- Saturday, July 30 – Cougar Night at Padres Tailgate and Game (retirees@csusm.edu)
- August (22, 23, or 24 TBD)—Beach Party at Moonlight Beach (spunch@csusm.edu)

Open Discussion

- how RA can help University expand pre-retirement planning
- outing options
 - movie and dinner
 - tour of art galleries/museums and dinner
- sponsor scholarship
 - by Marty Gannon, College of Business Administration
 - IRA distribution
- OSHER Life-Long Learning Program: non-credit courses for adults
- Janet asked for contributions and member profile ideas for *Tukwut Times*
 - Also ideas for "Do You Remember?"

Program: A History of CSUSM, presented by Marion Reid (remarks begin on next page)

A History of CSUSM, presented by Marion Reid, April 22, 2016
Prepared Presentation
[included a slide presentation which is not included here]

Thank you, Janet. Good afternoon! I am pleased to talk about our campus' history and touch on a few recent events. The content of this presentation is drawn from the CSUSM Archives collection, material provided by the Office of Communications, the Office of the President and my personal recollections.

As early as 1968 business and civic leaders in North San Diego County worked to interest state legislators and educational leaders to develop a state university in this region.

In 1973 William A. Craven of North San Diego County was elected to the California legislature and moved to the state Senate in 1978. He successfully advocated for an off-campus center of San Diego State University to be established in North San Diego County and in 1979 the state of California allocated start-up funds for SDSU's North County Center to open in Vista with 148 students.

In 1982 the small campus moved to an industrial park in San Marcos. In 1984 Dr. Richard R. Rush, previously at SDSU, was appointed Director of the Center. He spearheaded the processes necessary to advocate for a permanent off-campus center and to identify a candidate site that might be appropriate for it.

In this sketch taken from a newspaper article, you can see the red triangles identifying the locations of 4 potential sites: three along Palomar Airport Road (in the bottom third of the diagram):

- (1) on the northeast corner of the proposed extensions of College Boulevard and Cannon Road,
- (2) on the southeast corner of Palomar Airport Road and El Camino Real
- (3) the location of a former chicken ranch located "near Twin Oaks Valley Road ... about two miles south of highway 78."

The fourth triangle (bit southwest of the Twin Oaks Valley Road triangle) is along Questhaven Road.

The site selected was the Twin Oaks Valley Road site in San Marcos — the place that had been a chicken farm.

In 1988 the CSU Trustees purchased the 304-acre Prohoroff Poultry Farm for \$10.6 million dollars. That November the Trustees approved the recommendation that the campus be a separate institution rather than an off-campus center of SDSU.

In September 1989 during a formal press conference in San Marcos, Governor Deukmejian signed Bill 365 into law, making the San Marcos university the 20th campus of the CSU.

On the dais that day, were (left to right) Bill Craven, Governor Deukmejian, Ann Reynolds (Chancellor of the CSU System), and Bill Stacy, the newly-appointed president of the campus.

Bill W. Stacy arrived from Southeast Missouri State University as the first president of Cal State San Marcos in July 1989. Most of his nine year tenure was devoted to

- charging the faculty to the campus strategic plan, the curriculum, and the documents required as part of the accreditation process;
 - allocating resources to hire additional faculty and administrators;
 - overseeing the construction of the first phase of the campus; and
 - serving as the face of the university for students and community members.
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The new university shared space with SDSU North County Center in an industrial park in San Marcos — behind a barstool store, a waterbed store and an appliance store.

Prior to September president Stacy appointed Richard R. Rush, who had been dean of the NCC as CSUSM Executive Vice President and had hired the 10 founding faculty and 2 consultants who worked with the administrators to plan the new campus. Here are Bill Stacy, Dick Rush and most of what became known as the 12 founding faculty. They are standing behind a model of the CSUSM campus.

In this aerial view showing the ground graded for the first phase of the campus, you can see a small portion of trees and ground cover which is the current site of the McMahan House. President Stacy had asked that this knoll be preserved. It was there that John Prohoroff, his brother and their families had lived on the poultry farm.

On this dusty land, community and Chancellor's Office representatives, other dignitaries, campus faculty and staff gathered for the February 23rd, 1990 groundbreaking of "the first comprehensive university to be built in the U.S. in twenty years."

In September 1990 CSUSM opened to students. It was known as 'Cal State Jerome's', because the student's parking lot was located on the east side of Jerome's furniture store and students passed the store as they went to and from the temporary campus. You can see the 'State University Student Parking' sign just behind the grass in the foreground.

In fall 1990 more than 500 students became part of the first class at CSU San Marcos. This group photo of students, faculty, staff and administrators was taken to commemorate the inaugural class.

In May 1991, 52 students completed their teaching credential program and were recognized at a parking lot ceremony.

... and at another ceremony seven students were awarded the first Bachelor of Arts degrees in campus history.

Infrastructure and landscaping were included in Phase One of campus construction. The first structure built on the campus site was the tunnel designed to carry the electrical and water conduits underground.

Here you can see the sidewalks and tipuana tipu trees put in place before buildings were completed.

The first commencement ceremony on the Twin Oaks Valley campus was held in May, 1992 in front of the still-scaffolded administration building, Craven Hall.

During his time at CSU San Marcos, President Stacy was most proud of campus global initiatives. We hosted international festivals in 1992, 1993 and 1994. By 1993 a coordinator of university global affairs was in place working on memoranda of understanding, exchange agreements and faculty exchanges with universities in Europe and Asia.

This aerial shot shows the completed Phase I of the campus.

In fall 1997 Alexander Gonzalez from Fresno State University, became the second campus president. In my parting interview with him he cited the major accomplishments of his administration as forging more links between campus and community and seeing the campus square footage increase threefold.

In 1995 we added lower division courses to the curriculum and admitted our first freshmen and sophomores. Our temporary library quarters totaled 33,000 square feet. A growing portion of the book collection was stored off-campus. Fewer than 400 seats were available for the student population of 3,600. In 1996 W. Keith and Jean Kellogg contributed a significant gift to jump-start the construction of a library building.

And In 1997 the campus broke ground for the Mangrum Track, which accommodated track and field events for the Athletics program that started in 1998.

Soon after the CSU System bought the Twin Oaks Valley property, blasting began to create the level areas needed for campus buildings and parking lots. Every Friday afternoon about 3 p.m. a whistle would blow and blasts would go off to the southeast of existing buildings. One afternoon rocks rained into parking lot E. No one was injured; several cars were damaged and windows were broken in the Foundation Classroom Building. This unexpected event was a good test to implement the new emergency response plan.

Access to the campus was hindered by the two-lane Twin Oaks Valley Road bridge over highway 78. During president Gonzalez's tenure, through a multi-year project, it was widened to 6 lanes and reopened in May 2001 to much happier drivers.

By the time Alex Gonzalez departed campus, 8 buildings plus the wetlands mitigation project had been added to the campus during his tenure. Business Services offices were at "The Ranch" on Los Rancheros on the other side of 78. During Alex's presidency campus signs noted, "We're building a place for you."

Karen S. Haynes, from the University of Houston - Victoria campus, arrived as our third president in February 2004. Now in the 12th year of her tenure, she has spearheaded significant strides in student performance, curriculum development, campus climate, community connections and building growth.

She launched a strategic planning process which, by 2006, identified these five strategic priorities that remain in place today:

- academic excellence
 - student life
 - campus climate
 - community partnerships and
 - educational equity
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Both students and faculty strive for academic excellence. In many areas faculty provide undergraduate students with the opportunity to engage in cutting-edge research, something that is not common at other universities. For example,

- Sociology students are examining the complex issues surrounding Veteran suicide rates;
 - Biology students are gaining a deeper understanding of the causes and effects of obesity, as well as exploring ways to accelerate wound repair;
 - Kinesiology students are studying the mechanics of surfing using a specialized pool and collaborating with companies like Nike to help with product testing and design.
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We welcomed our School of Nursing students in 2006. The program, which now includes a Master's, is offered in Temecula as well as in San Marcos. Hundreds have attained degrees at each site.

We are agile in creating new programs and classes. Here's a list of academic offerings we have added recently.

- Bachelor's in Environmental Studies, in Mass Media and in Global Studies
 - Master's in Biotechnology, in Cybersecurity, in Social Work and in Public Health and Health Information Management
 - an Environmental Leadership Academy in Temecula
 - a Hospitality & Tourism Management option for a Specialized MBA program,
 - Certificates in Water Leadership & Management, and in Health Care Information Technology
 - (in development) a B.S. in Wildfire Science
 - (also in development) an 'Engibeering' program that will focus on the business of craft beer as well as brewing science and brewery engineering. The word 'engibeering' is being copyrighted.
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In the last 10 years our students' retention rates and times to degree have improved significantly. We have learning communities for freshmen and sophomores. We have math, writing and language labs and computer support. We also have programs that support students with similar backgrounds as well as many student organizations: academic, political, religious, special interest and service groups; sport clubs, fraternities, sororities and honor societies.

The ACE Scholars Program began in 2007 to support former foster youth. Our campus serves more former foster youth per capita than any other university in the nation. Its participants continue at an 86% persistence rate — far greater than the national average of 50%.

The American Indian Student Alliance promotes Native American, American Indian, and Alaskan Native cultural/lifestyle experiences on campus through group events and activities enhancing a culture of learning that welcomes native and non-native Americans.

CSUSM is a 'military friendly' campus. Our military students remain with a 90 percent one-year continuation rate and have grade point averages that are 20 percent higher than the national average. Our new Veterans Center is a place for vets to build community, to study and to gain access to a variety of resources.

A festive ceremony last September marked the opening of our Latino/Latina Center. The name includes the "at" sign represent the campus commitment to inclusivity. The center offers tutoring, advice and activities for Latino students and may be used by anyone on campus. Thirty-nine percent of our students are Latino.

Our campus founders hoped that our student population would eventually mirror the demographic diversity of the region. This pie chart affirms that it does. Last May, 53% of those awarded undergraduate degrees were the first members of their families to attain higher education degrees.

Our Athletics program started in 1998 when President Gonzalez found private donors to support a golf program. He led a campaign to raise money for sports and the library. Until 2014, our teams competed within NAIA. This is the first year they are competing in NCAA, division 2. Today we have 13 teams.

[the National Association of Intercollegiate Athletics/
the National Collegiate Athletic Association]

President Haynes says that her practice is to "bring all ... talent ... to the task at hand — the buy-in being as important as the process developed." Since her arrival, we have added several high profile awards for faculty and for staff. She continues to meet with campus groups to receive input and answer questions. During the five consecutive years of budget cuts and 40 percent reduction in state support, she held budget forums — and found ways to retain personnel while developing campus initiatives. Last year *The Chronicle of Higher Education* named CSU San Marcos one of 92 institutions nationwide identified as a 'Great College to Work For.'

Karen has said, "Since day one, I have been committed to assuring that CSUSM does not just reside in this region ... but is deeply embedded in it." She presents a 'Report to the

Community' each February. These talks, reflected in flyers and on the web, offer an excellent summary of what has occurred during her tenure. In 2006 the president developed Chamber Champions, a program to connect with local chambers and economic corporations. By 2010 more than 80 University representatives participated in meetings with 13 chambers and 3 economic corporations.

CSUSM signed an agreement with the North County Transit District, resulting in the construction of the Sprinter 'rail loop' to campus. It began service in 2008.

In March 2009 CSUSM celebrated a partnership with the Cities of Temecula and Murietta and the Temecula Valley Unified School District with a ribbon-cutting for California State University San Marcos at Temecula. More recently, Mt. San Jacinto College has joined the partnership so kindergarten through university classes are now available in south Riverside County. CSUSM at Temecula serves about 500 students in programs ranging from nursing to business. The graduation rate is an impressive 95 percent.

For ten consecutive years CSUSM has been named to the President's Higher Education Community Service Honor Roll.

The goal of the CSU Institute for Palliative Care, launched in 2012, is to improve the quality of life for patients and families facing serious or chronic illness — whatever the diagnosis or prognosis. Headquartered in San Marcos it is the first and still the only statewide initiative in the country focused on palliative care.

The brainchild of The Classical Academies and held in partnership with CSUSM, Super STEM Saturday hosts thousands of science enthusiasts on the university campus each spring. An estimated 8,500 people attended this year. The program is designed to expose and engage kids of all ages and their families to the diverse and exciting fields of science, technology, engineering and mathematics.

Cal State San Marcos has established agreements with 10 area school districts to guarantee admission to eligible students who meet established requirements, some of whom are shown here. We are the only university in California with partnerships of this magnitude, creating a college-bound culture for some 200,000 students across our region.

Over the years at least 6 fires have threatened the permanent campus. Probably the scariest was the Cocos Fire which caused a week delay for the 2014 commencement ceremonies. The 2015 commencements were delayed a week due to forecast rain with thundershowers.

This year our official student count is 14,179 full-time equivalents. We have more than 35,000 graduates. Eighty-five percent of them live and work in our region.

CSUSM's annual spending of \$161 million dollars generates a total impact of \$307 million on the regional economy.

By my count, 11 buildings have opened since Karen Haynes' arrival.

The Sports Center is nearing completion. On April 12th the Fight Song Committee, composed of staff and student reps from across campus presented the top entries in the Fight Song Contest. The final fight song will be selected by students and alumni by vote this month and will be debuted at the Grand Opening of The Sports Center.

At her 12th 'Report to the Community' on February 4th, President Haynes stated, "...projections show that at today's enrollment rates, by the year 2030 California will suffer a 1.1 million degree gap between the total state output of bachelor's degrees and what our state's workforce will require. Think about that — to plug such a gap would require admitting almost 75,000 more students to California higher education institutions each and every year!"

The challenges that come with reinventing our curriculum offerings to address needs for a significantly larger number of students will be daunting. Our campus has faced "daunting" before. We've grown and accomplished incredible things during stringent times.

As we watch CSUSM in the future, may we be impressed with the spark, creativity, ingenuity and ability of its people to meet the needs of our region in an exemplary way!

(credits) We've come to the end of my story of how California State University San Marcos came to be and what has unfolded to this point. Each of you has your own history with this campus. As you pause and reflect on your CSUSM experiences, share your stories with others.

Thank you!