

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

September 3, 2015

**Members Present:**

Helen Adams, Luanne Bas, Alex Caratti, Maryann Edwards, Jon Fredricks, Ed Fuller, Ron Gerevas, Linda Hawk, President Karen Haynes, Neal Hoss, Sue Moineau, Jack Raymond and Toni Ritchey

**Members Absent:**

Katie Boggs, Dan Calac, John Fortune, Anthony Jackson, Tom McGurn, Josh Pack, Esther Stearns, Chris Tresse, Steve Wagner

**Staff Present:**

Cathy Baur, Tina Bell, Kyle Button, Donna Day

**Proceedings:**

On September 3, 2015, 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 3:05 pm by Mr. Jack Raymond, Chair of the Board.

Prior to the Foundation Board meeting a "Campaign Orientation" was provided for the Foundation Board, President's Executive Council, Academic Deans, Directors of Universal Priorities, Development Officers and Staff. This Planning Session provided a campaign overview, including expectations for all in attendance throughout the campaign; discussed campaign themes, with an emphasis on Academic Priorities; and reviewed the campaign launch. At the conclusion, the guests were excused so that the Board could conduct their quarterly business meeting.

**I. Call to Order:**

Chair Raymond welcomed everyone back to the meeting and asked the question of the quarter: A successful campaign can be defined in many ways. From your perspective, how would you define a successful campaign?

**II. Head and Heart of Campaign**

Lead by Tere Mendoza, Cathy Baur and Kyle Button, the Board discussed different ways to tell the most compelling stories about the university.

**III. Thank You Cards**

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.

**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 Council Member Edwards and seconded by Ms. Bas and unanimously approved.

**V. Advancement Update**

- **Student Philanthropy Council** – Mr. Caratti reported that the Student Philanthropy Council exceeded their 2015/16 goal by raising almost \$11,000 from (190) donors, which brings the donor total since inception to about (900) donors for five years. The Council is comprised of (14) members from various areas around campus. At a recent resource fair, the council provided attendees with twenty five ways philanthropy impacts their lives as students with examples such as the Kellogg Library and Mangrum Track and Field, showing how others care about their success.

- **Policy Updates: Addendums to the Management of Endowment and Similar Funds Policy and the Gift Fee Policy**

After some discussion Chair Raymond requested a motion to approve both of the addendums to the following policies: Management of Endowment and Similar Funds Policy, and Gift Fee Policy. It was moved by Mr. Fuller and seconded by Ms. Bas and unanimously carried that the addendums were approved as noted below.

- Management of Endowment and Similar Funds Policy – Recommended by the Executive Committee, the Board reviewed an addendum establishing Foundation Account minimum levels as follows:
  - \$1,000,000 – minimum contribution to establish an endowed chair
  - \$750,000 – minimum contribution to establish an endowed professorship
  - \$150,000 – minimum level to establish a graduate fellowship endowment
  - \$25,000 – minim contribution for scholarship/program endowment
  - \$2,500 (or a multi- year pledge of at least \$5,000\*) – to establish a named annual fund with custom criteria
- Gift Fee Policy Amendment – Recommended by the Executive Committee, the Board reviewed an addendum to the Gift Fee Policy referencing that gift fees would be waived for annual scholarships of \$25,000 or less.

- **Staffing Update:**

Mr. Hoss advised that the following staff have joined the University Advancement Division:

- Ed Gillenwaters, Senior Director for Principal Gifts.
- Michelle Ayson, Administrative Coordinator for Development

The following positons are vacant within University Advancement Division:

- Communications Specialist
- Director of Advancement Services
- Development Officer, with the goal to hire (1) new Development Officer annually, the following are under consideration:
  - Director of Development, University Projects
  - Director of Development, Athletics

## VI. President Haynes provided the following update:

- **WASC Accreditation** – Currently submitting a report for WASC accreditation this year with a March 16-18 visit. Academic Affairs and student success submitted essays showing where the university is headed.
- **NCAA** – As the second year begins of the NCAA transition, the sports teams are now able to compete against other NCAA teams, although unable to compete in post play. This, along with the Sports Center, which is currently under construction and due to open in August 2016, is building the fan base for local sports events.

- **Largest Class** – 13,200 state side and 800 extended learning students were welcomed to campus making this the largest class of 14,000 students.
- **Faculty** – There were (30) new faculty hired, half of which are faculty of color, which represents the demographics of our region.
- **Diversity Strategic Planning Committee** – will include a review of curriculum and charged to provide a plan by end of the fall semester.
- **Chancellor** – During the annual conference, Chancellor White continued to express his deep interest in how CSUSM has accomplished so many things in such difficult budget times and so quickly.

**Adjournment:**

There being no further business, the meeting adjourned at 4:48 pm.

Minutes submitted by: Donna Day

Dated: September 3, 2015

  
Secretary