

CSUSB FOUNDATION

Building a Culture of Philanthropy

EXECUTIVE COMMITTEE MEETING Friday, November 21, 2014 ~ 3-5 p.m.

Pursuant to notice given, the Executive Committee of the CSUSB Philanthropic Foundation convened for a regular meeting at California State University, San Bernardino, 5500 University Parkway, San Bernardino, University Enterprises Board Room, on November 21, 2014

Members Present:

Andy Bodman
Alfredo Barcenas
Mark Edwards
Jim Ferguson
Ron Fremont
Brian Haynes
Cole Jackson
Tomás Morales
William Stevenson
Samuel Sudhakar
Edward Teyber
Ellen Weisser

Members Absent:

Douglas Freer
Mark Kaenel
Neale Perkins

Guests Present:

Beth Brenner
Doreen Hatcher
Pam Langford
Lisa Iannolo
Crystal Vickery

Welcome

Ellen Weisser called the meeting to order at 3:04 p.m. and welcomed the committee members.

Approval of the Executive Committee Minutes – September 16, 2014

The committee reviewed the minutes from the previous executive committee meeting held on September 16, 2014. Changes were requested to the first paragraph of the Executive Directors report to read: "Ron Fremont reviewed the philanthropic year to date productivity report and shared that our fiscal 2013-14 year-end fundraising total of \$5.9 million. As of 9/16/14 we have raised a total of \$623,504."

Motion – Approval of September 16, 2014 Executive Committee Minutes with revisions (Teyber/Edwards/Unanimous).

Executive Directors Report

Fremont announced that on February 7, 2015, CSUSB will be hosting the inaugural President's Showcase event and all CSUSB Philanthropic Foundation Board members will be invited. Fremont reviewed the fundraising dashboard with the committee explaining that even though our year to date totals is not as high as last year, he is confident the development officers will be successful this year. Brenner shared that there are \$16.9 million in appeals out for year-end gifts. Although not all of the appeals will be funded, the fundraising team is poised for success.

Fremont discussed the upcoming Lessons from Legends speaker series at the Palm Desert Campus. This 10 week course of business leaders sharing their stories of success will be highly inspiring to students. Fremont thanked CSUSB friend, Randy Steer for coordinating this series and seeing the potential in the desert region. Most of the guest lecturers of the course come from modest backgrounds and picked up their bootstraps to gain success. Each class will have 35 students who are sophomores and above and there will be opportunities for board members to also attend the classes and receptions afterwards. Fremont shared that the Palm Desert Campus recently hosted an outstanding event honoring the founders of the campus. This event was held at the Vintage Club and each founder was presented with a beautiful medallion. There were over 100 people in attendance. Betty Barker and a number of other donors were very happy to be remembered. Morales stated that in the future we need to do more events celebrating our supporters and connect with more people who are interested in transforming lives. We will need our board members to help engage others and we would like to bring a representative from the Council for Advancement and Support of Education (CASE) to present to the board about fundraising and community engagement.

50th Anniversary Proposal

Weisser announced that the primary goal of this board is fundraising for CSUSB. Weisser and Edwards recently met with the Advancement team to discuss the board challenge for the 50th Anniversary. Weisser stated that they will be challenging each board member to make a testamentary gift to CSUSB. This gift can be designated to any program on campus. The focus will be 100% participation and not a specific amount or percentage of an estate. Weisser and Edwards plan to reach out to others on the board who work with legal matters such as these to assist with the cost of document preparation for the university.

Bylaw update

Fremont announced that a comprehensive review of the bylaws of the CSUSB Philanthropic Foundation is underway to address the size of the board and the annual board gift dues. The committee extensively reviewed the edits made to the bylaws and a lengthy discussion took place about not being ambiguous and making sure that our wording on voting members is accurate. It was decided that this item be tabled until the next Executive Committee meeting to allow for more review and suggestions. Fremont will send the bylaws electronically to each committee member for feedback.

Financial Review

Iannolo gave a quick review of the financial position for the foundation and explained that Beacon Pointe is currently looking for other avenues to invest our cash and cash equivalents. Currently the funds are sitting in a checking account not accruing interest. Iannolo reminded the committee that the funds need to have the ability to be liquidated quickly if a need arises and cannot lose capital because they are donated funds. The foundation has over 700 non-endowed gift funds that are in various gift accounts on campus. Teyber stated that many of our current short term investments have the capability to be liquidated within a day and a check received within 3 days.

Reserve Policy

Fremont announced that a new reserve policy is in the works to assure fiscal viability for the Philanthropic Foundation. A reserve policy is required by the Chancellors Office for each CSU auxiliary organization so they conform to policies set by the Board of Trustees. Fremont will work with Iannolo to ensure that the wording of the policy is accurate and this will be presented at the December board of directors meeting.

Investment Committee Report

Stevenson reviewed the latest endowment performance report and shared that Beacon Pointe brought Redwood Kairos to talk with the committee about investing a portion of our portfolio in real estate. Redwood spoke at length about their philosophical focus of preserving capital and not chasing yield. The investment committee was very impressed by Redwood's presentation and reviewed the opportunity to invest in Funds IV which has assets in Galveston, TX and Texas City, TX. Beacon Pointe has worked with Redwood-Kairos for over five years and shared that the annual asset management fee is 1.5% on capital invested. The investment committee voted to allocate 2.5% of the portfolio to Redwood's Fund IV pending the Executive Committee's approval to the updated Investment Policy Statement. Stevenson and the committee reviewed the updated IPS which added real estate as a potential investment allocation.

Motion – Approval of the revised Investment Policies, Guidelines, and Objectives (Stevenson/Teyber/Unanimous).

Advocacy Committee

Mark Edwards presented the committee with an update on the local election results and shared that we have two great education supporters who were recently elected, Pete Aguilar and Raul Ruiz. Edwards also shared that AB1476 legislation on education budgets was approved and this will allow for a 3% salary increase for CSU employees. The Student Success fees will continue to be monitored and next year the governor would like to address the voting of additional fees by each campus where there were no binding student votes to approve the fees. Edwards also informed the committee that there are currently 5 vacancies on the CSU Board of Trustees.

Alumni Committee

Doreen Hatcher stated that the Alumni Office is creating a plan to share with campus leadership, committees and boards to outline the role everyone can play in engaging alumni. It will define the mission of alumni affairs and the services that the Alumni Office is able to provide, such as: What to do when alumni come to campus, what the Alumni Office can do to help, and information needed from campus units after they have engaged an alum.

The Alumni Office is also developing engagement events for alumni, gearing up for Homecoming and next year's 50th anniversary celebrations. An event for African American alumni, faculty, staff and students was held on Nov. 20 with 70 people in attendance, and plans are underway for future receptions for different alumni groups. Another alumni engagement opportunity is the E-mentor Program. More than 30 alumni have signed up to work with students as a "consultant" with one-time involvement reviewing resumes and giving phone interviews, or as an alumni mentor working with a student over a seven-week period.


Notable Events

Ron encouraged all board members to attend several upcoming events: 1) The Inaugural President's Showcase on Saturday, Feb 7 at the Coussoulis Arena on campus, and 2) PDC Golf Tournament on Monday, April 13 at Stone Eagle Country Club.

Morales announced that he unfortunately will not be able to attend the BOD meeting in December. He was recently invited to the White House to attend the College Opportunity Summit. This summit will focus on improving degree completion, sustaining community collaborations that encourage college-going, and producing more STEM graduates with diverse backgrounds. He will provide a written report to the board in his absence.

Meeting was adjourned at 5:05 p.m.

Approved: _____


James Ferguson, Secretary
CSUSB Philanthropic Foundation

Date: _____

