

CSUSB FOUNDATION

Building a Culture of Philanthropy

CSUSB PHILANTHROPIC FOUNDATION BOARD OF DIRECTORS MEETING MINUTES

Thursday, December 4, 2014

Pursuant to notice given, the Board of Directors of the CSUSB Philanthropic Foundation convened for a regular meeting at the Mitten Building – 345 A. North Fifth Street, Redlands California on Thursday, December 4, 2014

Members Present:

Dr. Donald Averill
Mrs. Glenda Bayless
Dr. Andrew Bodman
Dr. Haakon Brown
Mrs. Lois Carson
Dr. Dorothy Chen-Maynard
Mr. William Easley
Mr. Mark Edwards, Esq.

Mr. Gerald Fawcett
Mr. James Ferguson
Mr. Douglas Freer
Dr. Ronald Fremont
Mr. Paul Granillo
Mr. James Imborski
Mr. Cole Jackson
Mr. Dobbin Lo

Ms. Barbara McGee
Mr. Richard Oliphant
Ms. Margaret Perry
Mr. Paul Shimoff, Esq.
Mr. William Stevenson '84
Dr. Samuel Sudhakar
Dr. Edward Teyber
Mrs. Ellen Weisser

Members Absent:

Mr. Amro A. Albanna '91
Ms. Marie A. Alonzo
Mr. Ronald M. Auen
Mrs. Sherrie Auen
Mr. Alfredo Barcenas
Mr. Michael J. Bracken '92 & '99
Mr. Jack H. Brown
Mr. Bob Burlingame
Mr. Ali Cayir
Mr. Greg K. Christian
Mr. Henry W. Coil, Jr.

Mr. Benjamin P. Cook
Mr. Nicholas J. Coussoulis '75
Mr. Jim Cuevas
Mr. Carl Dameron
Mr. Sundip R. Doshi '90
Dr. Brian Haynes
Dr. W. Benson Harer, Jr.
Mr. Paul R. Mata '87
Dr. Tomás Morales
Dr. Yolanda T. Moses '68
Mr. Neale A. Perkins

Ms. Madelaine Pfau
Mr. Steve PonTell
James C. Ramos, Jr. '02
Mr. Ali C. Razi
Mr. Phillip M. Savage, IV, Esq.
Mr. Larry Sharp
Mr. Jeffrey S. Shockey '88 & '94
Dr. Ernest H. Siva
Ms. Jean M. Stephens '91
Mr. Dave Stockton
Mr. Bruce D. Varner

Guests Present:

Mrs. Monica Alejandre
Ms. Kim Alexander
Dr. Terry Ballman
Mr. Gerry Bayless
Ms. Beth Brenner
Mrs. Nancy Brown
Mrs. Lori Edwards
Mrs. Ellie Fawcett
Mrs. Sue Ferguson
Dr. Jay Fiene
Dr. Kirsty Fleming
Mrs. Christina Gordon

Mrs. Christina Granillo
Mrs. Doreen Hatcher
Dr. Kevin Hatcher
Mr. Brent Hunter
Mrs. Patty Imborski
Mrs. Kandi Jackson
Mrs. Cheryl Kaenel
Dr. Robert Knop
Mrs. Gloria Lo
Mrs. Corrine McCurdy
Ms. Ricki McManuis
Mr. Rene Montenegro

Mr. Brian Morrill
Mrs. Hannan Nassar
Dr. Jamal Nassar
Ms. Julie Nichols
Mrs. Jan Oliphant
Mrs. Sarah Powell
Mrs. Ellen Rose
Dr. Larry Rose
Mr. Stephen Thompson
Ms. Crystal Vickery
Mr. Jim Watson
Mrs. Judy Watson

Actions taken by the Board on the agenda items are attached. The meeting adjourned at 8:10 p.m.

Approved: _____


James Ferguson, Secretary
CSUSB Philanthropic Foundation

Date: _____

March 26, 2015

Welcome

E. Weisser welcomed everyone to the meeting and thanked the board members for attending the meeting during this busy time of the year.

Weisser asked for a motion to approve the minutes from the Foundation Board meeting in September 2014.

Motion – Approval of the Minutes from the Foundation Board Meeting of September 18, 2014 (Teyber/Chen-Maynard/Unanimous)

**Minutes approved pending change of listing Don Averill as attending and not attending and correct title for Samuel Sudhakar.*

Executive Directors Report:

R. Fremont thanked Weisser for the welcome. Fremont pointed out that Dr. Morales could not make it to the meeting. Morales was invited to the White House to work with President Obama and other higher education leaders to discuss challenges in higher ed. Morales put together some notes for the board which are included in the packet. On behalf of Dr. Morales, Fremont thanked the board for their work. Fremont also welcomed new University Advancement team member Sarah Powell as the Foundation and Scholarship Coordinator.

Fremont reported that he's very confident CSUSB will exceed last year's fundraising results. They are many gifts in the pipeline and AVP Beth Brenner has pulled together a dynamic team of fundraising individuals.

Fremont announced the Save the Date for the President's Showcase in February 2015. This will be a very unique and extraordinary event celebrating CSUSB students. Fremont will be reaching out personally to the board members to discuss their participation levels.

Fremont brought to the board's attention the Lessons from Legends flyer in their meeting packets. The CSUSB Palm Desert Campus is offering a once in a lifetime opportunity for students to take a 10-week course to meet with preeminent leader. Randy Steer, former chairman and CEO of ATCI, has been the driving force in pulling together an all-star list of leaders from elevated backgrounds who are top notch in their fields to meet with the PDC students. Fremont invited the board members to attend the sessions. The power of putting these leaders in front of CSUSB students will have a major impact. Shimoff added that he knows most of the people leading a lecture. Shimoff stated that Randy Steer is probably the most interesting man in the world and another exceptional individual is Shirley Weis of the Mayo Clinic.

Fremont introduced the 50th anniversary logo to the Board. CSUSB's 50th anniversary celebration officially starts on Monday, September 21st at Convocation. All retired deans and

faculty, and alumni will be invited back to the university. The 50th anniversary President's Showcase event next year will be dedicated to our alumni. It is going to be a great anniversary year and Fremont hopes all board members will be able to participate.

Investment Committee Report

W. Stevenson pointed out the summary of the portfolio year to date with the board members. He informed that board that the Investment Committee had a presentation from the Redwood Cairns group. Redwood presented on an opportunity that would diversify our portfolio into real estate. The Investment Committee voted unanimously that 2.5 % of the portfolio would be invested into real estate. This is the first time the portfolio will include real estate.

Advocacy Report:

Mark Edwards provided a report on advocacy. The CSU trustees approved a budget request of \$269 million from the state. It's about 97 million more than what the governor proposed from his funding plan. Trustees proposed plan includes 3% enrollment growth, 2% compensation pool, student success and completion initiatives, IT and facilities infrastructure. The governor's proposal presumes tuition freeze still in effect. The legislative analyst's offices forecasts state revenues will exceed projections by 2 billion dollars however most of that will be taken up by K-12 commitments. For fiscal year 15-16, the state will have a 4.2 billion dollar reserve. A portion of that will go to the "rainy" day fund and some to pay down state debt. There is a hope that some of that reserve will go to higher ed.

The UC regents voted on a tuition hike over the next five years which drew the governor's ire. In reaction to that, certain legislators threatened to impose zero based budgeting for the UC system. The UC system just assumed its own bonded indebtedness in its budget (unlike CSU). In response to the UC's proposed fee hike a more serious proposal has come forward from the state senate for an increase of 156 million split between both UC and CSU which would be funded from the general fund. It would cancel increased state tuition fees however middle class scholarships would go away. Plan would increase UC enrollment by 5000 and CSU enrollment by 10000. It would also increase funding for 4-year graduation rates and relieve bottleneck classes.

Edwards recommended everyone read Pam Langford's report on the recent election outcomes.

Alumni Committee Report

M. Kaenel reported that the Alumni Committee is currently working on recreating the alumni association. They've received strong differences of opinion on how the association should be restructured so they've tabled a steering committee. The steering committee will figure out what the role of the Alumni Association will be and how to build affinity to the university with our alums. He commended Doreen Hatcher for doing a fabulous job in developing a strategic plan for Alumni Affairs. Kaenel is looking forward to getting the committee back together so

they can begin meeting in January. CSUSB has alumni in all 50 states and has partnered with other CSU campuses and had mixers in Denver, San Francisco, and Los Angeles. All of the alumni at these mixers have expressed a strong desire to reconnect with CSUSB.

Kaenel also announced the launch of the e-mentoring program in which 30 alums have signed up to be mentors.

Kaenel reported that an alumni survey was done earlier this year and:

1. 40% of respondents had a positive student experience
2. 92% benefitted from their CSUSB degree
3. 65% want to attend alumni events and activities and a third of them would like to share their story and volunteer with others.

Presentations:

Weisser wanted to thank and recognize Jim and Judy Watson for their volunteerism to the Philanthropic board. Their service and generosity go back a decade. Over the years they have done so much for CSUSB and the City of San Bernardino. Their contributions are so vital and so important for this area. On the education side, their most notable contribution is to the Watson and Associates Literacy Center for the College of Education. Jim and Judy have given tirelessly to arts projects, tree planting, and water conservation projects. They are more than donors and fundraisers they are true public servants. Fremont presented Jim and Judy with a thank you as a token of CSUSB's appreciation for all their hard work.

Jim Watson thanked everyone for their gratitude. Watson stated that the most rewarding experiences has been getting to know the people at CSUSB. He's very dedicated to the success of the Watson literacy center. Judy also mentioned she was very honored to be recognized so deeply and commented that University and the arts are very dear to both her and Jim and this relationship has enriched their lives.

New Business:

Edwards reminded the group that they are on a philanthropic board and their mission is to encourage and to help raise funds for CSUSB. With the upcoming 50th anniversary, board members need to "get out there" and help raise awareness and money for this effort.

Edwards stated the board needs to not only participate in the effort to raise money for 50th anniversary but needs to set an example as well. Edwards challenged the board members and encouraged every single member to make a testamentary gift. Edwards shared that both he and Weisser have committed to one. Edwards explained that no one is expected to donate a set amount or percentage of funds, but are simply asking people to include the university in their estate plan. Weisser and Edwards would like to have 100% participation. Testamentary gifts are a very convenient way to give money. Edwards has asked his partners to help anyone with

amendments to their estate plan. Edwards reminded the group that if members of the foundation board do not support the university and set the example, how can anyone solicit funds from the community and ask for support. Weisser added that these gifts will be in celebration of the university's 50th anniversary. Funds can be designated to any area on campus or it can be unrestricted and go to the area of greatest need. Weisser is willing to work with members to discuss this if needed.

Reserve policy:

Fremont brought to the attention of the board that it is the fiscal responsibility of the CSUSB Philanthropic Foundation to adopt a reserve policy to assure fiscal viability. Currently we need to have a business reserve of \$54,000.

Motion - Approval of the CSUSB Philanthropic Foundation Reserve policy to assure the financial well-being of the organization (Stevenson/Chen-Maynard/Unanimous)

Meeting adjourned at 8:20 p.m.