

# CSUSB FOUNDATION

*Building a Culture of Philanthropy*

## CSUSB PHILANTHROPIC FOUNDATION BOARD OF DIRECTORS MEETING MINUTES

Thursday, March 26, 2015

Pursuant to notice given, the Board of Directors of the CSUSB Philanthropic Foundation convened for a regular meeting at the Bellatrix Restaurant-75-200 Classic Club Blvd., Palm Desert, CA 92211 on Thursday, March 26, 2015.

### Members Present:

Dr. Andrew Bodman  
Dr. Haakon Brown  
Mrs. Lois J. Carson '67  
Dr. Dorothy Chen-Maynard  
Mr. James Ferguson

Dr. Ronald Fremont  
Mr. Cole R. Jackson  
Dr. Tomás Morales  
Dr. Yolanda T. Moses '68  
Mr. Richard R. Oliphant  
Dr. Ernest H. Siva

Mr. William M. Stevenson '84  
Dr. Samuel Sudhakar  
Dr. Edward C. Teyber  
Mrs. Ellen G. Weisser '68

### Members Absent:

Mr. Amro A. Albanna '91  
Ms. Marie A. Alonzo  
Mr. Ronald M. Auen  
Mrs. Sherrie Auen  
Dr. Donald Averill  
Mr. Alfredo Barcenás  
Mrs. Glenda Bayless  
Mr. Michael J. Bracken '92 & '99  
Mr. Jack H. Brown  
Mr. Bob Burlingame  
Mr. Al 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  
Mr. Mark Edwards, Esq.  
Mr. Gerald Fawcett '74  
Mr. Douglas Freer  
Mr. Paul Granillo '91  
Dr. W. Benson Harer, Jr.  
Dr. Brian Haynes  
Mr. James Imbiorski  
Mr. Mark A. Kaenel '84 & '89  
Mr. Wilfrid Lemann, Esq.  
Mr. Dobbin Lo  
Mr. Paul R. Mata '87

Ms. Barbara McGee  
Mr. Neale A. Perkins  
Ms. Margaret Perry  
Ms. Madelaine Pfau  
Mr. Steve PonTell  
Mr. James C. Ramos, Jr. '02  
Mr. Ali C. Razi  
Mr. Donovan Rinker-Morris '00  
Mr. Phillip M. Savage, IV, Esq.  
Mr. Paul M. Shimoff, Esq.  
Mr. Jeffrey S. Shockey '88 & '94  
Ms. Jean M. Stephens '91  
Mr. Dave Stocton  
Mr. Bruce D. Varner

### Guests Present:

Monica Alejandre  
Terry Ballman  
Beth Brenner  
Sharon Brown-Welty  
Jay Fiene

Duke Graham  
Brent Hunter  
Sue Knollenberg  
David Maynard  
Ricki McManuis  
Jamal Nassar

Julie Nichols  
Nicole Phillips  
Sarah Powell  
June Siva  
Sheena Thorton  
Cyrstal Vickery

Actions taken by the board on the agenda items are attached. The meeting adjourned at 9:15 P.M.

Approval  
Signature: \_\_\_\_\_

*Douglas R. Freer*

Date: \_\_\_\_\_

*6/4/15*

Print Name: \_\_\_\_\_

*DOUGLAS R. FREER*

Board Title: \_\_\_\_\_

*TREASURER / ASST. SECRETARY*

### **Welcome**

Weisser welcomed everyone to the Board of Director's meeting. She asked for a motion to approve the minutes for the Board of Directors Meeting held on December 4, 2014.

### ***Motion-Approval of the Minutes for the Board of Directors Meeting held on December 4, 2014 (Chen-Maynard/Ferguson/Unanimous).***

### **Executive Director's Report**

Fremont thanked everyone for making the commute and attending the board meeting. He directed everyone's attention to the spiral-bound "2013-2014 Philanthropic Support Annual Report," which showcased the last three years of philanthropic performance. Last year, CPF had an increase of 40% in gift commitments and gift receipts from the year prior. \$693,743 was raised for scholarships. 63% of charitable gifts were for current programs, 36% were supplied to support people in the form of scholarships and .75% was used for capital. He pointed to endowment portfolio performance. The investment return for CSUSB increased 15.8% last year, while the CSU average increased by 14.8%. The national average was 15.5%, which CSUSB exceeded. Beacon Point, the manager for CPF, has maintained a conservative approach to CPF's investment strategy to protect the corpus of the endowments over the long term. Fremont then pointed to how CPF's endowment performance compared to its peer group, which CSUSB exceeded.

Fremont then presented alumni giving rates, which he states are low at 1.96%. When President Morales first took office, the rate was 1.7%, which illustrates an increase due to concerted efforts to invest in the annual giving program. CSUSB leads the peer group alumni giving rate which is 1.74%. Fremont showed how contributions from private foundations have increased.

Fremont opened the floor to questions and one was raised about the ramifications of going to a 4% spending rate. Fremont answered that by only allowing 4% to be given out, protects the corpus and allows for greater growth so more can be distributed to students the following year.

### **Investment Committee**

Stevenson presented his report on the investment committee. He stated that CPF's portfolio has done well as has the overall market. He indicated that these positive conditions may not be sustainable for too long and that as interest rates increase, the value of the bonds that CPF holds will decrease in value. However, the purpose of holding bonds is not for its value but for its stream of payments, which he says will remain the same. He informed the group that the investment committee has changed a manager.

### **Advocacy Report**

Vickery notified the group that Edwards, who was to present the advocacy report, was unable to attend and will provide an electronic copy that Vickery will email to the members.

### **Alumni Report**

Stevenson presented the report for the alumni committee, which he states is small and energetic. He presented how the committee is revamping its bylaws and goals and is in the beginning stages of change to prime for growth.

### **President's Report**

President Morales expressed his appreciation for the work performed by the committee and the progress made by Fremont who along with Bodman, have worked closely with academic deans and directors of development to create a more centralized philanthropic structure.

President Morales then shared updates about the campus in regards to the criminal activity that has been chronicled on the news media. Historically, CSUSB has been considered a safe campus, ranking second safest campus in California. He said when he spoke with the Mayor he learned that with reductions in the police force, San Bernardino police decided to not patrol the area because northern San Bernardino is a relatively safe part of the city. In response to the criminal events, President Morales has held a student forum, communicated regularly with the campus community, doubled the patrol force on campus, asked the Chancellor to deploy the Crisis Response Unit and brought in temporary lighting to illuminate the darker areas on campus.

President Morales then shared that CSUSB was one of five higher education institutions that received a \$5 million award for the Governor's Innovation Award Program, of which the goal is to encourage innovations that would make it easier for students to earn four-year degrees. It was made possible through collaboration with UC Riverside, Coachella Economic Partnership, the Inland Empire Economic Partnership, several community colleges and business to list some of the organizations involved. The goals for the money include implementing systemic change to bring about an increase in baccalaureate degree attainment, increasing the number of students who are college ready and improving math education in k-12.

President Morales announced that he, along with President Emeritus Albert Karnig, sit on a strategic planning committee for the City of San Bernardino to work to get the city out bankruptcy. He encouraged the group to attend the next San Bernardino City Council meeting where a new charter will be signed that will alter the way the city operates and to replace the current dysfunctional system. He also invited the group to attend a celebratory event on April 16 at the Palm Desert Campus for which the campus will receive a gift of 113 acres in land and that will grow to 165 acres. The Chancellor will be in attendance, which will be one step toward creating a comprehensive university, which might one day in the future, be an independent university in the Cal State system.

President Morales reported on the 2015 honorary doctorate recipients, Judy Watson and Philip and Helene Hixon, all philanthropists to the university. He also announced that Professor Thomas Long received the Golden Apple Award.

He closed by giving his thanks for the work of CSUSB Philanthropic Foundation and the leadership in Advancement.

#### **PDC Dean's Report**

Brown-Welty opened by saying that her tenure at the Palm Desert Campus since July of 2014, has been the highlight of her career, emphasizing the support she receives and the great student body. She gave an overview of the campus proceedings and statistics surrounding the area.

There are approximately 1300 students on the Palm Desert Campus, and there is a 90% retention rate, which she attributes to the great work of the faculty. They have a goal of welcoming 150 more freshmen and 290 transfers from the College of the Desert next school year which is a 35% increase, a goal they are on track to reach. PDC has 4 buildings on 55 acres. The land was donated by the City of Palm Desert.

Currently, there are 18 undergraduate programs, 18 master degree programs, 3 certificate programs and 1 doctoral program. She described some of the new school traditions that were implemented including organizing the student convocation, establishing a Founders Society and an Advancement Board, instituting Town Hall meetings and more.

An overarching theme that she repeated throughout her presentation was to establish PDC as a destination campus. Leadership there is looking to expand programs to entice students from other areas. Such programs are Hospitality Management, Culinary and Sports and Entertainment Marketing. In order to enhance university engagement, students were encouraged to start student clubs.

Brown-Welty referenced the 112 new acres that will increase the size of the campus. On the horizon, PDC will undergo a strategic and master planning, aim to have increased enrollments, will add a Veteran's Memorial, use community partnerships to add new programs and add new buildings such as a student recreation center, a library and a student union. She then presented a promotional video to the group that showcased students and staff commenting about their experience with the university and stating the objectives for the future. Brown-Welty closed by inviting members to attend the ribbon-cutting event to celebrate the acquisition of 112 acres.

#### **50<sup>th</sup> Anniversary Board Campaign**

Weisser told a story about the value of philanthropic-giving. She used the metaphor of an older man planting and nurturing a tree to shade future generations despite that he will not live long enough to enjoy. She then opened the floor to a vote to encourage all members to make an estate gift in celebration of the 50<sup>th</sup> year anniversary of CSUSB.

***Motion-The CSUSB Philanthropic Foundation in celebration of the university's 50<sup>th</sup> anniversary, work to achieve 100% of its membership to make an estate gift to the foundation during the 50<sup>th</sup> anniversary year.  
(Stevenson/Oliphant/Unanimous)***

Brenner shared how to make an estate gift through an IRA. She explained that the university can be a beneficiary or partial beneficiary and stipulations can also be written in one's will. The process is simple and she offered her assistance to anyone interested in doing this.

#### **Bylaw Update**

Weisser presented the bylaw updates shaped by the Executive committee. She vocalized her confidence that the newly drafted bylaws fairly describe the purpose, meeting and voting requirements. She notified the group that the bylaws clearly outlines the obligation of the members to make \$1,000 cash contribution to be made by June 30 of each year. In discussion, it was clarified that faculty members do not have to make the cash obligation.

***Motion-To accept the new version of the bylaws as edited by the Executive Committee  
(Stevenson/Carson/Unanimous)***

#### **Events of Note**

Weisser reminded the group that Monday April 13, 2015 is the PDC golf tournament, which still had courses available.

Carson made note that there was not enough representation for Black History month in the 50<sup>th</sup> Anniversary year calendar. Morales reassured her that this will be rectified.

It was announced that on March 27, 2015, the College of Education would be hosting Freedom Writer Erin Gruwell and 6 of her students at 6 PM.

Nassar shared with the group that the CSUSB students participated in the National Model United Nations competition in New York. Their teams represented Doctors without Borders and the Republic of Azerbaijan, both of which won the award Most Outstanding.