

CSUSB FOUNDATION

Building a Culture of Philanthropy

CSUSB PHILANTHROPIC FOUNDATION

BOARD OF DIRECTORS MEETING

Thursday, March 20, 2014 from 6:00-8:00 p.m.

Pursuant to notice given, the Board of Directors of the CSUSB Philanthropic Foundation convened for a regular meeting at the Bellatrix Restaurant in the Classic Club Palm Desert located at 75200 Classic Club Blvd., Palm Desert, CA 92211 on Thursday, March 20, 2014

Members Present:

Mr. Ronald M. Auen
Mrs. Sherrie Auen
Dr. Andrew Bodman
Dr. Haakon Brown
Dr. Dorothy Chen-Maynard
Mr. Carl Dameron
Mr. William F. Easley
Mr. Mark C. Edwards, Esq.

Mr. James A. Ferguson
Dr. Ronald H. Fremont
Mr. Robert Gardner
Mr. Paul C. Granillo '91
Dr. Brian Haynes
Mr. Cole R. Jackson
Dr. Tomás D. Morales
Dr. Yolanda T. Moses '68

Mr. Richard R. Oliphant
Ms. Margaret A. Perry
Mr. Ray R. Quinto
Mr. Paul M. Shimoff, Esq.
Dr. Edward C. Teyber
Mr. James R. Watson

Members Absent:

Mr. Amro A. Albanna '91
Ms. Marie A. Alonzo
Mr. William J. Anthony
Dr. Donald F. Averill
Mr. Richard H. Barker
Mrs. Glenda Bayless
Ms. Virginia M. Blumenthal, Esq.
Mr. Michael J. Bracken '92 & '99
Mr. Jack H. Brown
Mr. Bob Burlingame
Mr. Arthur M. Butler '77
Ms. Toni A. Callicott '89
Mrs. Lois J. Carson '67
Mr. Ali Cayir
Mr. Steve C. Chiang '88
Mr. Greg K. Christian
Mr. Henry W. Coil, Jr.
Mr. Benjamin P. Cook
Mr. Nicholas J. Coussoulis '75
Mr. Jim Cuevas

Mr. Jamil Dada
Mr. Sundip R. Doshi '90
Dr. James Egan
Mr. Gerald A. Fawcett '74
Mr. Michael J. Gallo
Dr. Appannagari GnanaDev '01
Mr. Fred Hamilton
Dr. W. Benson Harer, Jr.
Mr. Jim Imborski
Mr. Mark A. Kaenel '84 & '89
Mr. Aaron Knox
Mr. Wilfrid Lemann, Esq.
Mr. Dobbin Lo
Mr. Paul R. Mata '87
Ms. Barbara McGee
Mr. Charles E. McNeely
Dr. Michael R. Miller
Mr. Louis G. Monville, III '94
Mr. John C. Nolan, Esq.
Mr. Anthony Ochoa

Mr. Patrick O'Reilly
Mr. Neale A. Perkins
Ms. Madelaine Pfau
Mr. Steve PonTell
James C. Ramos, Jr. '02
Mr. Ali C. Razi
Mr. George M. Reyes, Esq.
Mr. Donovan Rinker-Morris '00
Mr. Donald L. Rogers
Mr. Ali Sahabi
Mr. Phillip M. Savage, IV, Esq.
Mr. Larry R. Sharp '03
Mr. Jeffrey S. Shockey '88 & '94
Dr. Ernest H. Siva
Ms. Jean M. Stephens '91
Mr. William M. Stevenson '84
Mr. Dave Stockton
Dr. Samuel Sudhakar
Mr. Bruce D. Varner
Mrs. Ellen G. Weisser '68

Guests Present:

Monica Alejandre
Kim Alexander
Mike Arteaga
Dr. Terry Ballman
Beth Brenner
Dr. Kirsty Fleming

Brent Hunter
Sue Knollenberg
Evelyn Marquez
Dr. David Maynard
Ricki McManuis
Julie Nichols

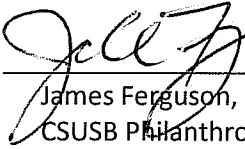
Agnes Quinto
Catharine Reed
Dr. Larry Rose
Lauren Savord
Crystal Vickery

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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: _____

06/03/14

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Welcome

Dr. Morales welcomed members and guests to the CSUSB Philanthropic Foundation board meeting. He thanked Ron and Sherry Auen for hosting CSUSB at the Classic Club. The Auens stated that are very proud to be associated with CSUSB. They've been very involved with the development of the Palm Desert campus and are amazed at what a benefit the campus is for the community. Dr. Fremont shared that thanks to the support of the Auens, Dick Oliphant and many more donors in the desert, the Palm Desert Campus was brought to the community ten years before it was expected to.

Call to order

Jim Watson called the meeting to order at 6:30 p.m.

Approval of minutes from the CSUSB Philanthropic Foundation Board of Directors meeting on December 13, 2013

Motion: Approval of the Minutes from the Foundation Board Meeting of December 13, 2013. (Dameron/Teyber/Unanimous)

Executive Director's Report:

Dr. Fremont introduced Beth Brenner, Associate Vice President of University Development. Beth wanted to personally welcome people to her team. Kim Alexander is the new Director of Development for the College of Business and Public Administration and comes to us from USC. Julie Nichols is the new Director of Development for the College of Arts and Letters and is coming from UC Riverside.

Dr. Fremont reported on CSUSB's philanthropic dashboard. We have raised \$3.8 million, 25% more than where we were at this point in time last year. Total gift receipts, which are cash in the door, is up to 90% more than where we were last year. We still have a lot of work to do. Dr. Fremont shared we are currently working on building our pipeline. We have the Alumni discovery initiative which will help our Development officers to reach out to alumni that will give. We're looking at student data and how they were connected to the university, along with conducting predictive modeling.

Investment Committee Report

Dr. Teyber spoke on behalf of Bill Stevenson for the investment committee report. The Investment Committee met in February with Beacon Point and reviewed the 4th quarter portfolio. The endowment is currently approaching \$25 million. Dr. Teyber commented that he's been on the Investment committee for many years now and Beacon Pointe has been the best investment firm we've ever had. We have one of the most profitable strategic plans to take care of in a good market. The portfolio did experience rough waters with international issues but according to other portfolios we're holding up better than most.

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Alumni Report

Mark Edwards reported on behalf of Mark Kaenel that Lou Monville is currently one of four finalists being vetted by the statewide alumni council to serve as the Alumni representative on the Board of Trustees. His term as an appointed trustee ends this month, and he is unlikely to be re-appointed as he is a Republican. Who's term ends and why is this smaller font?

Advocacy Report and call for volunteers

Mark Edwards shared with the board that Ron, Pam Langford and himself attended CSU Advocacy training in Sacramento on Wednesday, February 12 to prepare for Advocacy day. While various subjects were covered, including upcoming State elections, advocacy practices, volunteer engagement, and Common Core pre- higher education curriculum, the central focus was the CSU Budget. The Governor's Budget proposed a 142.2 million increase, for a funding shortfall of 95.4 million. The next step will be the May re-write, when the governor's proposal is finalized, and then the legislative process that will result in a final budget in or by June. Increasing the CSU Budget will be a difficult task. The Governor has a long term budget plan for the UC, CSU and CC which is contingent upon a tuition freeze for two years. While the Legislative Analyst disagrees with the Governor's approach, the Governor is determined to pay down a portion of what he calls the State's "wall of debt" and to establish a rainy day fund. In regards to local elections, there are two state legislative seats up for election: Mike Morrell is the likely candidate to replace Bill Emerson's seat, which would leave a vacancy for Mike Morrell's seat. Although the district has a democratic advantage, it's a completely open race. Mark reported there are two applicants from the Inland Empire to be considered to serve on the Board of Trustees – himself and George Reyes. Mark has been invited to the Governor's office regarding the potential appointment. Mark shared that he and his wife worked with the EOP staff and nominated the CSUSB EOP Foster Youth program for the Children's Fund and Child Abuse Council's SHINE A LIGHT award. It was announced that our EOP Foster Youth Program was the recipient of that award, which will be presented on March 27th.

President's Welcome

Dr. Morales thanked the board for attending the meeting. Their involvement is a testament to their commitment to the university and our dedication to the PDC campus. Dr. Morales recognized the Auens and Catharine Reed, who's an alumna of the PDC campus, of the incredible work they have done for the Palm Desert campus. No other branch campus described as a branch campus resembles the PDC campus. We've received over \$45 million in donations for the Palm Desert campus. PDC welcomed its first freshmen class – 51% are Latino and first generation. All but three students returned back for the second quarter. Dr. Morales

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shared that we're going to invest \$500,000 in technology for the PDC, with smart classrooms. We're going to replicate and ensure that all students at the PDC are enjoying the same benefits as the main campus students. Our Ombuds office and HR office will spend office hours down there. Dr. Morales will ensure that there will always be a CSUSB rep at the Coachella Valley Economic Partnership meetings. He's requiring that the next dean be a resident of the Coachella Valley. Dr. Morales applauded Ron and his team for their efforts in board stewardship and the great work they're doing. He truly expects to see a return on investment in the Advancement operations.

Palm Desert Campus presentation

Dr. Morales asked the board members to refer to the PowerPoint presentation in their packets. The Coachella Valley is the most underserved region in the state of CA. It has a 55.4 % Latino population. Dr. Morales sat down with CSU Chancellor Tim White and stated that we need to make an investment in the Coachella Valley. We need to figure out how to contribute to the work force development. We're currently waiting for a gift of 104 acres which has been in the works for about a year. The mayor and city manager are committed to the campus. He commended VP Bob Gardner for the work being done on a request for proposal to do a Master plan on the CSUSB and PDC campus. He went through this process at Staten Island and it's essential to have a roadmap. In addition, Dr. Morales is looking at the Baccalaureate programs and is working very closely with Provost Bodman and the college deans to drive this effort. Another idea is offering programs that may not be offered at CSUSB but given the nature of the needs in the Coachella Valley would be highly beneficial. We also want to provide a rec center on the campus however because the campus does not have showers, we've now provided students access to local gyms in the area. Another focus is providing health and psychological counseling services. Students have asked Dr. Morales about providing transportation to the main campus so they can attend campus athletic events. So far, we've provided three trips. Dr. Morales wants to ensure CSUSB is part of the center of activities for the Coachella Valley. For example, the Berger Foundation is fully supportive of the Unforgettables Foundation that offers financial support to low-income families struggling to afford a funeral for their child who died. He really hopes board members walk away from this meeting feeling passionate about the Palm Desert Campus.

Nominating committee – update

Dr. Fremont shared the nominating committee met and wanted to reach out to members of the board to serve two year terms. The two year cycle starts next September. Another issue that was discussed was board membership. The board needs to be thoughtful on how we recruit new members. The nominating committee agreed to serve in a membership committee role as well.

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New business

No new business

Meeting adjourned at 8:10 p.m.