

CSUSB FOUNDATION

Building a Culture of Philanthropy

**CSUSB Philanthropic Foundation
Board of Directors Meeting
Thursday, March 23, 2017 ~ 6:00 p.m.
CSUSB PDC Campus**

Pursuant to notice given, the Board of Directors of the CSUSB Philanthropic Foundation convened for a regular meeting at the Arrowhead Country Club-3433 Parkside Dr., San Bernardino, CA 92404 on Thursday, March 24, 2016.

Members Present:

Dr. Donald Averill
Mrs. Lois J. Carson '67
Dr. Dorothy Chen-Maynard
Mr. James Ferguson
Dr. Ronald Fremont
Dr. Brian Haynes
Mr. James Imborski

Mr. Cole R. Jackson
Dr. Tomas Morales
Dr. Paulchris Okpala
Mr. Richard R. Oliphant
Mr. Neale A. Perkins
Ms. Margaret Perry
Dr. Alexandru Roman
Mr. Paul M. Shimoff, Esq.

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

Members Absent:

Mr. Amro A. Albanna '91
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. Sundip R. Doshi '90

Mr. Gerald Fawcett '74
Mr. Douglas Freer
Mr. Paul Granillo '91
Dr. Sung-Kyoo Huh
Mr. Mark A. Kaenel '84 & '89
Mr. Wilfrid Lemann, Esq.
Ms. Barbara McGee
Dr. Tomás Morales
Dr. Yolanda T. Moses '68
Ms. Madelaine Pfau

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

Guests Present:

Monica Alejandre
Stephen Arneson
Michelle Cazares
Ashleigh Covarrubias
Annya Dixon

Kirsty Fleming
Pam Langford
Ricki McManuis
Julie Nichols
Yvonne Salmon

Astrid Sheil
Bob Tenczar
Davina Walls
Stan Weisser

Welcome

Greetings were made around the room.

A. Call to Order

Ellen Weisser called the meeting to order at 6:43 p.m.

B. Approval of the Minutes

Motion: The minutes of the December 1, 2016 Board of Directors Meeting were reviewed and approved as written (Chen/Shimoff/Unanimous).

C. Committee and other reports

1. Executive Director's Report

Fremont welcomed everyone to the CSUSB Palm Desert Campus. Development has raised \$6.6 million up-to-date, which is 58% higher than at this point last year. Fremont thanks the development team for their hard work and commitment to CSUSB. He also highlights the importance of engaging with regional and national foundations, which has improved significantly this year compared to previous years, which includes names such as the Carnegie Foundation and the W.K. Kellogg Foundation, to name a few.

Our \$50 million campaign to date has raised over \$36.4 million, and we are well on our way to achieving our goal in the next few years.

Fremont introduces Stephen Arneson, the new Director of Development for the College of Social and Behavioral Sciences.

Fremont invites the Board to review the 2015-16 Philanthropic Report, and hopes that they enjoy the content and data found within the report. He shares that CSUSB leads its peer group of the CSU system in Philanthropic Productivity, in which its three-year average is close to \$12 million, compared to \$4 million three-year average back in 2009-2012.

For upcoming events, Fremont highlights the Golden Grads event that will feature alumni from the first CSUSB graduating class, as well as the #Coyote4Life collaboration between Enrollment and Admissions, and Strategic Communications, which features newly admitted students posting their admittance letters on social media.

Fremont invites the board to view the video for the Inaugural Rabbi Cohn Lecture Series that was held earlier in March.

2. Investment Committee Report

Stevenson remarks that at the last Investment Committee meeting, he notes that the committee was excited about how much the portfolio has grown. The next steps for the committee are to determine where to diversify the investments in order to continue the main goal of preserving capital.

3. Alumni Report

Stevenson reports that the Alumni Office hosted three professional development workshops in November, which were well attended by students and alumni. The Alumni Professor for a Day luncheon is Wednesday, May 3, 2017, from 11:30 a.m. to 1 p.m. on the CSUSB Campus, and currently there are 50 alumni signed up to volunteer in the classrooms. Homecoming is set for Oct. 21. CSUSB Alumni have been attending meetups and mixers across the country. Two networking events are happening in April in Washington D.C. and New York for all CSU graduates, and a group of retired alumni met March 9 at the bi-monthly "Coyote Cafe" in Southern California. The Alumni Committee met on February 15, is close to finalizing the revised bylaws and constitution for the Alumni Association, and proposed a schedule for board member terms and meetings, including an annual meeting during Homecoming. Email and phone conversations will occur in the coming months to determine the final pieces for resuming official board status by July 1.

4. Advocacy Report

Langford remarks that the Advocacy Committee recently flew to Sacramento to advocate for the CSU budget request, and comments on the recently passed tuition increase by the Board of Trustees. 90% of CSUSB's students come from the Inland Empire communities, and the need to serve local students is present, but the lack of funding makes it difficult to adequately serve students, and poses the problem of having to turn students away due to ever-increasing enrollment.

Langford will be flying to DC and NY for the CSU Alumni reception along with Dia Poole, President of the CSU Alumni Council, and a CSUSB alumna, to meet and greet with alumni from across the CSU system.

D. Presentations

1. President's Message

President Morales thanks the Board, as well as Dean Brown-Welty, for her leadership and vision to the campus, stating that she constantly advocated for the campus, students, faculty and staff to ensure that everyone is well taken care of. This year marks PDC's 30th anniversary, and recently hosted three events to commemorate the occasion: a special student celebration; a cocktail reception looking back on the first three decades while recognizing all those who helped turn a Coachella Valley vision into reality; and a luncheon focused on "The Next 30 Years."

The unique and outstanding Cyber Security Center at CSUSB, under the direction of Professor Tony Coulson, has been awarded more than \$9 million in grants since Fall 2016. Our university has been designated a Center of Academic Excellence in Cyber Defense/Information Assurance through 2021.

The College of Extended Learning is getting a new name and a new location. The CSU Board of Trustees recently approved plans for the building, which will be three stories measuring approximately 71,000 square feet, and will include classrooms, study lounges, a 250-seat

auditorium, multiple-purpose rooms, retail food services, and a centralized facility for the center's course offerings and events. Renamed the Center for Global Innovation, it will occupy area between the College of Education and the Physical Sciences buildings.

The Jack Brown College of Business and Public Administration's has been named one of the top institutions in the nation offering part-time MBA Programs according to the recently announced U.S. News & World Report 2018 rankings of graduate schools.

Morales notes that CSUSB plays a role in giving back to the community, due to its relationships with individuals and other entities throughout the Inland Empire. President Morales remarks that due to the lack of funding, CSUSB is looking at zero enrollment growth, despite being the Inland Empire being the 6th largest economy in the world, and 2nd largest in the region of California. This would mean that we would only be able to admit about 50% of eligible freshmen, and transfer students. He shares this to urge the Board to speak to legislators and other community and business leaders to advocate for funding.

2. Graduation Initiative 2025

Provost McMahan and VP Haynes presented on Graduation Initiative 2025, the California State University's ambitious initiative to increase graduation rates for all CSU students while eliminating opportunity and achievement gaps. It is about the CSU thinking and acting differently by encouraging innovation, removing barriers that impede student success and being strategic about the way we serve our students. CSUSB's comprehensive framework is based on PRINT (**P**rogressive pedagogy, **R**apid data analytics, **I**nformed enrollment management, **N**urturing student engagement and advising, and **T**ransparent policies and procedures), with the goal of first-year students leaving their print in four years, and transfer students in two years.

E. Adjourn

Meeting adjourned at 7:56 pm.

F. Events of Note

LEAD Summit VIII (Thursday, March 30-CSUSB); 18th Annual PDC Golf Tournament (Monday, April 24-Stone Eagle); Coyote Cares Day (Saturday, April 29-CSUSB); President's Showcase (Saturday, April 29- Riverside Convention Center); EOP Golf Tournament (Saturday, May 6-Jurupa Hills Country Club); Arts & Music Festival (Friday, May 19-CSUSB); Dave Stockton Golf Tournament (Monday, June 5-Arrowhead Country Club); Commencement (Saturday, June 17-CBBA)

Signature of Minutes Approval
CSUSB Philanthropic Foundation
Board of Directors Meeting
Meeting Date: March 23, 2017 @ 6:00 P.M.
CSUSB PDC Campus

Signature: James A. Ferguson Date: 6/20/17

Print Name: James A. Ferguson

Board Position: Secretary