

Foundation Board Meeting Minutes

Tuesday, March 10, 2015

Orange Grove Bistro
Main Dining Room

Members Present: Ivan Axelrod '72, Sara Bauer, Vincent Barabba '62, Hon.D.'12, John Bradley, Cindy Chernow '78, Ralph Courtney III, Colin Donahue M'09, Earl Enzer '83, Christopher Erickson, Charles Gilbert '86, John Golisch '72, Robert D. Gunsalus, Ruth Harris, Dianne F. Harrison, Harry Hellenbrand, Mark Lainer, Al Lapides MS '68, Barbara Levy '74, David Malone '81, Phil Mundy '71, Robert Myman '67, Francine Oschin '84, MA'85, Sandy Paris, Ann Perkins, Joy Picus, Bob Rawitch '67, Adam Swenson, Robert Taylor '82, Ira Unterman, Milt Valera '68

Members Absent: Harvey Bookstein '70, Marla Clemow, MA'91, David Fleming Hon.D. '09, Bryan Green '94, Bill Griffeth '80, David Honda, Deane Leavenworth, Cary Lefton, George Leis '81, Phil Magaram, Hon.D.'03, Rick Parent, Jim Ring '70, Rob Rousselet '79, MS'97, MT'10, Dale Surowitz, Tiffany Zaich, Irv Zakheim '72

Staff: Jeff Noblitt, Associate Vice President for Marketing & Communications
Kevin Lizarraga, Director of Marketing
June Penrod, Director of Planned Giving
John Pepitone, Director of Development, College of Health & Human Development
Steve Vail, Administrative Analyst/Specialist

Guests: Janice Woolsey, Clinic Coordinator, Language, Speech & Hearing Center

WELCOME, INTRODUCTIONS & REMARKS OF THE CHAIR

- Chair Earl Enzer called the meeting to order at 4:15 p.m. with a quorum present.
- Faculty Representative Shane Frehlich is away on medical leave. Dr. Harrison has appointed Faculty Vice President Dr. Adam Swenson to serve as the faculty representative to the Foundation Board during his absence.

I. CONSENT AGENDA

- Minutes of October 7, 2014 Foundation Board Meeting
- Whistle Blower Policy
- Document Retention Policy
 - **RESOLVED [Picus/Harris], by the Board of Directors of the California State University, Northridge Foundation that the consent agenda is approved as presented.**

II. UNIVERSITY PRESIDENT'S WELCOME AND UPDATE

- Dr. Harrison thanked the Board members you for their service on the Board, for making thank you calls, for considering the allocation of funds for the student-managed investment policy, for considering a capital investment with the LACI@CSUN project and for considering steps toward sustainable and socially-responsible investments.

- Three fraternities have been suspended this year. All fraternities and sororities have been placed on a hazing pledging hiatus.
- CSUN will reduce its local service area for first time freshman and will limit the number of incoming transfer students from outside the access area as part of an enrollment management strategy. Admission is targeted to be reduced at a rate of 1%/year (~300 students) for the next 4 years. Kinesiology, CTVA, Psychology and Music will be subject to departmental impactation. Graduate enrollment is not impacted.
- The new Extended Learning facility is due for occupancy in summer 2016.
- CSUN is receiving a record number of gifts of alumni donors.
- The new Learning Commons in the Oviatt Library was just awarded the 2015 Best Public Project award by the San Fernando Valley Business Journal.
- Drought-tolerance projects have recouped \$360,000 in rebates and CSUN has installed 12 Electric-Charging Vehicle stations.
- Spring athletics teams are doing well - men's and women's basketball both advanced to the Big West Tournament, baseball is having its best start in 19 years and women's water polo is number 9 in the country.
- Dr. Harrison encouraged to Board to consider an additional allocation to the positioning campaign for next year's budget.

III. FOUNDATION PRESIDENT'S UPDATE

- Dr. Gunsalus thanked the Board members for attending the meeting and for their service on the Board.
- CSUN is ranked #5 in the country on the social-mobility index, which measures the university's ability to move students up on the social/economic ladder, and is ranked in the top 10 best buys for American higher education.
- The giving numbers have increased across the board.
- The University Advancement division is hiring additional staff, thanks in part to the Board's increased allocation.
- CSUN is honored to host Mayor Garcetti's State of the City address at the VPAC on April 14th.
- Jeff Noblitt presented on the Reputation & Visibility Initiative.

IV. COMMITTEE REPORTS

A. Audit Committee

- The Audit Committee reviewed applications for new auditors and recommends the firm of CohnReznick for the Board's consideration.
- **RESOLVED [Unterman/Taylor], by the Board of Directors of the California State University, Northridge Foundation that the firm of CohnReznick is engaged as the auditors of the CSUN Foundation for fiscal year 2014-15.**

B. Board Membership Committee

- The membership committee reviewed a slate of potential Board members for recruitment. New members will be presented to the Board for election at the June meeting.

C. Engagement Committee

- The engagement committee heard a report from Francesca Vega, Director of Government & Community Relations and previewed the creative concepts of the Reputation & Visibility Campaign.

D. Development Committee

- Giving Reports as of December 31, 2014
 - The total giving for six months, year over year, has doubled from \$7m to \$14m.
 - The total number of alumni donors has increased by 12%, year over year, and the total dollar value of gifts from alumni donors has tripled.
 - The individual donor count has increased by 17%.
- Board Member Expectations
 - As of March 10, 2015, 60% of the Board has made a gift to the university this year.
 - As of March 10, 2015, 50% of the Board has met the \$5,000 giving expectation.
 - In February 2013, the Board voted to embrace a planned giving consideration. To date, 29% of the Board has made a planned gift or has documented a bequest intention.
 - Mr. Valera thanked Dr. Harrison & Mr. Enzer for the leadership in documenting their planned gifts and thanked the Board members for documenting their gifts.
 - The Development & Executive Committees invited the Board to make the planned giving consideration more concrete by strengthening the language of the expectation.
 - **RESOLVED [Valera/Malone], by the Board of Directors of the California State University, Northridge Foundation that every Board member will remember the University in his or her estate plans by making a planned gift or documenting a bequest intention during his or her tenure.**

E. Finance & Investment Committee

- Financial Statements for 6 Months Ended December 31, 2014
 - **RESOLVED [Paris/Chernow], by the Board of Directors of the California State University, Northridge Foundation that the financial statements for 6 months ended December 31, 2014 are approved as presented.**
- Northern Trust Performance Review
- Student-Managed Investment Policy
 - **RESOLVED [Paris/Malone], by the Board of Directors of the California State University, Northridge Foundation that the Student-Managed Investment Policy is approved as presented.**

V. NEW BUSINESS

- No new business items were presented.

VI. SPECIAL PRESENTATION/DISCUSSION

- Janice Woolsey presented on work of the Language, Speech & Hearing Center.

ADJOURNMENT

- There being no further business, Earl Enzer adjourned the meeting at 6:15 p.m.

Name: Ira Unterman

Signature: 

Title: Foundation Chief Financial Officer

(Copies of all documents mailed and circulated are filed in the minute book.)