

Foundation Board of Directors Meeting Minutes of Meeting

Wednesday, June 10, 2015

Jonathan Beach Club, Santa Monica
Catalina Room

Members Present: Ivan Axelrod '72, Vincent Barabba '62, Hon.D.'12, Harvey Bookstein '70, John Bradley, Cindy Chernow '78, Colin Donahue M'09, Earl Enzer '83, Christopher Erickson, Charles Gilbert '86, Robert D. Gunsalus, Bryan Green '94, Dianne F. Harrison, Mark Lainer, George Leis '81, Barbara Levy '74, Phil Magaram, Hon.D.'03, Phil Mundy '71, Robert Myman '67, Francine Oschin '84, MA'85, Rick Parent, Joy Picus, Bob Rawitch '67, Adam Swenson, Ira Unterman

Members Absent: Sara Bauer, Ralph Courtney III, David Fleming Hon.D. '09, John Golisch '72, Bill Griffeth '80, Ruth Harris, Harry Hellenbrand, David Honda, Al Lapid MS '68, Deane Leavenworth, Cary Lefton, David Malone '81, Sandy Paris, Ann Perkins, Jim Ring '70, Rob Rousselet '79, MS'97, MT'10, Dale Surowitz, Robert Taylor '82, Milt Valera '68, Tiffany Zaich, Irv Zakheim '72

Staff: Steve Vail, Administrative Analyst/Specialist

Guests: Carlos Fuentes, Alumni Association President Elect

WELCOME, INTRODUCTIONS & REMARKS OF THE CHAIR

- Chair Earl Enzer called the meeting to order at 5:25 p.m. with a quorum present.
- Mr. Enzer complimented the University on the rollout of the Reputation and Visibility Campaign and for the VPAC Gala in May.
- Mr. Enzer welcomed Alumni Association President-Elect, Carlos Fuentes, whose appointment to the Foundation Board of Directors will begin on July 1, 2015.

I. CONSENT AGENDA

- A. Minutes of March 10, 2015 Foundation Board Meeting
- B. Corporate Resolution for the Annual Authorization of Officers
- C. Slate of Officers
- D. Approval of 2015-16 Board of Directors & Committee Meeting Calendar
 - **RESOLVED [Oschin/Gilbert], by the Board of Directors of the California State University, Northridge Foundation that the consent agenda is approved with the following amendment to the Minutes of March 10, 2015 Foundation Board Meeting:**

II. UNIVERSITY PRESIDENT'S WELCOME AND UPDATE

- **Three fraternities have been suspended this year. All fraternities and sororities have been placed on a hazing pledging hiatus.**

II. UNIVERSITY PRESIDENT'S WELCOME AND UPDATE

- Dr. Harrison thanked the Board members for their service on the Board and for their continued generosity.
- Dr. Yi Li has been appointed as CSUN's Provost and Vice President for Academic Affairs beginning July 20, 2015.
- CSUN held 7 commencement ceremonies this year, graduating 10,658 students. The University also awarded honorary doctorates to Robert Townsend and Zev Yaroslavsky.
- Dr. Harrison thanked the Board members for allocating funds to the Reputation and Visibility Campaign.
- Starting in the fall semester of 2015, CSUN will become a smoke and tobacco free campus.
- The state senate and assembly have agreed to an additional \$70 million dollar allocation to the CSU system. Dr. Harrison encouraged Board members to advocate for the governor's approval of the allocation.
- This year, CSUN has added 53 new, tenure-track faculty positions, totaling over 100 in the last 3 years.
- The University has allocated \$2 million for equity raises to 22% of University staff and 38% of University faculty.
- Funding scenarios to build the Multi-Purpose Event Center are currently under review.
- An RFP to build a hotel on campus will be drafted in the coming months.
- Dr. Harrison clarified an article written about her travel expenditures and activities abroad from a recent, Daily News article. The University President did not attend an event for Utah University. Her travel to China brought about new relationships with 10 universities and 7 partnering institutions and established 3 new alumni clubs.
- Dr. Harrison denounced the recent article in the L.A. Sentinel which accused the University's administration of prejudice. CSUN's Director of Intercollegiate Athletics has written a letter to the paper's editor, in the hope of having the article retracted.
- The fundraising efforts of the fiscal year have been fantastic. The number of donors has increased from 6,013 three years ago to over 13,400. Gift commitments to the University are projected to reach \$18 million. This will put the average for the last three years, coincidentally, at \$18 million. The average for the three years prior to that was \$11.8 million. Dr. Harrison commended Dr. Gunsalus for his work to reach these higher figures.

III. FOUNDATION PRESIDENT'S UPDATE

- Dr. Gunsalus credited the increase in giving to the generosity of CSUN's donors who are compelled by the University's mission and by the CSUN story being better-told by the Reputation & Visibility Campaign.
- Dr. Gunsalus reiterated President Harrison's appreciation to the Board members for the allocation to the Reputation & Visibility Campaign.
- The increase in the number of alumni donors to the University includes the over 4,000 graduating seniors who made a gift to the University in the months before commencement as part of the Senior Class Gift Campaign. These new gifts amplified an already record-breaking year for the University with regard to the number of alumni donors.
- The number of University employees who give to the University has also increased. University Advancement will soon launch an Employee Giving Campaign to continue this momentum.
- Dr. Gunsalus thanked the Board for their allocation for additional division staff, including the Assistant Vice President for Campus Programs & Principal Gifts and the newly-combined Associate Vice President for Development and Alumni Relations.

IV. COMMITTEE REPORTS

A. Board Membership Committee

- Nominees for Elected 3-Year Terms
 - Marla Clemow from Wells Fargo has resigned her position on the Board due to time commitments related to her work.
 - The Committee reviewed the list of Foundation Board members whose terms expire on June 30, 2015. One member of that group, Rob Rousselet, has decided not to seek reelection due to his recent decision to retire and move to the mountains. The remaining members have accepted another three-year term on the Board.
 - The committee also reviewed a list of potential new Board members and is pleased to present the following candidates for election to their first term:
 - Ivan Axelrod, who is completing his 2-year term as an appointed member to the Board on behalf of the David Nazarian College of Business & Economics.
 - Les Cutler
 - Ruth Harris, who is completing her 2-year term as an appointed member to the Board on behalf of the College of Health & Human Development.
 - Ron Myhan.
 - **RESOLVED [Gilbert/Chernow], by the Board of Directors of the California State University, Northridge Foundation that the nominees for elected 3-year terms are approved, as presented.**
- Campus Program Appointments
 - The Board members who joined as the inaugural group of Campus Program Appointments in 2013 have reached the end of their first term. In the coming weeks, Dr. Gunsalus will work with campus leaders to appoint a representative from each of their respective areas to join the Board of Directors starting at the fall meeting.
- Board Member Expectations
 - The committee reviewed a new document which provides, in one place, the expectations for each Board member, including meeting attendance, conflicts of interest, philanthropic giving, and fiduciary responsibility.
 - Mr. Gilbert recommended, in addition to the \$5,000 give or get expectation, that a new expectation be created to require all Board members to make a gift of any size each year of their tenure to increase the participation percentage. Ms. Picus echoed Mr. Gilbert's sentiment and shared that such an expectation is in keeping with her experience on other Boards.

B. Engagement Committee

- The committee met to discuss how to distinguish the Engagement Committee from the other Board committees.
- The committee's purpose will refocus by taking a more active role in advocacy with support from the Director of Government & Community Relations.

C. Development Committee

- Giving Reports as of March 31, 2015
 - Mr. Mundy reiterated Dr. Harrison's report on the increase in the number of donors and the total gift commitments for the fiscal year.

- The number of planned gives has increased significantly, in keeping with the recent emphasis on this area.
 - Mr. Mundy thanked the Board for their personal gifts to the University this fiscal year. To date, 89% of Foundation Board Members have given a gift to the University; 70% of those gifts have met the \$5,000 annual giving expectation; 32% have documented a planned gift.
- D. Finance & Investment Committee
- Financial Statements for 9 Months Ended March 31, 2015
 - The Board reviewed and discussed the Financial Statements for 9 Months Ended March 31, 2015.
 - **RESOLVED [Axelrod/Oschin], by the Board of Directors of the California State University, Northridge Foundation that the Financial Statements for Nine (9) Months ended March 31, 2015 are approved, as presented.**
 - Northern Trust Performance Review
 - The Board reviewed and discussed the Northern Trust performance report.
 - Annual Policy Review
 - Reserves Policy & Calculation
 - The Board reviewed and discussed the Reserves Policy & Calculation.
 - **RESOLVED [Unterman/Chernow], by the Board of Directors of the California State University, Northridge Foundation that the Reserves Policy is approved, as amended.**
 - **RESOLVED [Unterman/Chernow], by the Board of Directors of the California State University, Northridge Foundation that the Reserves Calculation is approved, as presented.**
 - Investment Policy
 - The Board reviewed and discussed the Investment Policy Statement.
 - **RESOLVED [Unterman/Enzer], by the Board of Directors of the California State University, Northridge Foundation that the Investment Policy is approved, as amended.**
 - Endowment Policy & Report
 - The Board reviewed and discussed the Endowment Policy & Report.
 - **RESOLVED [Rawitch/Enzer], by the Board of Directors of the California State University, Northridge Foundation that the Endowment Policy is approved, as presented.**
 - **RESOLVED [Leis/Mundy], by the Board of Directors of the California State University, Northridge Foundation that the Endowment Spending Rate for Fiscal Year 2015 – 2016 of four percent (4.0%) from above-water endowments is approved.**
 - Fiscal Year 2015-16 Budget
 - The Board reviewed and discussed the 2015-16 Budget.
 - **RESOLVED [Bradley/Leis], by the Board of Directors of the California State University, Northridge Foundation that the 2015-16 Budget be approved, as presented. FURTHER RESOLVED, by the Board of Directors of the California State University, Northridge Foundation that the Gift Fee for Fiscal Year 2015 – 2016 is set at five percent (5.0%) and the Endowment Management Fee for Fiscal Year 2015 – 2016 is set at 1.50%. Scholarships and endowments will continue to be exempt from the Gift Fee.**

V. NEW BUSINESS

A. Recognition of Board Members

- Mr. Enzer thanked those Board members whose terms will come to an end on June 30, 2015, including Marla Clemow, Cindy Chernow, Francine Oschin, Richard Parent, Ann Perkins, Rob Rousselet and Tiffany Zaich.
- Mr. Enzer expressed his appreciation for Dr. Hellenbrand for his service to the University.

- **RESOLVED [Enzer/Mundy]: WHEREAS, Dr. Harry Hellenbrand has served with dedication and distinction as Provost and Vice President for Academic Affairs at California State University, Northridge since 2004; and**

WHEREAS, he has overseen all matters pertaining to the academic world of students and faculty and has been considered a “provost among provosts” within the CSU and nationally; and

WHEREAS, under his leadership, CSUN has grown and pursued new opportunities and initiatives to meet the needs of an increasingly diverse society; and

WHEREAS, he has fostered a spirit of philanthropy among alumni, faculty, staff and friends resulting in the establishment and funding of scholarships and programs across the University; and

WHEREAS, he embraced CSUN’s strength and historical mission as a “people’s University,” and that its public, urban setting makes it central to regional success; and

WHEREAS, he has generously devoted his time, energy and commitment in support of the mission of the University and the Foundation.

NOW, THEREFORE, BE IT RESOLVED: the Board of Directors of the California State University, Northridge Foundation, as an expression of its deep appreciation for his devoted service, hereby formally commends and thanks Dr. Hellenbrand for his dedication and invaluable leadership and support.

B. OTHER NEW BUSINESS

- The next Foundation Board meeting is scheduled for Wednesday, September 30, 2015.

ADJOURNMENT

- There being no further business, Earl Enzer adjourned the meeting at 6:42 p.m.

Name:

Ira N. Unterman

Signature:

Title:

Chief Financial Officer

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