

Foundation Board of Directors Meeting Minutes of Meeting

Wednesday, September 30, 2015

Orange Grove Bistro
Main Dining Room

Members Present: Ivan Axelrod '72, Vincent Barabba '62, Hon.D.'12, Sara Bauer, Harvey Bookstein '70, John Bradley, Ralph Courtney III, Leslie Cutler, Dennis De Young '87, Colin Donahue M'09, Richard E. Ellison, Earl Enzer '83, Christopher Erickson, David Fleming Hon.D. '09, Carlos Fuentes, '82, Charles Gilbert '86, John Golisch '72, Robert D. Gunsalus, Ruth Harris, Dianne F. Harrison, George Leis '81, Barbara Levy '74, Philip Magaram, Hon.D.'03, Philip Mundy '71, Ronald Myhan '77, Robert Myman '67, Sanford Paris, Joy Picus, Robert Rawitch '67, Jorge Reyes, Adam Swenson, Robert Taylor '82, Ira Unterman, Milton Valera '68

Members Absent: Bryan Green '94, Bill Griffith '80, David Honda, Mark Lainer, Deane Leavenworth, Cary Lefton, Yi Li, David Malone '81, James Ring '70, Dale Surowitz, Irving Zakheim '72

Staff: Steve Vail, Administrative Analyst/Specialist

Guests: Dan Hosken, Interim Dean, Mike Curb College of Arts, Media & Communication

WELCOME, INTRODUCTIONS & REMARKS OF THE CHAIR

- Chair Earl Enzer called the meeting to order at 4:18 p.m. with a quorum present.
- Mr. Enzer welcomed newly-elected board members Les Cutler and Ron Myhan and welcomed Dennis DeYoung, who begins a 2-year term as the campus appointment on behalf of the Department of Intercollegiate Athletics.
- Mr. Enzer welcomed Jorge Reyes, Associated Students President and Dr. Harrison's student appointment to the Board and Adam Swenson Swenson, Faculty President and Dr. Harrison's faculty re-appointment to the Board.
- Mr. Enzer welcomed Rick Ellison as the new Associate Vice President for Development & Alumni Relations. Mr. Ellison has been appointed by Dr. Gunsalus as the new Foundation Secretary.
- Mr. Enzer thanked Milt Valera for chairing the Development Committee for 4 years and introduced Phil Mundy as the new chair of the committee.
- Mr. Enzer thanked the Board members for their attendance and expressed his excitement for the revitalized activity at the University.

I. CONSENT AGENDA

- A. Minutes of June 10, 2015 Foundation Board Meeting
- B. Operating Agreement
- C. Public Relations Fund [with amendment]
 - **RESOLVED [Picus/Fleming], 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 welcomed the Board members to the new academic year at CSUN.
- CSUN will work to reduce the number of unfunded students, i.e., students who are not funded by state support, to reach its enrollment management targets. The University administration will closely monitor the impact on the 2016-17 class.
- Dr. Harrison welcomed Dr. Yi Li, who joined CSUN in July, 2015 as the new Provost and Vice President for Academic Affairs. Dr. Li has hit the ground running and has been well received by the campus community.
- The freshman class of 2015 is already making an impact with the recent CSUN Matador Day of Service, which included campus and neighborhood cleanup.
- Coach Reggie Theus has recruited a team for men's basketball and the season is set to begin in October.
- Dr. Harrison expressed her optimism for the future of philanthropy at CSUN.
- Currently a portion of Presidential salaries on many CSU campuses are paid by the University's Foundation. The CSU Chancellor is advocating the movement of these expenses to the state budget.
- The Student Union has opened a 16,000 sq. ft. Oasis Wellness Center that includes an indoor and outdoor lounge, napping pods, acupuncture, yoga, massages and health and wellness workshops. Close to 700 students are using the new center every day.
- Information Technology has rolled out the new social media platform, Portfolium, for students and alumni.
- Alumni Relations successfully hosted the class of 1965 at the recent Founder's Day event.
- The Hollywood Foreign Press, which gives annually the Mike Curb College of Arts, Media & Communication, is considering a major gift to the University.
- CSUN will be honored with an EDDY award by the Los Angeles County Economic Development Corporation.
- For the first time in 57 years, the Fernando Awards were held outside of a hotel venue. This year, they were hosted at the Valley Performing Arts Center. Dr. Harrison thanked David Honda for suggesting the event be held on campus.

III. FOUNDATION PRESIDENT'S UPDATE

- Dr. Gunsalus thanked the Board members for giving their time, finances and reputations to the University.
- The addition of Mr. Ellison to the staff exemplifies the transformation of the University Advancement team. The majority of the Advancement leadership staff is comprised of new employees with an elevated level of leadership, energy & experience.
- With the launch of the Reputation & Visibility Campaign, CSUN has, for the first time in the University's history, an authentic and genuine story to tell about the difference the University makes in the story of our students and in the story of Los Angeles. The story is strong and well-told by volunteers and energetic leaders.
- CSUN is in the initial planning stages for a comprehensive campaign. University Advancement will be looking at the needs of the University to identify strategic and compelling opportunities for philanthropic impact.

IV. COMMITTEE REPORTS

A. Engagement Committee

- Bob Rawitch presented an update from the August 28, 2015 Engagement Committee meeting.

- The committee will shift its focus toward external engagement by assisting the University in representation at community events, attending neighborhood council meetings, etc., in conjunction with Government & Community Relations.
- Mr. Rawitch expressed his pleasure with the mayor's office for hosting the State of the City at the Valley Performing Arts Center.
- David Fleming shared that, following the spring gala, Yo-Yo Ma said that he has never performed at a better location than the Valley Performing Arts Center.

B. Development Committee

- Phil Mundy presented an update from the September 17, 2015 Development Committee meeting.
- Giving Reports as of June 30, 2015
 - Mr. Ellison presented the giving reports as of June 30, 2015, noting the momentum of David Nazarian's 2014 gift toward an increase in the philanthropic run rate. The Foundation has seen a 26% increase in outright gifts, with 8 of the 13 campus programs showing increases. The number of individual donors has significantly increased due, in part, to the revitalized Senior Class Gift campaign.
 - Mr. Mundy and Dr. Gunsalus thanked Dr. Harrison and the Board for their allocations to Advancement, which have resulted in the hiring of additional Development staff.
- Board Giving Update
 - Mr. Mundy thanked the Board members for their personal gifts to the University during the 2014-15 fiscal year. 89% of Foundation Board members made a gift to the University; 60% of Foundation Board members met the \$5,000 annual giving expectation; 12 Board members have documented a planned gift and 7 Board members are in conversation with the Director of Planned Giving.
- Board Member Expectations Statement
 - The Board reviewed and discussed the Board Member Expectations Statement, noting the importance of personal giving and annual participation. The Advancement staff will manage the giving expectation in conjunction with the Board Membership Committee.
 - **RESOLVED [Leis/Rawitch], by the Board of Directors of the California State University, Northridge Foundation that the Board Member Expectations Statement is approved, as amended.**
- Thank You Calls
 - Mr. Mundy thanked the Board members for making 95 thank you calls to high-capacity donors.
 - Steve Vail distributed additional thank you call assignments.

C. Finance & Investment Committee

- Sandy Paris presented an update from the August 11, 2015 Finance & Investment Committee meeting.
- Financial Statements for 12 Months Ended June 30, 2015
 - The Board reviewed and discussed the Financial Statements for 12 Months Ended June 30, 2015.
 - **RESOLVED [Paris/Bookstein], by the Board of Directors of the California State University, Northridge Foundation that the Financial Statements for 12 Months ended June 30, 2015 are approved, as presented.**
- Northern Trust Performance Review
 - The Board reviewed and discussed the Northern Trust performance report.
- Environmental, Social & Governance Investments

- The Board reviewed the committee's recommendations to further the sustainability priority, as identified by Dr. Harrison in 2012. In addition to the creation of the Student Managed Investment Fund for Sustainability, the committee recommends that the Foundation become an investor signatory in support of CDP's efforts to gather data regarding environmental information.
- **RESOLVED [Paris/Bradley], by the Board of Directors of the California State University, Northridge Foundation that the Foundation become a CDP investor signatory.**

D. Audit Committee

- Mr. Golisch presented an update from the September 11, 2015 Audit Committee meeting.
- Audit firm CohnReznick gave the Foundation an unmodified, clean opinion with no significant weaknesses.
- The Board reviewed and discussed the Audit Report for FY 2014-15
- **RESOLVED [Golisch/Axelrod], but the Board of Directors of the California State University, Northridge Foundation that the Audit Report for FY 2014-15 is approved as presented.**
- The Foundation will form its own Audit Committee, separate from The University Corp.

V. INFORMATION

- Mr. Enzer presented the following information items:
 - A. Directors & Officers Liability Insurance Policy
 - B. Board Term List
 - C. Board Committee List
 - D. Updated Calendar of Meetings

VI. NEW BUSINESS

A. Recognition of Board Members

- Mr. Enzer expressed his appreciation for Al Lapidés & Shane Frehlich for their service to the University.

1. **RESOLUTION: WHEREAS**, Albert Morris Lapidés was both educated by and served California State University, Northridge as a member of the CSUN Foundation and the President's Club, among several other philanthropic endeavors; and

WHEREAS, this native of Los Angeles graduated from Fairfax High School before entering the University of California, Berkeley, from where he graduated with a B.S.M.E. degree in 1949 before entering the United States Air Force in 1950, serving his country until 1954; and

WHEREAS, upon his return to civilian life, he worked in the defense industry for 17 years, during which he enrolled in graduate school at what was then San Fernando Valley State College, graduating with a Master of Science in Management degree in 1971; and

WHEREAS, he later had a career renaissance as an executive search consultant, as well as co-founder of Replacement Parts Industries, Inc., a company that provided replacement parts for medical and dental equipment; and

WHEREAS, beyond his philanthropic endeavors with CSUN, he was active in Temple Ramat Zion and served as a member of the Board of Directors for the Northridge Hospital Foundation; and

WHEREAS, before he passed away on June 14, 2015, he was married to his wife, Sherry, for 58 years, and they had three children: Larry, Ira and Robbie; eight grandchildren: Brandon, Jacob,

Alex, Daniel, Frankie, Zack, Megan and Ryan; and three great-grandchildren: Elli, Eden and Zinnia.

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 recognizes Mr. Lapidés for his dedication and invaluable leadership and support.

2. **RESOLUTION: WHEREAS,** Dr. Shane Frehlich served with dedication as a kinesiology professor, department chair and faculty president at California State University, Northridge from 2001 to 2015; and

WHEREAS, he was a passionate educator whose expertise was in the area of motivation and cognitive and social psychology, and made it a priority to showcase kinesiology's role in higher education in present and future times; and

WHEREAS, he will be remembered by his students and colleagues for his tireless efforts on their behalf, as well as his warmth and compassion; and

WHEREAS, he was first and foremost an educator, he served in many leadership roles, eventually being elected to President of the CSUN Faculty Senate, a role he held with dignity and selflessness toward his fellow professors; and

WHEREAS, even after he was diagnosed with leukemia, he continued to work through his treatment, maintaining a positive outlook, sense of humor and gracious manner; and

WHEREAS, upon his passing away on September 4, 2015 at age 46, he is survived by his wife, Dianne, and their sons: Maximilian, Miles and Jonas.

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 recognizes Dr. Frehlich for his dedication and invaluable leadership and support.

- Joy Picus thanked Mr. Enzer for his chairmanship and for hosting students at the Valley Performing Arts Center.

B. Other New Business

- The next Foundation Board meeting is scheduled for Monday, March 14, 2016 at 4:00 p.m.

ADJOURNMENT

- There being no further business, Mr. Enzer adjourned the meeting at 5:25 p.m.

Name: Richard E. Ellison

Signature:



Title: Foundation Secretary

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