



BOARD OF DIRECTORS Minutes of Meeting

Thursday, October 13, 2016
4:00 p.m.

CSUN Student Housing
Building 21, Conference Room 105

Members Present: Sevag Alexanian, Harvey Bookstein '70, Hon. D. '16, Ralph Courtney III, Dennis De Young '87, Colin Donahue M'09, Christopher Erickson, Charles Gilbert '86, John Golisch '72, Robert D. Gunsalus, Dianne F. Harrison, David Honda, Paul Jennings '85, Kenya Lopez, David Malone '81, Philip Mundy '71, Ronald Myhan '77, Robert Myman '67, Sanford Paris, Carson Schreiber '68, Adam Swenson, Robert Taylor '82, Ira Unterman, Milton Valera '68, Irving Zakheim '72

Members Absent: Alan Abramson '66, Ivan Axelrod '72, Leslie Cutler, Earl Enzer '83, Carlos Fuentes '82, Bryan Green '94, Bill Griffeth '80, Ruth Harris, Mark Lainer, Deane Leavenworth, Cary Lefton, George Leis '81, Barbara Levy '74, Yi Li, Philip Magaram Hon.D.'03, Joy Picus

Staff: Nicholas Alvarez, Assistant to the Chief Financial Officer/Secretary
Steven Vail, Administrative Analyst/Specialist

Guests: Dr. William Watkins, Vice President for Student Affairs & Dean of Students

WELCOME, INTRODUCTIONS & REMARKS OF THE VICE-CHAIR

- Vice-Chair Robert Myman called the meeting to order at 4:15 p.m. with a quorum present.
- Mr. Myman introduced Adam Swenson, the University's Faculty President, who was reappointed by President Harrison as the faculty representative. Mr. Myman also introduced Sevag Alexanian and Kenya Lopez, the student representatives on the Foundation's Board of Directors.

I. PUBLIC COMMENTS

- No comments were offered.

II. CONSENT AGENDA

A. Minutes of June 8, 2016 Foundation Board Meeting

RESOLVED [Paris/Myhan], by the Board of Directors of the California State University, Northridge Foundation that the consent agenda is approved, as presented.

III. UNIVERSITY PRESIDENT'S WELCOME AND REMARKS

- Dr. Harrison acknowledged Harvey and Harriet Bookstein and offered her gratitude for their gift of \$5 Million for the David Nazarian College of Business and Economics.

- For the third year in a row, the University raised more than \$19 Million in gift commitments with over 10,000 alumni donors.
- College Choice listed our Accounting and Information Systems program 3rd in the country, surpassing Cornell, USC, and UC Berkeley.
- Hollywood Reporter listed CSUN again as one of the Top 25 Film Schools and now one of the Top 25 Music Schools
- Nature Magazine has CSUN ranked among the top 25 in its 2016 of Rising Stars in sciences, along with respected and elite institutions like Stanford, Michigan, Penn, NASA, and Columbia University. CSUN was the only CSU campus listed and the only public institution in California.
- Dr. Harrison also acknowledged the efforts of Philip Magaram in securing a contribution from the Joseph A. Drown Foundation for the Marilyn Magaram Center and its 25th anniversary.

IV. FOUNDATION PRESIDENT'S UPDATE

- Dr. Gunsalus shared recent changes in the alumni and development operations. Shellie Hadvina is now Assistant Vice President for Alumni Relations and Annual Fund with responsibility over both the University's alumni program and the annual fund program. She will ensure coordination between our alumni membership and annual giving campaigns to continue to grow our participation and dollars.
- Matt Rinnert is now Assistant Vice President for Development, and he will work with the Directors of Development across campus to increase our philanthropic giving and engagement.
- Dr. Gunsalus discussed the success of the three galas held in September and October. These events, benefiting the Nazarian College, Marilyn Magaram Center, and Valley Performing Arts Center, were all well-attended and provided opportunities to engage alumni and donors. All of the events will provide net proceeds to their respective programs.
- The reputation and visibility initiative funded by the Foundation continues to foster new relationships in our region. Advertising and marketing in the print media and on social media are being expanded and targeted. Recent opportunities include advertising at Los Angeles International Airport and an updated billboard strategy will roll-out in December and into next year. The message is consistent: CSUN played a role in the accomplishments of our alumni.
- Dr. Gunsalus announced his appointment of Ira Unterman as Foundation Secretary.

V. COMMITTEE REPORTS

A. Development Committee

- Mr. Mundy presented an update on behalf of the Development Committee.
1. Giving Reports as of June 30, 2016
 - Mr. Mundy invited Mr. Rinnert to review the Giving Report for fiscal year 2015 – 2016. The University raised more than \$19.6 million and exceeded 2014 – 2015 by a small margin.
 - Significant gifts were made across campus in every college and program.
 - Deferred gifts came in at \$4.1 million.
 2. Giving Reports as of September 30, 2016
 - Giving Reports through September 30, 2016, were distributed for the Board's review. Mr. Rinnert shared that giving was up for the first fiscal quarter to \$7.5 million from \$4.3 million the year before. The results reflect the Galas held on

behalf of the Marilyn Magaram Center and Nazarian College, including the generous gift from Harvey and Harriet Bookstein.

3. Board Giving Update
 - For the Fiscal Year 2015 – 2016, the 2016:
 - 97.8% of Board members have made a personal gift to the University.
 - More than 70% of Board members have met the \$5,000 giving expectation.
 - 16 Board members have documented a planned gift, compared to twelve last year.
4. Thank You Calls
 - Call sheets were distributed to members with the hope that calls can be made to express our gratitude for their continued generosity.
 - Analysis indicates 60% of donors who receive a thank you call from a Foundation Board member make a subsequent gift.

B. Finance & Investment Committee

Mr. Taylor presented an update from the Finance & Investment Committee meeting.

1. Financial Statements for the fiscal year ended June 30, 2016
 - Foundation assets grew to \$143 million by the end of the fiscal year.
 - Liabilities continue to be minimal (\$232,000).
 - Gifts and other support increased by over 50% to \$14.7 million.
 - Committee also reviewed the Foundation Operations and Investment Results.
 - **RESOLVED [Paris/DeYoung], by the Board of Directors of the California State University, Northridge Foundation that the Financial Statements for the Fiscal Year ended June 30, 2016 are approved, as presented.**
2. Investment Performance Review as of June 30, 2016
 - Robert Taylor reviewed Northern Trust and endowment portfolio performance.
 - Committee has expressed disappointment in investment results and continues to ask questions and request additional information from the investment manager.
 - He also shared that each quarterly meeting will have a representative from a fund manager in the investment portfolio. Dimensional Fund Advisers will be at the November meeting with Makena Capital and Northern Trust invited for next year.
3. Student-Managed Investment Performance Review as of June 30, 2016
 - The portfolio grew from \$1 million in November 2015 to \$1.068 million as of July 31, 2016.
4. Mr. Taylor reported that the Finance and Investment Committee will review and issue a Request for Proposal for investment management services during this fiscal year. The last request was initiated in 2012.

C. Audit Committee

Mr. DeYoung presented an update on behalf of the Audit Committee regarding the financial audit for fiscal year 2015 - 2016.

- Mr. DeYoung reminded the Board of Directors that this was the first year in which the Foundation's newly-constituted Audit Committee was in place.
- The Committee met with representatives from CohnReznick, on two separate occasions during the month of September to review the report.
- The Committee spent considerable time asking questions and expressing opinions in regards to the statements, and in particular, the footnotes. The

discussion was substantive and reflective of the importance the audit has for the Foundation's continuing operations and for our donors.

- The audit report has an unqualified opinion – meaning the auditors believe the financial statements present fairly the Foundation's financial position and results of activities for the fiscal year.
- The auditors issued the customary letters regarding the audit and internal controls which were distributed to the Board of Directors.
- **RESOLVED [Bookstein/Levy], by the Board of Directors of the California State University, Northridge Foundation that the 2015-16 Audit Report is approved and adopted as presented.**

VI. INFORMATION

- Mr. Myman reminded the members that their Board packets contained additional information and to direct any questions to management.
 - A. Directors & Officers Liability Insurance Policy
 - B. Board Term List
 - C. Board Committee List
 - D. Updated Calendar of Meetings
 - E. Board Contact List

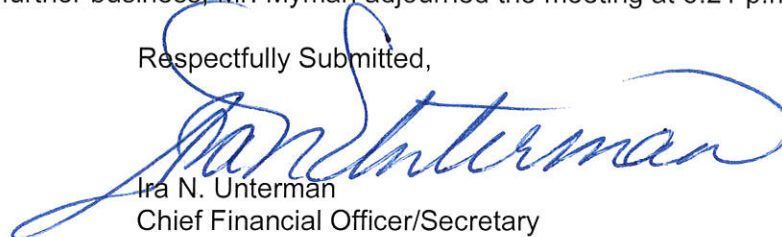
VII. NEW BUSINESS

No additional items were presented for discussion.

ADJOURNMENT

There being no further business, Mr. Myman adjourned the meeting at 5:21 p.m.

Respectfully Submitted,



Ira N. Unterman
Chief Financial Officer/Secretary

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