

# SAN FRANCISCO STATE UNIVERSITY FOUNDATION

Board Meeting & Advance

Saturday, April 11, 2015

Oceano Hotel & Spa

## Board Meeting Minutes

### IN ATTENDANCE

V. Anicetti	Director	D. Serrano-Sewell	Director
K. Brandon	Director	D. Simon	Director
L. Bridges	Director	D. Simmons	Director
R. Cortez	Director/VP, Admin & Finance, SF State	J. Simmons	Director
D. Corvin	Director	C. Smith	Director
G. Cosko	Director	R. Stanley	Director
N. Fudem	Director	V. Thompson	Secretary & Treasurer
D. M. Guerrero	Student Representative	L. Wong	Director/President, SF State
J. Gumas	Chair		
M. Huss	Director		
P. King	Director		
R. Manaois	Director/Staff Rep.		
H. Myers	Vice-Chair		
D. Nasser	Director		
R. Nava	President/VP, University Advancement, SF State		
W. Rose	Director		
S. Rosser	Director/Provost, SF State		
T. Safford	Director		

### ABSENT AND EXCUSED

V. Dolcini	Director
T. Driscoll	Director
T. Griggs	Director
J. Marcus	Director
D. O'Donnell	Director
L. Pitman	Director
M. Rosenbaum	Director
W. Weinstein	Director

### OTHERS PRESENT

J. Aba	University Advancement Support Coordinator
A. Alvarez	Interim Dean, College of Health and Human Sciences
T. Anderson	Senior Director of Development, College of Business
S. Axler	Dean, College of Science & Engineering
P. Bartscher	University Counsel
D. Bernardi	Interim Dean, College of Liberal & Creative Arts
I. Bomar	Assistant to the Vice President, University Advancement
K. Bowman	Incoming Dean, COSE
N. Chan	Associate Director of Alumni Events
L. Claudio	Executive Assistant to the President
J. Dunn	Guest
D. Fierberg	Associate Director of Development, College of Business
T. Getz	Chair, Academic Senate
C. Gordon	Senior Director of Development, College of Science & Engineering
C. Guthrie	Director, Athletics
A. Harris	Associate Vice President, University Development
C. Hepp	Director of Development, College of Liberal & Creative Arts
L. Hong	Vice President for Student Affairs and Enrollment Management
D. Hupke	Director, Alumni Relations and Annual Giving
M. Kelleher	Executive Director of Development and Campaign Operations
S. Kelton	Director, Planned Giving
C. King	Director, Corporate Foundation and Relations
N. Lange	Director, Special Events
D. Masters	University Librarian

C. McDermott	Associate Director of Development, Athletics
J. Moed	Director, Corporate Foundation and Relations
K. Monteiro	Dean, College of Ethnic Studies
K. Morris	Associate Director of Development, College of Liberal & Creative Arts
T. Mullaney	Director of Planned Giving
J. Munter	Dean, Graduate College of Education
M. O'Brien	Prospect Research Manager
L. Oubre	Dean, College of Business
B. Pangilinan	Senior Director, Corporate Foundation and Relations
B. Rojo	Administrative Assistant
A. Sanchez	Director of Development, Graduate College of Education and College of Ethnic Studies
A. Sherman	Senior Associate Vice President, Human Resources
J. Snavelly	Vice President, Snavelly & Associates
D. Stewart	Senior Consultant and Principal, Marts and Lundy, Inc.
A. Sueyoshi	Associate Dean, College of Ethnic Studies
J. Summit	Dean, Division of Undergraduate Studies
L. Sunshine	Director, Government and Community Relations, University Advancement
J. Warner	Senior Director, College of Health and Human Sciences
S. Whalen	Chief of Staff, Office of the President, SF State University
P. Wong	First Lady, SF State University

**MEETING CALL TO ORDER**

Chair John Gumas called the meeting to order at 8:40 am. He welcomed everyone to the meeting, including a number of special guests (Trevor Getz, Chair of Academic Senate; Keith Bowman, incoming Dean for the College of Science & Engineering; Jon Snavelly, Vice President for Snavelly & Associates; and Doug Stewart, Senior Consultant and Principal with Marts and Lundy, Inc. Gumas also asked the fundraising staff to stand and introduce themselves.

**APPROVAL OF AGENDA**

Gumas mentioned that the agenda had been modified. To allow more time for the board advance, the operating business was moved to the end of the day. Gumas then asked that the revised agenda be approved. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the revised agenda for the April 11, 2015 board meeting and advance.

Motioned by: Wade Rose

Seconded by: Camilla Smith

Motion: Passed

**BOARD ADVANCE**

Chair Gumas introduced SF State President, Les Wong to kick off the Board Advance by sharing his vision for the University. He reminded directors of President Wong’s inspiring presentation last year, which was centered around the theme “Excellence Applied”. Gumas shared some of the highlights of that presentation, which included student assistance/student excellence/student support in terms of tuition assistance and scholarships, childcare, and transportation assistance; enhancing the student experience at SF State through cutting-edge programs, state-of-the-art facilities, and outstanding advisors; and making a difference in terms of giving back to the community.

**University's Vision for the Future:** President Wong started out his presentation with a short exercise. He asked university employees in the room to stand according to length of service of 25, 20, 15, 10, 5 and less than 5 years. Majority of the employees in the room, including President Wong, had been with the university for less than 5 years. President Wong said this showed that, in a way, we are brand new. He recapped some of the strides the university had made over the past 3 years, including the completion of a values-based strategic plan. President Wong mentioned that we had moved at warp speed over the past 3 years in getting a lot accomplished. He stated that as we look forward to the next several years of success, we needed to be mindful of a few things: 1) we cannot do all things or we will spread ourselves thin. We need to be more focused; 2) we need to communicate more effectively with others; 3) we need to take care of ourselves as it will take a lot of energy to accomplish our goals; and 4) we are not going to lose our soul. We have to be willing to reject gifts that will make us compromise our values. We have to stick to our commitments.

**Campaign Branding:** Chair Gumas introduced Jon Snavelly of Snavelly & Associates. Snavelly mentioned that he was hired to work on the branding for the campaign, including developing the theme and drafts of possible marketing materials. Snavelly mentioned that his firm conducted extensive research in developing the theme, which included several meetings and interviews with key constituents (students, staff, faculty, board members, and donors). He also talked briefly about the purpose of a campaign theme in terms of what it should and should not do. For example, the campaign theme should not substitute for university identity but instead complement it. Snavelly then shared that the campaign theme selected by university leadership was "BOLD. THINKING: The Campaign for San Francisco State University" and asked for reaction from board members. Snavelly showed a short video that illustrated the theme "bold thinking". Finally, Snavelly used the last segment of his presentation to share samples of campaign marketing materials, including templates for the portfolios, case statements, and personalized proposals.

**Role of Foundation Directors in a Campaign:** Camilla Smith, chair of the development committee introduced Doug Stewart of Marts & Lundy to talk about the role of foundation directors in a campaign. Stewart started out his interactive presentation by talking about the benefits of a campaign, including focusing fundraising efforts on specific, high-priority objectives, launching new initiatives, defining activities in a compelling way, raising donor sights to higher levels of giving as well as attracting new donors, and gaining greater visibility and awareness for the university. He then asked directors to share what they hoped would change at the university as a result of the campaign. Board members mentioned facilities improvement, heightened pride, and increased community awareness and recognition, among other things. He also asked directors to share what they perceived to be the greatest challenges for us to be successful in this campaign. Many directors felt the greatest challenge was changing people's thinking since most people felt that public universities were already fully-funded by taxpayers. Finally, Stewart asked directors what made them least comfortable about being a leader in said campaign. Responses included "not feeling comfortable asking for money" and "articulating the case for support (needing talking points)".

**Developing an Elevator Pitch:** Chair Gumas led the directors through an exercise geared at developing an elevator pitch for the Foundation. He started out by explaining what an elevator pitch was and why it was important to have one when speaking with potential donors. He asked directors to answer four questions: 1) who are we?, 2) what do we do?, 3) what makes us special?, and 4) why should a potential donor care? Gumas then divided the room into six groups and asked attendees to develop an elevator pitch based on the responses to the four questions. A representative from each group was then asked to share the elevator pitch that was developed.

**Campaign Priorities Overview:** Provost Sue Rosser invited the deans of SF State's six colleges along with representatives from the Library, Athletics, Student Affairs and Enrollment Management, and Undergraduate Studies to come forward and present their top campaign priorities. Each presenter spent

about 5 minutes on their priorities that were displayed on 10 large poster boards throughout the room. Some of the priorities included establishing an Institute for Integrative Genomics and Biotechnology; an LGBTQ Health and Social Justice Institute; a Center for School and Community Partnerships; a nationally and internationally recognized confederation of Institutes for the Advancement of Ethnic Studies and Social Justice; a Documentary Film Institute; and an Institute for Wine, Food and Restaurant Management; the Bay Area Television Archive and Resource Center; a Student Achievement and Learning Center; a Center for Career and Leadership Development; and an upgrade to Cox Stadium. Campaign priorities for the Library, Athletics, Student Affairs and Enrollment Management, and Undergraduate Studies

**Interactive Exercise:** Following the campaign priorities overview, Senior Associate Vice President for Human Resources led an interactive session, which allowed board members to get more in-depth information on the colleges and academic units. Specifically, she instructed board members to form into 10 groups (one per poster/presenter). Every 15-20 minutes, Sherman would instruct the groups to move clockwise from one poster to the next until each group had an opportunity to learn more about each presenter's priorities.

## **OPERATING BUSINESS**

### **APPROVAL OF CONSENT AGENDA**

The board reviewed the consent agenda, which included the February 5, 2015 board meeting minutes. There were no corrections to the minutes. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the consent agenda and the February 5, 2015 board meeting minutes.

Motioned by: Wade Rose

Seconded by: Miguel Guerrero

Motion: Passed

### **EXECUTIVE COMMITTEE REPORT**

Chair John Gumas mentioned that at its April 10, 2015 committee meeting, the executive committee discussed and approved one item, which it was bringing forward for full board approval. He asked Foundation President Robert Nava to discuss.

**MOU between the Foundation and University Corporation:** Nava mentioned that, upon the recommendation of the finance and investment committee, the executive committee was recommending that the board terminate the Memorandum of Understanding (MOU) between the Foundation and University Corporation. He stated that the MOU allowed the Foundation to invest in alternative investments on behalf of UCorp because UCorp's investment policy limited their threshold amounts. He reminded the board that it had taken action at its meeting on February 5, 2015 to renew the MOU for currently invested assets only and not for future investments. However, he said that given the Foundation attorney's concerns with the Foundation taking on such a role for UCorp as well as the difficulty in the reporting cited by our custodian, UBS, the finance and investment committee voted to terminate the MOU with UCorp and buy out its share of the alternative investments by June 30, 2015. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board terminates the MOU between the Foundation and UCorp and buy out UCorp's share of alternative investments by June 30, 2015.

Motion by: Taylor Safford

Seconded by: Nancy Fudem

Motion: Passed

**BOARD SURVEY**

Nava informed directors that a new board survey was being developed and would be circulated by the end of May. He said the results would be presented at the June 25<sup>th</sup> board meeting.

**COMMITTEE REPORTS**

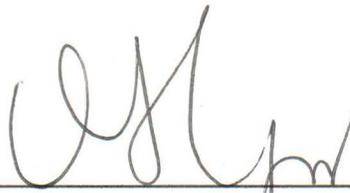
Gumas reminded directors that in lieu of oral reports, written committee reports were enclosed in their packets.

**ADJOURNMENT**

There being no further business, and with Camilla Smith making the motion and Phil King seconding the motion, Chair Gumas adjourned the meeting at 3:52 pm.

Dated: April 11, 2015

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Venesia Thompson, Secretary