

SAN FRANCISCO STATE UNIVERSITY FOUNDATION

Board Meeting & Advance
Saturday, March 29, 2014
Oceano Hotel & Spa

Board Meeting Minutes

IN ATTENDANCE

K. Brandon Incoming Director
L. Bridges Director
D. Corvin Director
G. Cosko Director
V. Dolcini Director
T. Driscoll Director
N. Fudem Incoming Director
J. Gumas Chair
M. Huss Director
P. King Director
R. Manaois Director/Staff Rep.
J. Marcus Director
D. Nasser Director
R. Nava President/VP, University
Advancement, SF State
M. Rosenbaum Director
S. Rosser Director/Provost, SF State
D. Serrano-Sewell Director
W. Rose Director

D. Simon Director
J. Simmons Director
C. Smith Director
R. Stanley Director
V. Thompson Secretary & Treasurer
W. Weinstein Director
L. Wong Director/President, SF
State

ABSENT AND EXCUSED

R. Cortez Director/VP,
Admin & Finance, SF State
T. Griggs Director
H. Myers Vice-Chair
D. O'Donnell Director
L. Pitman Director
J. White Student Representative

OTHERS PRESENT

J. Aba University Advancement Support Coordinator
S. Axler Dean, College of Science & Engineering
D. Bernardi Professor and Chair of Cinema, College of Liberal & Creative Arts
I. Bomar Assistant to the Vice President, University Advancement
E. Catalano Associate Director of Development, College of Science & Engineering
A. Farrah Associate Director of Development, College of Health & Social Sciences
D. Fierberg Associate Director of Development, College of Business
E. Griffin Associate Vice President, University Communications
A. Harris Associate Vice President, University Development
L. Hong Incoming Vice President for Student Affairs
D. Hupke Director, Alumni Relations and Annual Giving
B. Kean Interim Dean, Graduate College of Education
M. Kelleher Executive Director of Development and Campaign Operations
L. Lim Director of Foundation 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
W. Nepfel Interim Director of Athletics
M. O'Brien Prospect Research Manager
T. Ono Director of Special Events, University Advancement
L. Oubre Dean, College of Business
R. Risska Associate Director, Development Communications
A. Rouah Senior Director of Development, College of Liberal & Creative Arts
A. Sanchez Director of Development, Graduate College of Education and College of Ethnic Studies
P. Sherwin Dean, College of Liberal & Creative Arts

R. Silverio Vice President and Managing Director, Grenzebach, Glier & Associates (GG&A)
P. Smits Vice President for University Advancement, CSU-Fresno
L. Sunshine Director, Government and Community Relations, University Advancement
D. Taylor Dean, College of Health & Social Sciences
S. Whalen Chief of Staff, SF State University President's Office

MEETING CALL TO ORDER

Chair John Gumas called the meeting to order at 8:43 am. He welcomed everyone to the meeting then directed board members' attention to two gifts from the Foundation – a pack of note cards for thanking donors and a book on the history of San Francisco State University. John also welcomed a number of special guests, including Mr. Pete Smits, Vice President for University Advancement at CSU-Fresno, Dr. Ralph Silverio, Vice President and Managing Director at GG&A; Dr. Luoluo Hong, incoming Vice President of Student Affairs; and Dr. Daniel Bernardi, Chair of the Cinema Department and incoming Interim Dean for the College of Liberal and Creative Arts.

ELECTION OF NEW DIRECTOR

John mentioned that the Committee on Directors met to consider the application of Kimberly Brandon and brought her name forward for election to the Board. Mary Huss introduced Kimberly Brandon, mentioning that Brandon had an impressive background, including her current role as Vice President and Wealth Manager for Morgan Stanley. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board elects Kimberly Brandon to the Board of Directors of the SF State University Foundation.

Motioned by: Wade Rose Seconded by: Camilla Smith Motion: Passed

APPROVAL OF AGENDA

Chair Gumas asked that the agenda be approved. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the agenda for the March 29, 2014 board meeting and advance.

Motioned by: Will Weinstein Seconded by: David Simon Motion: Passed

APPROVAL OF CONSENT AGENDA

The board reviewed the consent agenda, which included the December 12, 2013 board meeting minutes. There was one correction made to record Greg Cosko "in attendance". 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 December 12, 2013 board meeting minutes.

Motioned by: Dana Corvin Seconded by: Val Dolcini Motion: Passed

EXECUTIVE COMMITTEE REPORT

Chair John Gumas mentioned that at its March 4th regular committee meeting and March 28th special meeting, the executive committee discussed and approved a number of items, which it was bringing forward for full board approval.

1. New Endowment Fee Structure: Phil mentioned that he attended the Association of Governing Boards (AGB) conference in January, along with Foundation officers and University leaders and that one of his main takeaways was that the Foundation needed to change its current fee structure to 1.25% plus investment management fees. He stated that this made more sense since investment management fees vary depending on performance. He said that, based on a poll that was done in his session, we were the only Foundation not separating out investment management fees. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the revised Endowment Establishment and Administration Policy to reflect the new endowment administration fee structure as 1.25% plus investment management fees, effective July 1, 2014.

Motioned by: Val Dolcini Seconded by: Camilla Smith Motion: Passed

2. Fossil Fuel Resolution: Phil told the board that SF State was leading the higher education arena in divesting from fossil fuel. He walked board members through the proposed resolution, highlighting the changes to be implemented over the next five years, including the creation of a socially responsible portfolio, among other things. Phil pointed out that the resolution would result in an amendment to the Investment Policy Statement (IPS). Val Dolcini acknowledged board member Laurie Pitman and all her hard work on the front end of this project. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board ratifies Resolution No. BOD032914-1 to amend the Investment Policy Statement, as stated in the Resolution.

Motioned by: Val Dolcini Seconded by: Judy Marcus Motion: Passed

3. Board Giving Policy: Development Committee Chair, Camilla Smith directed board members' attention to a new policy on board giving that would take effect July 1, 2014, if approved. Camilla mentioned that while the bylaws required board members to give to the Foundation, the amount and timeframe were not formalized. She mentioned that the policy would require a \$1,000 minimum contribution for fiscal year 2014-2015 and that university employees serving on the board were exempted. The board had a discussion about whether the contribution could be a deterrent for those who would like to serve on the board but could not afford it. The board agreed to include a sentence that the policy would not apply to those with "special circumstances", as determined by the board. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the new Board Giving Policy, with an added sentence that the contribution amount does not apply to board members with "special circumstances".

Motioned by: Dana Corvin Seconded by: Greg Cosko Motion: Passed

COMMITTEE REPORTS

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

BOARD ADVANCE

John mentioned that the remainder of the board meeting would focus on the fundraising campaign

planned for the coming year. He introduced President Wong to kick off the Board Advance by sharing his vision for the University.

University's Vision for the Future: President Wong shared his vision for SF State University, which was encapsulated in the theme "Excellence Applied". President Wong's inspiring presentation focused on three components that demonstrated "Excellence Applied": 1) Student Assistance/Student Excellence/Student Support (i.e. tuition assistance and scholarships, childcare, transportation assistance); 2) Experience at SF State (i.e. cutting-edge programs, state-of-the-art facilities, best advisors, exciting student life etc.); and 3) Making a Difference (i.e. giving back to the community).

Campaign Feasibility Study Report: Chair Gumas introduced Dr. Ralph Silverio. Dr. Silverio discussed the purpose of the campaign feasibility study, along with the methodology used. He mentioned that he and his team interviewed a pool of 40 key donors on the areas of institutional image and reputation, program, fundraising and staffing. Dr. Silverio spent some time discussing the Case for Support of SF State and stated that interviewees were divided on how compelling and clear the current Case for Support was in conveying the aspirations of the University. He recommended that staff spend some time over the summer strengthening the Case for Support. Finally, Dr. Silverio mentioned that based on his research, including the interviews and donors' personal commitments, he was proposing a campaign goal of \$150 million over a period of six years with the quiet phase of the campaign starting January 1, 2015.

Keynote Luncheon: Chair Gumas introduced Mr. Pete Smits, Vice President for University Advancement at CSU-Fresno and keynote speaker. Mr. Smits talked about Fresno State's first comprehensive campaign and shared some of the campaign's challenges, including staffing, location and possible leadership change. He also talked about some of the ways CSU-Fresno funded its campaign, including taking out a line of credit as well as increasing their gift fee to 2.5% during the campaign. Most importantly, Mr. Smits pointed out that, like our board, his board shared similar concerns about the university's readiness to launch and complete a successful comprehensive campaign. Mr. Smits talked about a number of developments (some unexpected) that helped the university complete its campaign a few months ahead of schedule and \$14 million above its \$200 million goal.

Campaign Priorities: Provost Sue Rosser led a spirited panel discussion with the deans of SF State's six colleges: the College of Liberal & Creative Arts; the College of Business; the College of Science and Engineering; the Graduate College of Education; the College of Ethnic Studies; and the College of Health and Social Sciences. Each dean spent about 5-10 minutes sharing the campaign priorities for their respective college and answering questions from the board members. Some of the priorities included establishing a Center for School and Community Partnerships, a Center for Science & Mathematics Education, and an Institute for Wine, Beverage, and Restaurant Management.

Campaign Endorsement: Chair John Gumas thanked Provost Rosser and the deans. He briefly summarized some of the highlights of the Board Advance, mentioning that the board had received a lot of information from our University President, deans, consultants and staff. He mentioned that we had been preparing for the campaign for over a year and that based on the recently completed feasibility study we were ready to undertake this campaign. He asked if there were any questions from the board and directed their attention to the resolution in the packet. He then asked for a more to endorse the University first-ever comprehensive campaign. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board ratifies Resolution No. BOD032914-2 endorsing San Francisco State University's First Major Comprehensive Campaign "The Campaign for San Francisco State University".

Motioned by: Camilla Smith

Seconded by: Tom Driscoll

Motion: Passed

ADJOURNMENT

There being no further business, and with Wade Rose making the motion and Greg Cosko seconding the motion, Chair Gumas adjourned the meeting at 3:58 pm.

Dated: March 29, 2014

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Venesia Thompson, Secretary