The Campanile Foundation
Board Meeting
June 9, 2016
2:30 p.m.

Minutes

A meeting of the Board of Directors of The Campanile Foundation was held at San Diego State University in the Stephen L. Weber Alumni Board Room of the Parma Payne Goodall Alumni Center, San Diego, California, on June 9, 2016, pursuant to the notice duly posted for public information.

The following Directors were present:


The following Directors were excused:


The following Officers were present:
Amy Harmon, Secretary, The Campanile Foundation
Leslie Levinson, CFO, The Campanile Foundation

The following University administrators and staff members were present:
Greg Block, Chief Communications Officer
Ryan DeLong, Interim Executive Director, Alumni Engagement
Jim Herrick, Assistant Vice President, Vice President’s Office
Pauline Hill, Senior Assistant to the Vice President, University Relations and Development
Chris Lindmark, Assistant Vice President of Campaign and Presidential Events
Tom McCarron, Vice President, Business and Financial Affairs
Lizette Najera, Director, Board and Executive Affairs
Catherine Snapp, Presidential Communications Director
Amy Walling, Assistant Vice President, Planned Giving

The following volunteer leaders were present:
Mary Curran, Vice Chair for Athletics Committee
The following guests were present:
Todd Braje, Associate Professor of Anthropology, SDSU
Ed Brown, ’79, Retired CEO, Cymer Light Source
Joyce Gattas, Dean, College of Professional Studies and Fine Arts
Jamie Miller, Associated Students President
Paul Pitts III, ’15, ’16, Former Student-Athlete

I. Call to Order

Chairman Jack McGrory called the meeting to order at 2:35 p.m. The following guests were welcomed to the meeting: Ed Brown, Dean Joyce Gattas, Jamie Miller, Todd Braje, and Paul Pitts III.

Patti Roscoe called for a motion to approve resolution 16-01:

RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
ELECTING AND INSTALLING
ED BROWN
AS DIRECTOR OF THE CAMPANILE FOUNDATION

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 16-01.

Mr. Brown introduced himself; he is honored to be a part of the Campanile Board. Ed, along with his mother and eight siblings are all SDSU alumni. Ed is retired from Cymer Lightsource.

II. Approval of Consent Agenda / March 3, 2016

Chairman McGrory requested a motion to accept the Consent Agenda.

Motion: A motion was made, seconded, and unanimously carried to accept the Consent Agenda for The Campanile Foundation Board of Directors meeting of June 9, 2016 thereby approving the minutes of the:

- Campanile Foundation Board Meeting
  Minutes of March 3, 2016
- Audit Committee Conference Call
  Minutes of March 4, 2016
- Nominating and Organizing Committee
  Minutes of April 13, 2016
- Finance & Investment Committee Conference Call
III. The Campaign for SDSU

Mary Ruth Carleton

President and CEO Mary Ruth Carleton provided an update on The Campaign for SDSU. Ms Carleton reviewed pages 13-34 of the board packet. The trendline continues to surpass the $750M projection.

Ms. Carleton reported the following Campaign for SDSU stats:
- 123 gifts of $1M or more received
- Over 60,000 donors for the Campaign; over 40,000 are first-time donors
- 172,000 gifts received

The Campaign for SDSU now stands at $704M. Ms. Carleton thanked the Board for all their efforts.

Mark your calendars for April 29 to celebrate the end of The Campaign. More details to follow.

Ms. Carleton introduced Professor Todd Braje who is a SDSU archaeologist; he received a $900K grant to fund his research for the next four years. His research is off the coast of Santa Barbara in the northern Channel Islands. They are looking for preserved paleo landforms that may contain archaeological sites. This is phase one and phase two will take place next summer in central Oregon.

Dr. Braje thanked all the board members for their support; the support is transformative for their ability to do world class research and world class teaching, something that the faculty prides themselves on at SDSU.

Ms. Carleton introduced Amy Walling, assistant vice president of Planned Giving.

Ms. Walling reported that 70 new planned gifts came in this fiscal year totaling about $33.2M plus an additional 12 gifts that have matured. Many donors are leaving a legacy by doing a second and third planned gift. Many of these gifts are happening because of intergeneration
transfer of wealth. Another reason for the increase in planned gifts is an easier process to submit a gift confirmation form. About 25% of planned gifts came from this redesigned form.

President Hirshman congratulated Amy and her collaboration with other development officers in their achievement in bringing in $33.2M in planned gifts.

Past Chairman Kit Sickels congratulated President and CEO Mary Ruth Carleton on leading the team to raise over $100M this fiscal year.

Ms. Carleton introduced Steve Doyle. Steve Doyle is an alum from the College of Engineering. He’s been volunteering with the college for almost 20 years; working with students and with the College of Engineering Advisory Board.

In the past, the College of Engineering Advisory Board meetings were challenging with significant turnover. In 2014, Dean Monte Mehrabadi asked Steve for help to change things up with the board. Steve accepted the opportunity and became Chair of the Advisory Board.

The focus of the advisory board is to help the Dean solve issues and to bring experience of industry back to the College of Engineering. In November 2014, three committees were formed; student success, fundraising, and industry relations. Board members were asked to volunteer for a committee. Committees meet 2-3 times yearly between board meetings; they are engaged and are active in helping the Dean turn around the College of Engineering to be a more functional facility for industry and for our students.

The industry relations committee is focused on finding a simple but direct internship program so that every engineering student can have an internship over the summer. This program is now in place and will kick off next year. The student success committee is focused on mentorships, leadership and ethics. The committee is working on getting into the engineering curriculum a leadership minor with an emphasis on ethics so that students are coming out better prepared with issues going on in the city and the workplace. 90% of board members are signed up as mentors. The fundraising committee is starting a “friendraising campaign” to collect missing emails of alumni. The committee is also working on key contacts and key businesses in the community to help with fundraising of the EIS.

The committee structure has been very effective and the board is far more engaged, industry is excited, many positive comments have been received from board members and also interest from others wanting to join the board.

Next steps for Engineering: working on a board participation policy that will ask board members to participate by any of the following; donating time, resources, fundraising, building network, etc. The new policy will be in effect by the next board meeting and a new board term policy will be introduced.
IV. President’s Report

A. President’s Update

President Hirshman focused on two topics: Community achievements and continued discussion from the last meeting: reviewing three metrics used to measure progress.

At this year’s Commencement, nearly 9,900 candidates were awarded degrees, including honorary doctorates to TCF Board member Susan Salka and to donor Irwin Zahn. The class of 2016 was an outstanding group. The number graduating with honors increased 5% and the class raised $45,000 for an endowed scholarship for future Aztecs.

In a new tradition, the first Zahn Spirit of Innovation Award was awarded to Austin Owens. Austin founded the award-winning Mechatronics Club. Austin received a $25,000 prize thanks to the generosity of Irwin Zahn and the Zahn family.

The following faculty and staff are bringing international recognition to SDSU:

- Forest Rohwer recently received the Rosenstiel Award for his pioneering work in Viromics
- Chemistry Professor Gregory Holland will speak at the Kavli Frontiers of Science Symposium for top young scientists
- Math professor William Zahner was awarded a 5-year NSF grant for young researchers
- Chelsea Best and Maxwell Renner had their student films screened at the Cannes Film Festival
- Professor Randy Reinholz premieres his new play in July at the Ashland Shakespeare Festival

The San Diego State campus continues to develop as a destination. In April, speakers on campus included Nobel Laureate Dr. Richard Schrock; Dr. George Koob, director of the National Institute on Alcohol Abuse and Alcoholism; and TCF board member, Linda Lang, former Jack in the Box Chairman and CEO.

President Hirshman reviewed three metrics used to track our efforts to become a top 50 public university. The categories are: Research Activity, Construction and Renovation of Facilities, and Academic Performance of our Student-Athletes.

The research activity and our capacity for research are growing. We continue to build our research endowment – now at $10.5 million. Our goal is $15 million to support research
infrastructure. Our awards for research grants have increased 9% to $95 million compared to the same time last year.

Some of the recent awards include:

- A $16.5 million award from the Federal Government to establish a training center for State workers who serve disabled individuals
- $2.9 million from the NIMH to Susan Kiene to develop in-home HIV testing and links to care in the developing world.
- $1.2 million from NASA to Walt Oechel to monitor carbon dioxide and methane fluxes in the arctic as part of a climate change study.

SDSU also received a unique NIH Award – a $10 million endowment to build the research infrastructure needed to reduce health disparities in underserved communities.

President Hirshman gave an update on the recent enhancements of the academic and support facilities. This includes the ongoing construction of the Engineering and Interdisciplinary Sciences Complex. A live cam is available to view construction [here](#). The topping off ceremony is expected to happen in early Fall 2016.

South Campus Plaza is on schedule to open student housing in January and retail space in the Spring of 2017. The College Square Facility on College Avenue underwent a major renovation.

The last metric shared is the Academic Performance of Scholar-Athletes. San Diego State provides scholar-athletes with opportunities to grow academically, professionally, and personally. This sets SDSU apart.

For the spring semester, SDSU Scholar-Athletes had an average GPA of 3.01 – a school record. Twelve teams improved their NCAA academic performance rate and women’s tennis earned NCAA recognition for a perfect score.

President Hirshman took questions and comments from the Board.

**B. Arthur Ashe Jr. Sports Scholar of the Year**

Three scholar-athletes were named Arthur Ashe Jr. Sports Scholars – a prestigious national award that honors athletes for scholarship and community service. SDSU was only one of two schools in the nation with three Ashe Scholars: Water Polo’s Nika Sedghi, Swimming and Diving’s Natilee Ruiz, and Football’s Paul Pitts III.

President Hirshman introduced Paul Pitts III. Paul shared his background and thanked the TCF Board for their support, especially in regards to athletics initiatives.
V. Nominating and Organizing Committee

Patti Roscoe thanked board members who have submitted names for nominations. The nominating committee is always looking for new potential board members.

Patti Roscoe called for a motion to approve resolution 16-02:

A. Resolution 16-02:

RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
APPROVING QUARTERLY BOARD MEETING DATES
FOR CALENDAR YEAR 2017
DATES ARE: MARCH 2, JUNE 1, SEPTEMBER 14, DECEMBER 7

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 16-02.

Patti Roscoe called for a motion to approve resolution 16-03:

RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
COMMENDING BLAIRE WARD
FOR HER SERVICE TO SAN DIEGO STATE UNIVERSITY

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 16-03.

Ms. Roscoe introduced incoming Associated Students President, Jamie Miller who is a senior studying business. Jamie is originally from Lompoc, CA and is enthusiastic about serving on the TCF Board.

Ms. Roscoe turned it over to President Hirshman to talk about the “Downtown” Concert where SDSU collaborated with the San Diego Symphony.

President Hirshman thanked Evelyn Lamden for chairing the steering committee which included board members Patti Roscoe, Nikki Clay, and Kris Michell. President Hirshman thanked the Board for supporting the Downtown concert. The downtown performance featured 250 students; Copley Hall was sold out, and $40,000 was raised for music scholarships. President Hirshman acknowledged and thanked Dean Joyce Gattas for engaging the community and pulling it all together.
Ms. Evelyn Lamden shared the idea of establishing a TCF Arts Committee. The committee would tie in nicely with SDSU’s strategic plan in supporting some of its initiatives. The proposal is available for review on page 62 of the board packet. Dean Gattas shared her thoughts on creating the TCF Arts Committee. This is an opportunity to increase collaborations with the community and bring the Arts Alive initiative out in the community.

Ms. Lamden asked for approval to establish and form a TCF Arts Committee. Chairman McGrory asked for a motion to create a committee for the arts and appoint Evelyn Lamden as the Vice Chair.

A motion was made, seconded, and unanimously carried to approve a new arts committee and appoint Evelyn Lamden as Vice Chair.

VI. Associated Students Report

No report for Associated Students was given.

VII. Break

VIII. Athletics Committee Report

Ms. Curran provided a brief update on Athletics:

- The Aztec Football team was ranked 19th nationally by Lindy Sports.
- Coach Long was named MW Coach of the Year
- The football team has had six straight winning seasons under Coach Long
- Jim Sterk was named the 2015-16 Under Armour AD of the Year and named to the NCAA Division 1 Men’s Basketball Committee
- In 2015, nine of the SDSU programs qualified for the NCAA Championships

President Hirshman provided a brief stadium update and discussion followed.

Jim Sterk congratulated Bob Moosbrugger on his new job at Bowling Green State and shared a few highlights:
- Academically, the programs are stronger. This spring, the average GPA was over 3.0.
- 12 of 19 teams’ GPA was 3.0 or higher
- Men’s Golf finished 25th overall in the tournament
- Women’s Track and Field ranked 23rd in the country
- Basketball and Football record in this decade is third overall in the nation
- Marshall Faulk is on the ballot for the College Football Hall of Fame

The Athletics Committee heard from Coach Rocky Long and two of his student-athletes. Coach Long introduced Alex Barrett and Nico Siragusa; both are leaders on the football team.
Alex Barrett shared that he loves being an Aztec and that the ultimate goal is to win a championship. He thanked the committee for all their support.

Nico Siragusa shared that growing up in San Diego he always dreamed of attending SDSU; his father attended SDSU. He shared that it's an honor to be a part of the program and feels that his experiences have all been special. He acknowledged the committee for all their hard work and support of the athletics programs. He said it is great to see so much support from the community and it makes him want to work harder and make everyone proud.

Subcommittee Recaps

Mandy Huiras shared the TCF leads list which includes the largest companies listed in the San Diego Business Journal’s Book of Lists. A second handout included key bullet points to use when talking to individuals and companies. Ms. Curran stated that a letter template is also available for use and was sent out to the Athletics Committee last week.

Ms. Huiras introduced Lisa Pearson to provide updates on the sub-committee conference calls.

**Community Engagement**

Lisa Pearson stated that committee members have been helpful in providing key contacts for large companies. Currently they are working with Sharp, Scripps, and Union Bank to purchase group tickets. They are working with others companies and organizations offering them group rates.

Ronda Sedillo is working on contacting the Navy, Northrup Grumman and Cubic.

Other highlights:
- As of yesterday, 7,727 season tickets have been sold. We are a month ahead of last year’s numbers
- Athletics partnered with Alumni Association to offer recent grads a promotion; 54 season tickets sold
- Summer will roll out new ad campaigns
- Partnership with Pepsi: San Diego-based Pepsi trucks will have the SDSU Football schedule on the back of the trucks
- Participation at special events throughout the county. Recently attended the Spirit of the Barrio event and sold 17 season tickets
- If there are other special events where Athletics can have a presence, please let Athletics know

**Scholarship, Facility and Program Enhancements**

Coach Long shared that the improvements to the Aztec Performance Center and locker room will make a big difference. The Aztec Performance Center looks amazing. It is a vast improvement of what it was in the past.
The next step in facility enhancements would be to finish the locker room and the outdoor speed agility area.

The committee toured the facilities after the meeting.

IX. Government and Community Relations Report

Chairman Jack McGrory gave the following update:

- A discussion ensued regarding the State economy and how it will affect the CSU budget allocation, which has not yet been announced.
- An additional $25M in one-time funds for the CSU system, specifically for improved graduation rates, has been added to the Governor’s revised budget proposal.
- The senate added $35M to its revised budget proposal.
- Final budget is awaiting approval.

CFA Activities – President Hirshman

- The faculty salary increase was approved in April and the pending strike was averted. SDSU will use reserves to cover the increase for 2015-2016.
- Discussions on how future increases will be covered are in progress.
- A one-page analysis regarding the CSU budget, tuition, and SDSU salaries will be drafted by President Hirshman and sent to the Committee.

Elected Officials – Group Discussion

- A discussion ensued regarding elected officials in various local and state government seats/offices and their association with SDSU.

X. Finance and Investment Report

Leslie Levinson reviewed the TCF Operating Budget, page 71 of the board packet, the budget to actuals shows a positive variance of 10% so far this year and it is expected to end the year with a positive variance to budget.

The Finance & Investment Committee approved the operating budget proposed at its May meeting and recommended that the Board approve the proposed operating budget for FY 16/17 shown on page 73-76.

Jack McGrory called for a motion to approve resolution 16-04:

RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
APPROVING FISCAL YEAR 2016-17
OPERATING BUDGET
Motion: A motion was made, seconded, and unanimously carried to approve Resolution 16-04.

Leslie Levinson discussed that approximately twenty firms have been identified to send an RFQ to for the potential solution of an Outsourced Chief Investment Officer (OCIO) model. The current plan is to send out RFQ's by mid-June so that responses can be received by mid-July. A review and evaluation process will then take place to determine the next possible steps in looking into the option further.

XI. Alumni Engagement Committee Report

Thom McElroy

Vice Chair Thom McElroy provided the Alumni Engagement Year in Review that included the following:

The Aztec Mentor Program (AMP): The Aztec Mentor Program experienced a strong year including achieving 127% of goal and bolstered the total pool of mentors to more than 1,600.

The Affinity Regional Program: With an objective to increase alumni engagement in the areas of mentorship, annual donor participation and lifetime membership, Best in the West substantially increased overall participation in just four short months; including a 43% increase in donor participation in those regions.

The Annual Fund: The Annual Fund had many superlatives this year including:
- Tracking to report a 14% increase of alumni engagement at fiscal year-end.
- More than doubled alumni giving in December from 553 to 1,141 donors.
- Raised $120K in December, for the first time topping more than $100K in a single month.

The Student Philanthropy Program: SDSU Students have established and grown a strong culture of philanthropy. The Class of 2016 Legacy program was especially successful this year by gaining an unprecedented 3,423 student donors, raising just over $45,000, increasing legacy donors 126% and finishing nearly 200% over goal.

Current students demonstrated their Aztec pride with 1,800 Class of 2019 students donating $21,000. Additionally, 700 students raised more than $7,000 and a year over year increase of 2,356 student donors.

The Crowdfunding Platform – Strive: In its debut as a pilot program, SDSU's first-ever crowdfunding platform raised more than $80,000 from nearly 1,400 donors. This was through 41 campaigns from colleges, departments, and student orgs. Strive was invited to be featured in a crowdfunding client showcase set to display in July '16.

The Great Give—Building on Excellence: On October 25, 2016 SDSU will launch its first 24-hour online give day. The committee and staff will be working over the summer to finalize the marketing strategy, building out the mechanics and finalizing details.
XII. KPBS Report

Karin Winner reported the following for KPBS:

- KPBS will receive the 2016 PBS Philanthropic Development Award. The national award recognizes outstanding community engagement and outreach; KPBS is getting it for the success of the Producer’s Club.
- General Manager Tom Karlo reports that KPBS finished up FY 16 on budget.
- Ken Kramer is coming out of retirement to produce three shows.
- KPBS moved up to 5th in most watched TV station in San Diego.

XIII. Audit Committee Report

Ed Blessing

Vice Chair Ed W. Blessing reported that the Audit Committee heard from Grant Thornton who will be working with the Audit Committee. Their presentation was on Audit Planning.

Mr. Blessing acknowledged the great work of Leslie Levinson and Travis Clancy.

XIV. 2016 Commencement

The video shown at each college commencement ceremony was shared with the Board.

Chairman McGrory adjourned the meeting at 5:05 p.m.

___________________________
Jack McGrory, Chairman

Attest:

___________________________
Amy Harmon, Secretary