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 March 2, 2017, pursuant to the notice duly posted for public information.

The following Directors were present:

Terry Atkinson  Evelyn Lamden  Jerry Sanders
Joe Belch      Ken McCain     Jim Sinegal
Mary Ruth Carleton  Thom McElroy  Rachel Zahn
Mary Curran  Jack McGrory
Julie Dillon   Jamie Miller
Steve Doyle    Tony Podell
Frank Goldberg  Elsa Romero
Elliot Hirshman  Patti Roscoe
James Kitchen    Susan Salka

The following Directors were excused:

Ed Blessing    Bill Geppert    Michael Pack
Ed Brown       Alan Gold      Bob Scarano
Nikki Clay     Jeff Jeffery    Karin Winner
Marshall Faulk  Linda Lang
Greg Fowler    Kris Michell

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:

Megan Collins, Chief of Staff, President’s Office
Gina Jacobs, Interim Chief Communications Officer
Chris Lindmark, Assistant Vice President of Campaign and Presidential Events
Tom McCarron, Vice President, Business and Financial Affairs
Dan Montoya, Assistant Vice President, Alumni Association
Lizette Najera, Director, Board and Executive Affairs
Leslie Schibsted, Associate Vice President, Development
Catherine Snapp, Presidential Communications Director
Amy Walling, Assistant Vice President, Planned Giving
I. Call to Order

Chairman Mary Curran called the meeting to order at 2:30 p.m. and welcomed everyone to the meeting.

President and CEO Mary Ruth Carleton welcomed Alumna Gina Jacobs who is serving as interim chief communications officer.

II. Approval of Consent Agenda / December 1, 2016

Chairman Curran 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 December 1, 2016 thereby approving the minutes of the:

- Campanile Foundation Board Meeting Retreat
  *Minutes of December 1, 2016*
- Audit Committee Conference Call
  *Minutes of February 1, 2017*
- Nominating and Organizing Committee
  *Minutes of January 25, 2017*
- Government and Community Relations Committee
  *Minutes of February 16, 2017*
- Athletics Committee
  *Minutes of March 1, 2017*
- Finance and Investment Committee
  *Minutes of March 1, 2017*
- Alumni Engagement Committee
  *Minutes of March 2, 2017*

III. Executive Committee Report

Chairman Curran shared a plan for long term transition planning: Ms. Curran talked about establishing a leadership succession plan, wherein there would be a Chair-Elect. The person in that position would then automatically become the Chair of the Board and allow for a “training” period for the responsibility of leading the board. Board members agreed that it would be a good idea. It was suggested that the Committee Vice Chairs can also have a succession plan.

Ms. Curran suggested adding more non-TCF Board members to committees. These additions can expand our reach in the community and the effort is a good recruiting process for the Board.
Ms. Curran urged everyone present to sign the Conflict of Interest form at each person’s seat. Conflict of Interest forms are to be signed every year by all board members.

IV. President’s Report

Elliot Hirshman

President Hirshman announced that Past Chair Jack McGrory will be granted an honorary degree at Commencement this May. Former staff and civil rights pioneer Hal Brown and alumna and retired President and CEO of Casa Familiar, Andrea Skorepa will also be awarded honorary degrees.

Dr. Hirshman welcomed Jim Sinegal back to the Campanile Foundation Board and thanked him for speaking at yesterday’s Provost’s Distinguished Lecture.

Dr. Hirshman updated the Board on the following distinctions:

Our researchers recently developed a more robust implantable brain chip that promises to help those with spinal cord injuries move their arms and legs.

SDSU received $28M from the federal government to study driver and pedestrian safety in the era of self-driving cars and $750,000 was received from the state to develop a curriculum so teachers can earn their degrees and teaching credentials in four years.

Our entrepreneurship efforts are being recognized; our undergraduate program in entrepreneurship has been named the nation’s model program by the U.S. Association for Small Business and Entrepreneurship.

Two of our alums were named to the Forbes “30 Under 30” list for founding Robo 3D – a company born at SDSU that manufactures desktop 3D printers.

Budget update: Governor Brown has proposed allocating an additional $157.2M to the CSU for 2017-18. The CSU has requested $343M and continues to make its case to the legislature. The Governor presents his revised budget in May.

The CSU Board of Trustees is considering a 5% tuition increase. It will be discussed further at the March Board of Trustees meeting.

Dr. Hirshman provided an update on the Mission Valley/Qualcomm site. We have a great internal team and a great group of experts and supporters working on this and are fully engaged in the discussion. San Diego State has not made a commitment to partner with any specific party. We endorse a transparent process that will provide opportunities for our academic and athletic programs.

V. The Campaign for SDSU

Mary Ruth Carleton

President and CEO Mary Ruth Carleton reported that we are in the final four months of The Campaign for SDSU. We have received over 135 million dollar plus gifts and we are nearing
200,000 total gifts to the Campaign. The Campaign reports start on page 31 of the board packet. We are getting close to $800M.

A. Anonymous Gift:
Assistant Vice President of Planned Giving Amy Walling shared that a planned gift has been received with an estimated market value of $1.6M and the trustee stated that the gift is at the discretion of The Campanile Foundation Board.

Ms. Walling presented a proposal to the TCF Executive Committee to name the Student Innovation Center in the Engineering and Interdisciplinary Sciences Complex after the donors. The trustee would like to begin making cash gifts from the estate; $50,000 every year to aerospace engineering until the last donor passes.

At the TCF Executive Committee, Nikki Clay motioned to recommend to The Campanile Foundation Board the naming of the Student Innovation Center in the Engineering and Interdisciplinary Sciences Complex after the donors. The motion was seconded and unanimously approved to take this recommendation to The Campanile Foundation Board of Directors meeting.

The Campanile Foundation Board unanimously voted in favor to name the Student Innovation Center in the Engineering and Interdisciplinary Sciences Complex: The Wayne E. and Mary Beiler Leutloff Student Innovation Center

The Campanile Foundation Board of Directors expressed their gratitude for the family’s generosity.

B. Campaign Celebration Preview

Chris Lindmark provided a preview of the upcoming Campaign Celebration slated for April 29 at Viejas Arena. Invitations were handed out all board members in attendance. The evening will begin with a program featuring faculty, staff, and students. A reception will follow with food stations, music and dancing.

C. Aztec Proud

Ms. Lindmark showcased the new branding “Aztec Proud” which launched in late January. Photos of all the buildings tagged with the Aztec Proud logo were shown. The new logo will be seen in the next few months.

D. Fowler College of Business Match

Interim Dean Joe Belch provided an overview of the Fowler College of Business Match. The Fowler’s $25M endowment gift will support students, faculty and programs in the Fowler College of Business. It includes $10M for Fowler Scholars Program; $10M for Fowler Professorships; $2M for Fowler Lectureship Series and hosting of annual Fowler Fellow; $1.5M for Fowler International Experience; and $1.5M for Veterans and Guardian Scholars in the Fowler College of Business. The Fowler’s generous gift presents a unique opportunity for donors to leverage the impact of their gifts in support of the Fowler
College of Business. The areas listed below are eligible for a 1:1 matching opportunity from the Fowler Endowment:

- Named Endowed Chairs in College Departments
- Named Endowed Professorships
- Named Endowed Fellowships
- Faculty Excellence Fund
- Named Endowed Scholarships
- Named Endowed Scholarships for Guardian Scholars and Veterans

The campaign is ongoing and currently over $3.5M has been raised toward the match. Dean Belch asked the Board for assistance in fundraising for the match. If there are any new prospects or ideas for the match, please contact Dean Belch.

E. Engineering & Interdisciplinary Sciences (EIS) Complex

Steve Doyle is the new EIS Committee Chair. Steve gave an update on the Engineering & Interdisciplinary Sciences Complex. The total in gifts and pledges in support of the project is now over $6.2M. One of Mr. Doyle’s top priorities is to recruit new committee members. Doyle is looking for individuals who are networked within the science community. If you have any prospects in mind for this committee, please send their contact information over to Steve.

In collaboration with Steve and the committee, leadership and staff are implementing cultivation and solicitation strategies with numerous prospects.

The construction of the EIS Complex is on track to be complete in December of this year.

F. Zahn Innovation Platform Student Presentation

Allison Langley is a current student studying computer engineering and in the Weber Honors College. She is also a Zahn Innovation Platform student entrepreneur. Allison presented her story and how she got involved in entrepreneurship. She has her own startup company, Chrysalis. Chrysalis is a skin monitoring system and mobile application designed to empower individuals to track changes over the surface of their bodies and aid physicians in the early detection of skin cancer. The company is in the early stages of development and in process of determining a funding strategy to move forward. Her idea won first place in this year’s Zahn Challenge.

Rachel Zahn thanked Allison on behalf of her family.

VI. Finance & Investment Committee Report

Leslie Levinson reviewed the materials provided to the committee regarding the OCIO selection including her memo summarizing the OCIO Finalist Selection Update. The committee discussed the extensive RFQ/RFP and interview process to select an OCIO firm. The subcommittee of the Finance & Investment Committee interviewed the four finalist firms on January 31 and February 2. Extensive discussion ensued by the Committee about the four OCIO candidates. The
subcommittee narrowed down the candidates to two firms – Vanguard (VIAS) and Meketa Fiduciary Investments.

Ms. Levinson reported on the reference checks on the two firms. Both firms had decent references; however, the Meketa references were exceptional in the areas of service, manager selection, and customization and reporting. Additionally, Ms. Levinson noted the ability for Meketa to assist TCF related to Environmental, Social and Governance (ESG) goals in the future was superior.

The Committee discussed both finalist candidate firms at length with a general consensus that Meketa was the best fit for an OCIO firm to assist TCF to meet its goals.

VII. Associated Students Report

Jamie Miller reported that the Associated Students’ elections begin on Friday, March 4. The results party will take place on Thursday, March 16.

GreenFest activities have been going on all week. GreenFest is a combination of sustainable, social, cultural, recreational, and educational events within the campus community that encourage, advocate for, and celebrate sustainability, diversity and SDSU Pride.

Ms. Miller advised the Board that Associated Students has received a resolution to retire the Aztec Warrior spirit leader. The first meeting to address this topic will be on Wednesday, March 8.

VIII. Nominating and Organizing Committee Report

Vice Chair Julie Dillon provide the following Committee Updates:
- Patti Roscoe will chair the Stewardship Committee
- Julie Dillon will chair the Nominating and Organizing Committee
- Jack McGrory will co-chair the Athletics Committee with Kit Sickels

There was discussion on nominees recommended by The Nominating and Organizing Committee meeting. The Board discussed a candidate for the Board and also discussed a candidate for a Board Committee.

The Nominating and Organizing Committee proposed to nominate Elsa Romero to the Board with regular board member terms when her Alumni Representative 2-year term expires in December 2017. The Committee proposed to nominate Alan Dulgeroff as the next Alumni Representative.

IX. Audit Committee Report

CFO Leslie Levinson reported that Audit Committee members were provided an electronic copy of the Form 990 prior to the February 1st meeting for review. Rich Rechif reviewed the Form 990 and all supporting schedules with the Committee. He highlighted any significant changes from the
prior year and explained the purpose of each section. A motion was made and carried out to approve the FY 2015-16 Form 990. An electronic copy was sent to The Campanile Foundation Board on February 2, 2017.

X. Government and Community Relations Report

Megan Collins

Megan Collins provided an update on the impact of the travel ban and current immigration issues on SDSU.

- Conversations about how to support students, staff, and faculty during this time of uncertainty are ongoing. The university has been in communication with the campus on these issues and has made those concerned or impacted by the ban aware of the resources available to them on and off campus.
- Individuals who may be affected have been advised not to travel outside of the U.S. at this time.
- The ban is expected to affect international student admissions and enrollment in the Extended Studies American Language Institute (ALI)

XI. Alumni Engagement Committee Report

Thom McElroy

Vice Chair Thom McElroy reported the success of the National Student Philanthropy Day on February 14. Over 550 students attended; 370 students donated; and $4,100 was raised. The new partnership with Student Affairs and Enrollment Services has afforded SDSU Alumni the opportunity to announce and invite students via their email accounts.

Great Give Update: A marketing class from the Fowler College of Business has been assigned to work with SDSU Alumni on the Great Give this year. The students will offer perspectives on the overall messaging. They are currently working on surveying donors and non-donors on their attitudes toward giving. The target marketing and messaging strategies include students,

Teal Cooper graduated from San Diego State University in May 2016. She majored in Journalism Media Studies with a minor in International Studies. Teal was a member of The Alpha Chi Omega Sorority and the Entrepreneur Society. She studied abroad in Florence, Italy her junior year, which inspired her entrepreneurial path. She co-founded VendiBean with her brother and they are getting ready to place 20 VendiBean Machines in the San Diego area. VendiBean has partnered with Aztec Shops and will install a machine on campus in the Facilities Services building.

XII. Stewardship Committee Report

Patti Roscoe

Vice Chair Patti Roscoe reported on the first Stewardship Committee meeting held in January. Ms. Roscoe stated that the overall goal of the committee is to determine best practices for stewarding donors of The Campaign for SDSU, including:

1. Illustrating the impact of giving.
2. Establishing a base for future giving.
3. Receiving feedback on current practices.
Information was provided on three key annual events: Evening of Distinction (honoring those who have given $500K-$999,999 to the Campaign); Evening Celebrating Philanthropy (honoring those who have reached the million-dollar milestone) and the annual Scholarship Luncheon (where scholarship donors and their scholarship recipients have an opportunity to meet and interact).

A summary of current donor relations programs was discussed and an evaluation of an impact report was given. A snapshot of Athletics stewardship communications, events and endowments was shared. The current faculty and staff appreciation lunch, reception and all-campus events were discussed and photos of those events were shown on the screen.

The next committee meeting is scheduled for Monday, March 13.

XIII. Arts Alive SDSU Committee Report

Evelyn Lamden

Vice Chair Lamden stated that the Committee held an informational meeting on February 3. Ms. Lamden shared the vision and mission of committee which is to support SDSU’s goal to be recognized as a leader, regionally and nationally, in arts and cultural endeavors. The mission is to raise awareness, visibility, recognition, and support of SDSU’s arts programs, students, and faculty – to support our emerging commitment to raising SDSU’s national profile as an arts infused educational institution, highlighting our unique model of arts integration, interdisciplinary programming, and to implement arts projects and programs that advance the welfare of the San Diego region that enrich our community with resulting economic and social benefits.

Entertainment was provided by MFA student Jonathan Bruglioni who was accompanied by Director of Musical Theatre, Rob Meffe. Dean Gattas provided an overview of the College of Professional Studies and Fine Arts. Chair of Arts Alive SDSU, Dani Bedeau, provided an overview of Arts Alive SDSU and shared that it was created in 2013 as a campus-wide initiative following the development of SDSU’s strategic plan, Building on Excellence.

As of today, there are 32 committee members plus six staff. Affiliations from the following community organizations: Cinema Society of San Diego, Jewish Film Festival, San Diego Opera, Mainly Mozart Youth Orchestra and Mainly Mozart, Art Council, Malashock Dance Company, Mingei Museum, Timken Museum, La Jolla Playhouse, San Diego Rep, La Jolla Music Society, KPBS, Harper Foundation, SD Partnership, College of Education, and UCSD Foundation.

The first official meeting is scheduled for Friday, April 28, 2017.

XIV. Athletics Committee Report

Jack McGrory

Community Engagement Update:
Aztec Football ticket sales: to date, over 7,500 season tickets have been sold. There is a 97.1% increase in season ticket sales in comparison to last year at this time. There will be a final push for football after basketball season is over.
The 2017 Aztec Football Schedule will be released on Thursday, March 2\textsuperscript{nd}. There are seven home games; all non-conference games dates are solid and will not change, conference games may change to a different day.

**Scholarship, Facility and Program Enhancements:**

- The Intercollegiate Athletic Council (IAC) approved new basketball pricing for next year. The cost of tickets will increase a little over 5%.
- Aztec Club has over 5,000 donors and 4,600 members (members donate $125 or above); $2.6M raised to date.

**Facility Enhancements:**

- The track is done
- Lacrosse Locker Room is almost done; ahead of schedule and on budget
- Football Locker Room is at $686,000 raised; currently in design phase

Marshall Faulk’s induction to the College Football Hall of Fame will be in December in New York City. More information will follow.

**XV. Executive in Residence**

Interim Dean Joe Belch shared his appreciation to Jim Sinegal for participating in this year’s Provost’s Distinguished Lecture and for his role as Executive in Residence in the Fowler College of Business. After the Provost’s lecture, Jim took the time to greet and take pictures with students. Earlier today, he toured the Zahn Innovation Center and met with students. He also met with faculty from the Fowler College of Business and then had lunch with all the Chairs and leadership of the Fowler College of Business.

There was no report from KPBS at this meeting.

Chairman Curran adjourned the meeting at 5:02 p.m.

A reception honoring Jim Sinegal followed the meeting.

Mary Curran, Chairman

Attest:

Amy Harmon, Secretary