Minutes

A meeting of the Board of Directors of The Campanile Foundation was held at San Diego State University in the Executive Board Room of the Parma Payne Goodall Alumni Center, San Diego, California, on March 8, 2012, pursuant to the notice duly posted for public information.

I. Call to Order

Chairman Kit Sickels welcomed the attendees and called the meeting to order at 2:30 p.m.

The following Directors were present:

Terry Atkinson  
Ed Blessing  
Mary Ruth Carleton  
Nikki Clay  
Dorothy Codling  
Mary Curran  
Steve Davis  
Greg Fowler  
Bill Geppert  
Alan Gold  
Dan Gross  
Christy Hilton  
Sal Janmohamed  
Rod Lanthorne  
Betsy Manchester  
Ken McCain  
Jack McGrory  
Christopher Sickels  
Karin Winner

The following Directors were excused:

Cody Barbo  
Casey Brown  
Marshall Faulk  
Alexis Fowler  
Elliot Hirshman  
Greg Lucier  
Mark McMillin  
Vince Mudd  
Patti Roscoe  
Susan Salka  
Jim Sinegal  
Kenneth Walsh

The following University administrators and staff members were present:

Jack Beresford, Chief Communications Officer  
Barbara Davies, Assistant to the Vice President, University Relations and Development  
Andrea Rollins, Chief of Staff  
Mike Shrader, SDSU Swim & Diving Coach  
Tyler Sherer, Director, Government and Community Relations  
Sarah Slaughter, CFO, The Campanile Foundation  
Steven Welter, Vice President for Research & Dean of Graduate Affairs
The following guests were present:

Hilary Andrews, Student
Anne Westreich, Investment Consultant, Wurts & Associates

II. Approval of Minutes – December 1, 2011 / Sickels

Chairman Sickels asked for approval of the minutes of the December 1, 2011 Board Meeting.

Motion: A motion was made, seconded, and unanimously carried to approve the minutes of The Campanile Foundation Board of Directors meeting of December 1, 2011.

Chairman Sickels 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, 2011, thereby approving the minutes of the:

- Nominating and Organizing Committee – February 15, 2012
- Finance and Investment Committee – February 9, 2012
- Audit Committee – February 29, 2012

III. Chairman’s Report / Sickels

Chairman Sickels welcomed Sherrill Amador and Andy Esparza to their first Campanile Foundation Board meeting.

The Chairman introduced Sherrill Amador who is the recent past president of the SDSU Alumni Association. She has been a career educator for four decades. Ms. Amador spent 32 years as a college administrator, including as president of Palomar Community College. Ms. Amador is an SDSU alumnus, earning her Bachelor’s degree in business.

The Chairman then introduced Andy Esparza who served as senior vice president for Human Resources at Dell Computer Corporation, where he was responsible for driving the strategy and supporting initiatives to attract and motivate world-class talent. He was also responsible for corporate security on a worldwide basis. Mr. Esparza is an SDSU alumnus; he earned his bachelor’s degree in Business Administration with a concentration in Human Resource Management.

Chairman Sickels then reported that Ken Walsh is our new faculty representatives. Dr. Walsh is a professor and director of the J.R. Filanc Construction Engineering and Management
Department at SDSU. Chairman Sickels noted that Dr. Walsh is not in attendance today because he is in Panama working on an activity that may result in a new gift to SDSU.

Chairman Sickels then informed the Board that he feels it is imperative that we discuss the Campaign at the beginning of each meeting. He noted The Campaign has exceeded the $300 million milestone. Chairman Sickels expressed his excitement about reaching this milestone and encouraged the Board to keep the momentum of The Campaign going strong.

Chairman Sickels then encouraged active participation among Board members, asking the Board to use their expertise and influence as we reach our campaign goals and move the university to the next level of excellence. A list of prospects was then distributed to the Board in order for members to indicate those on the list that may be able to assist in making an introduction to Mary Ruth Carleton and President Hirshman.

IV. Chief Executive Officer's Report / Carleton

CEO Carleton reported The Campaign for SDSU is at the $306 Million mark as of February 29, 2012. Ms. Carleton stated that we had the best December ever in terms of fundraising: $16,001,720.

CEO Carleton also informed the Board of a few recent gifts including a $4,000,000 planned gift to support the College of Business, $1,000,000 gift to KPBS and WGBH (Boston) for Masterpiece Theatre, $500,000 gift to support high-achieving local students who agree to mentor high school students, $200,000 gift for the Zahn Center for Engineering Innovation, and $25,000 for the College of Business from new Board member Andy Esparza and his wife, who is also an alumna.

CEO Carleton then asked Nikki Clay to report on the recent meeting of the National Campaign Council.

Nikki Clay reported the National Campaign Council held its first meeting on Saturday, February 4th which was chaired by Bob Payne. Sixteen members were in attendance including Mary Ruth Carleton and Elliot Hirshman. At this meeting, President Hirshman and Marts & Lundy President, Don Fellows, both shared the importance of volunteer leadership and the roles of council members. A list of potential prospects was also distributed and members of the council signed up to make introductions and connections for The Campaign.

In closing Ms. Clay informed the Board that the National Campaign Council will be joining the Campanile Foundation Board at our June 7th meeting for a full discussion of The Campaign, including the outlook and strategies for the next 2 years.

CEO Carleton then introduced Hillary Andrews, a fourth-year student who is a very talented student filmmaker and won rave reviews at the 2011 SDSU Film Festival. Hillary is a recipient of the Kathleen Kennedy Scholarship.
Hillary spoke to the Board about her experiences at SDSU and the path that lead her to filmmaking. Ms. Andrews also discussed the impact receiving a scholarship had on her student life. She then shared her most recent short film called “Sarrah and Eric” with the Board.

CEO Carleton then introduced Dr. Stephen Welter, the new Vice President of Research and Dean of the Graduate Division. Dr. Welter discussed his commitment to collaborating with University Development in order to take SDSU to the next level as a research University. He shared his vision for research at SDSU. He briefly shared several outstanding projects, including the Zahn Center which will link students to entrepreneurship through partnerships with business majors who provide accounting, bookkeeping, legal services, etc. All of this catalyzes the student’s career in a more meaningful way, affecting the region, state and scientific community.

Board members were encouraged to attend the Zahn Center opening on Friday, March 16, 2012.

V. Nominating and Organizing Committee Report / Codling

A. Chair's Report

Dorothy Codling provided the Nominating and Organizing Committee report. Ms. Codling reported the Committee met on February 15th where they discussed the skills and talents of several potential nominees. The Committee agreed that Julie Dillon would make an excellent Board member. Ms. Codling referenced Ms. Dillon’s bio which was included in the handout materials.

A motion was made, seconded, and unanimously carried to approve resolution #12-01 electing and installing Julie Dillon to the Campanile Foundation Board.

RESOLUTION NO. 12-01

RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
ELECTING AND INSTALLING
JULIE DILLON
AS A DIRECTOR OF THE CAMPANILE FOUNDATION

In closing, Ms. Codling stated that the entire Committee is committed to diversifying the board to ensure a broad mix of background and experience. This will be a topic of discussion at the next meeting on April 17th.
VI. Communications and Donor Relations Report / Karin Winner

A. Chair’s Report

Karin Winner stated that she is honored to serve as the new chair of the Communications and Donor Relations Committee. Ms. Winner then asked Jack Beresford to give today’s report.

Jack Beresford shared the new branding strategy for the Leadership Starts Here Campaign. The goals of this broader strategy are:

1. Strengthen SDSU's academic and research reputation
2. Enhance pride in SDSU and its accomplishments
3. Increase alumni engagement and donor support
4. Secure local, state and federal support for SDSU’s budget and legislative priorities
5. Grow SDSU’s ties with the San Diego community

Jack then introduced Greg Block who gave the Board a tour of the Aztec Leadership Network. This online, interactive map demonstrates the reach and impact SDSU alumni have by indicating which businesses are owned and operated by alums. It is a way to encourage people to support and patronize Aztec-led businesses. Since the launch of the map, Mr. Block reported that we are starting to see alumni self identify and ask to be included on the map.

Mr. Beresford then shared a video highlighting the SDSU Nursing program and our partnership with Sharp Healthcare featuring Board member, Dan Gross.

VII. Finance and Investment Committee Report / Terry Atkinson

A. Chair’s Report

Terry Atkinson reported the Committee met on Thursday, February 9, 2012. Mr. Atkinson reported that the endowment had a 2.6% negative return for the 2011 calendar year and a fiscal YTD loss of 7.2%. The endowment gained 7.3% during the fourth quarter. The January returns were 5.1% bringing the fiscal YTD return to (2.5%)

Mr. Atkinson then asked Sarah Slaughter to review the budget handout with the Board. CFO Slaughter reviewed the budget handout which outlined the fiscal year 10-11 actual revenue and expenses and estimates for fiscal years 11-12 and 12-13. CFO Slaughter reminded the Board of the three funding sources for University Relations and Development.

The three funding sources are:

1. The State allocation
The Campaign Fund, which receives revenue from our one-time 5% gift fee on cash gifts

3. TCF Operations which receives revenue from the annual endowment investment fee of 1.25% on a 3 year rolling average of the endowment balance

CFO Slaughter then shared that the budget estimates are based on overall revenue decreasing by $670K. The reduction in State funding of $1.5M will be offset by increased revenue through the Campaign Fund and TCF Operations during this 3-year period.

VIII. Audit Report / Steve Davis

A. Chair’s Report
Steve Davis reported the Audit Committee met on Wednesday, February 29, 2012. At this meeting the auditors, McGladrey & Pullen, presented their audit plan for fiscal year 2011-2012. The Committee also reviewed and approved the 990 tax return. The final draft of the return will be sent out via email. CFO Slaughter noted it is good governance for the Board to review the final 990 tax return. The 990 will be available to the public on the Campanile Foundation’s website once it has been filed with the IRS.

IX. Government and Community Relations Committee Report / Tyler Sherer

A. Chair’s Report
Tyler Sherer reported that he, Mary Ruth Carleton and Jack Beresford recently attended CSU Advocacy Training in Sacramento. Mr. Sherer then briefly discussed several November Ballot Initiatives intended to raise revenue.

Mr. Sherer also reported that President Hirshman and Vice President Carleton led an SDSU delegation to Washington, D.C. to participate in CSU Hill Day and to meet with our local Congressional delegation and representatives of federal agencies including the Department of Veterans Affairs, National Science Foundation, Small Business Administration and National Institutes of Health. Discussion topics included research funding opportunities related to job creation through entrepreneurial innovation and technology development at SDSU, SDSU’s ground-breaking language and culture instruction to front-line bound Marines and sailors, and our programs intended to help veterans transitioning to life and careers back at home.

X. Recess

XI. President’s Report
Chairman Sickels reported that President Hirshman had been called to attend a meeting in the Chancellor’s office and was unable to attend today’s meeting.

CEO Carleton then introduced Mike Shrader, Head Coach of the SDSU Swimming and Diving Team. Coach Shrader’s teams are coming off the best-ever season in the history of the SDSU program. They finished the 2010-11 season with a 19-0 dual meet record and recorded the team’s first-ever Mountain West Conference Championship meet title.

Coach Schrader then shared the accomplishments of his team which included 19 scholar athletes on a team of 30 and a 100% graduate rate for his athletes. The Coach also shared his background with the Board and his philosophy on recruiting and mentoring the members of his teams.

XII. Concluding Remarks / Sickels

Chairman Sickels thanked the Directors for attending and adjourned the meeting.

XIII. Adjournment

Chairman Sickels adjourned the meeting at 5:00 p.m.

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Christopher Sickels, Chairman

Attest:

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Barbara Davies, Secretary