A meeting of the Board of Directors of The Campanile Foundation was held at San Diego State University in the Fowler Family Ballroom of the Parma Payne Goodall Alumni Center, San Diego, California, on June 7, 2012, pursuant to the notice duly posted for public information.

The following Directors were present:

- Sherrill Amador
- Terry Atkinson
- Ed Blessing
- Casey Brown
- Mary Ruth Carleton
- Nikki Clay
- Dorothy Codling
- Julie Dillon
- Andrew Esparza
- Greg Fowler
- Elliot Hirshman
- Sal Janmohamed
- Rod Lanthorne
- Jack McGrory
- Mark McMillin
- Robert O'Keefe
- Patti Roscoe
- Christopher Sickels
- Jim Sinegal
- Kenneth Walsh

The following Directors were excused:

- Mary Curran
- Steve Davis
- Marshall Faulk
- Alexis Fowler
- Bill Geppert
- Alan Gold
- Dan Gross
- Christy Hilton
- Greg Lucier
- Betsy Manchester
- Ken McCain
- Vince Mudd
- Susan Salka
- Karin Winner

The following Officers were present:

- Joanne Ferchland-Parella, Secretary, The Campanile Foundation
- Sarah Slaughter, Chief Financial Officer, The Campanile Foundation

The following University administrators and staff members were present:

- Jack Beresford, Chief Communications Officer
- Geoff Chase, Dean, Division of Graduate Affairs
- Michael Cunningham, Dean, College of Business Administration
- Barbara Davies, Assistant to the Vice President, University Relations and Development
- Gale Etschmaier, Dean, Library and Information Access
- Joyce Gattas, Dean, College of Professional Studies and Fine Arts
- David Hayhurst, Dean, College of Engineering
- Jim Herrick, Executive Director, Alumni Association
- Ric Hovda, Dean, College of Education
- Jim Kitchen, Vice President for Student Affairs
Stanley Maloy, Dean, College of Sciences  
Marilyn Newhoff, Dean, College of Health and Human Services  
David Pearson, Dean, SDSU Imperial Valley Campus  
Sally Roush, Vice President, Business & Financial Affairs  
Tyler Sherer, Director, Government and Community Relations  
Catherine Snapp, Presidential Communication Manager  
Stephen Welter, Vice President for Research & Dean of Graduate Affairs  
Paul Wong, Dean, College of Arts & Letters

The following guests were present:

Betty Broom, National Campaign Council  
Glenn Broom, National Campaign Council  
Lois Bruhn, National Campaign Council  
Diane Denkler, National Campaign Council  
Mark Filanc, President & CEO, J.R. Filanc Construction  
Myrna Hall, Sr. Consultant & Principal of Marts and Lundy  
Chuck Luby, National Campaign Council  
Robin Luby, National Campaign Council  
Leon Parma, National Campaign Council  
Bob Payne, National Campaign Council  
Anne Westreich, Investment Consultant, Wurts & Associates

I. Call to Order

Chairman Kit Sickels called the meeting to order at 2:30 p.m. Chairman Sickels declared this one of the most important Board meetings the Board has ever had and encouraged Board members and guests to participate in the discussions about The Campaign for SDSU.

Chairman Sickels also welcomed the attendees who included members of the National Campaign Council, SDSU Vice Presidents and Deans.

Chairman Sickels welcomed Ken Walsh to his first Campanile Foundation Board meeting. Dr. Walsh is a professor and director of the J.R. Filanc Construction Engineering and Management Department at SDSU and will serve as the faculty representative to the Campanile Foundation Board.

Chairman Sickels then welcomed Julie Dillon. Mrs. Dillon is the President & CEO of Dillon Development. She has been involved in the real estate development business in San Diego for over 30 years, as a residential land developer, builder and industrial real estate investor. Julie has also been very active in various civic and philanthropic endeavors.

Chairman Sickels also welcomed the new Associated Students representative, Robert O’Keefe. He is a fourth-year Political Science and International Security & Conflict Resolution
double major with a minor in Business Marketing. Having previously served as Associated Students Vice President of Finance and Associated Students Representative for the College of Arts & Letters, he is dedicated to making student government at SDSU more accessible to all SDSU students. During his time at SDSU, Rob has involved himself in several on-campus organizations most notably, his fraternity, Sigma Phi Epsilon. Rob has spent much of his time collaborating on student initiatives and furthering philanthropic endeavors.

II. Approval of Minutes – March 8, 2012 / Kit Sickels

Chairman Sickels asked for approval of the minutes of the March 8, 2012 Board Meeting.

Motion: A motion was made, seconded, and unanimously carried to approve the minutes of The Campanile Foundation Board of Directors meeting of March 8, 2012.

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 March 8, 2012, thereby approving the minutes of the:

- Nominating and Organizing Committee - Minutes of April 17, 2012
- Finance and Investment Committee - Minutes of May 15, 2012
- Government & Community Relations Committee - Minutes of June 1, 2012
- Communications and Donor Relations Committee - Minutes of June 6, 2012

III. The Campaign for SDSU / Kit Sickels

Chairman Sickels reported that SDSU is almost through the first five years of The Campaign for SDSU. With three weeks left in this fiscal year, The Campaign total now stands at $320 million. Over $40 million has been raised for scholarships and nearly $100 million has been raised for faculty support.

50 gifts of one-million dollars or more have been raised in the campaign. Chairman Sickels expressed his gratitude to the Board, National Campaign Council and others around the room who have supported The Campaign for SDSU.

Chairman Sickels then shared a slide presentation illustrating some of the success stories of the Campaign including the Parma Payne Goodall Alumni Center, Shiley BioScience Center, The Payne School of Hospitality and Tourism, the Lamden School of Accountancy, the Zahn Center and the Joan and Art Barron Veterans Center.
Chairman Sickels then asked Patti Roscoe and Joyce Gattas to share one of their success story of philanthropy at SDSU – The Payne School of Hospitality and Tourism.

Patti Roscoe and Joyce Gattas shared the history and current success of the Payne School of Hospitality and Tourism, noting that it is recognized as one of the the best hospitality and tourism programs in the country. Students in this program graduate with high GPA’s and at least 2,000 hours of internship experience.

Chairman Sickels then directed the Board’s attention to the Campaign Initiative pages prepared by each of the Deans. He invited the Board and National Campaign Council members to ask questions regarding the reports. A lively Q & A session followed between the Board, National Campaign Council and the Deans.

President Hirshman thanked Chairman Kit Sickels and CEO Mary Ruth Carleton for their leadership of the Campanile Foundation Board. The President then discussed the $500 million goal of the Campaign. He shared his vision to firmly establish SDSU as a major public research University. He noted the Board is critical in attaining this goal. President Hirshman then shared stories of student success from around the campus, noting that SDSU’s incoming freshman class holds an average GPA of 3.8. He also noted that ten SDSU students received Fulbright Scholarships and one student received the Udall Scholarship in Environmental Studies.

President Hirshman also shared a new initiative - The Best and Brightest. This initiative will strive to recruit the best and brightest local students and has already been supported by several Board and Community members. When discussing longer term goals, the President noted the need to endow SDSU’s Honors program in order to be able to provide scholarships for Honors students. Also noted was an offer that was extended to Snigha Nadipati, a local 14 year old girl who just won the National Spelling Bee, to join SDSU in the Class of 2020.

The President also discussed the successes students are having competing nationally in athletics as well as research and creative endeavors. With a focus on addressing national challenges, SDSU’s research funding has grown to approximately $150 million per year.

President Hirshman closed his remarks by discussing some of the challenges faced by the University due to the state budget cuts. He stressed the importance of The Campaign during these difficult times to ensure student success, retain the best faculty and staff, build top ranked programs and to establish SDSU as a major public research university.

IV. Break

Mary Ruth Carleton reviewed the Campaign dashboards, trend line and gift chart. CEO Carleton noted the Campaign total to date is $319.5 million which accounts for 64% of the overall goal. Bequests currently total $17,083,805 which represents 23% of the overall goal in this area.
V. Campaign Challenges – Myrna Hall

Myrna Hall, Sr. Consultant & Principal of Marts and Lundy, gave a presentation entitled: Into the Homestretch: the Philanthropic Landscape and the Campaign for SDSU. Ms. Hall shared that there are currently over twenty $1 billion campaigns, and dozens of $100M+ campaigns underway across the country. Most organizations are maintaining momentum and are on track to make their goals, but not without strengthening their solicitation programs and/or receiving mega gifts. Ms. Hall discussed the traditional gift pyramid vs. the current trend in gift pyramids which shows a rise in the number of gifts between the $100K and $999K level. She also talked about building a major gifts culture within the institution and some of the reasons donors are making major gifts. Ms. Hall noted that major gifts are all about the relationship and matching donors to their personal philanthropic passion.

Myrna then informed the Board and guests, that there are several ways they can directly help the Campaign. She encouraged Board members to make introductions to SDSU alumni and friends, host small gatherings, become advocates for SDSU out in the community and bring guests to SDSU gatherings. Ms. Hall also discussed appropriate recognition, accountability and stewardship once gifts are received and the different ways that volunteers might assist the development team with these activities.

In a quick exercise, Ms. Hall asked Board members to write down the names of five people they could meet with in the next 90 days, the Campaign related topics they might discuss and how the development staff might assist with this process.

In closing Ms. Hall reminded the Board that major gift success depends on building strong sustainable major gift relationships, which is a partnership between the volunteer, the academic leader and the development officer.

VI. Nominating and Organizing Committee Report / Patti Roscoe

A. Chair’s Report

Patti Roscoe reported the Nominating and Organizing Committee met to review potential new board members on April 17, 2012. Committee members volunteered to set up appointments with prospects to discuss their interest in serving on The Campanile Foundation Board. Fifteen prospects are currently under review.

Ms. Roscoe reaffirmed the Committee’s commitment to diversifying the board to ensure a broad mix of background and experience. The new prospect pool is diverse and the Committee is hopeful that several of these prospects will join the board in the future.
Ms. Roscoe reported that the Board several resolutions for consideration and she asked for a motion to approve resolutions 12-02 to 12-05.

**Motion:** A motion was made, seconded, and unanimously carried to approve resolutions 12-02, 12-03, 12-04 and 12-05.

RESOLUTION NO. 12-02
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
ACCEPTING THE RESIGNATION OF
RICH KERR FROM
THE CAMPANILE FOUNDATION BOARD

RESOLUTION NO. 12-03
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
ELECTING AND INSTALLING ROBERT O’KEEFE
AS STUDENT REPRESENTATIVE OF
THE CAMPANILE FOUNDATION BOARD

RESOLUTION NO. 12-04
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
COMMENDING CODY BARBO
FOR HIS SERVICE TO THE
CAMPANILE FOUNDATION BOARD

RESOLUTION NO. 12-05
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
ELECTING AND INSTALLING
JOANNE FERCHLAND-PARELLA AS SECRETARY
OF THE CAMPANILE FOUNDATION BOARD

VII. Finance and Investment Committee Report / Terry Atkinson

A. Chair’s Report

Terry Atkinson reported the Committee met on Tuesday, May 15, 2012. The endowment had a 1.5% positive return for the 12 months ending in March 2012 and a Fiscal YTD return of 0.9%. The endowment gained 8.8% during the first quarter of 2012.
Mr. Atkinson also informed the Board of the Committee’s detailed review of the Fiscal Year 2012-2013 University Relations and Development budget and the Fiscal Year 2012-2013 TCF Operations budget. Mr. Atkinson then reaffirmed the Committee’s recommendation to approve this initial budget.

Mr. Atkinson made a motion to adopt Resolution No 12-06 approving the initial Fiscal Year 2012-2013 TCF operating budget.

Motion:  A motion was made, seconded, and unanimously carried to accept Resolution 12-06, approving the initial 2012-2013 budget.

RESOLUTION NO. 12-06
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
APPROVING AN INITIAL 2012-2013
OPERATING BUDGET

Mr. Atkinson also discussed the Committee’s review of the Large Cap Growth manager search prepared and presented by Anne Westreich from Wurts & Associates. The Committee agreed to hire Sands Capital Management as the Domestic Equity Value Manager and to split the Domestic Equity Large Cap asset allocation 50/50 between Dodge & Cox and Sands Capital Management.

Motion:  A motion was made, seconded, and unanimously carried to accept Resolution 12-07, approving the hiring of Sands Capital Management.

RESOLUTION NO. 12-07
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
APPROVING HIRING OF SANDS CAPITAL MANAGEMENT

VIII. Government and Community Relations Committee Report / Jack McGrory

A. Chair’s Report

Jack McGrory provided the Government and Community Relation report. The Committee met on June 6, 2012. At this meeting Committee members were thanked for their help regarding AB 2427 Special Session Fees and SB 1525 Student Athlete Bill of Rights. The Committee also discussed the Governor’s May budget revision. Should the Governor’s tax measure in November fail, the CSU trigger cut is now at $250 million

Mr. McGrory reported the Aztec Action Network (AAN) has been a great success with more than 130,000 email addresses in the database, six AAN alerts have been sent thus far with
our most recent call to action generating more than 1,100 advocacy messages to our elected officials.

As part of the overall CSU strategy, Mr. McGrory reported that Committee members will begin outreach to educate potential candidates on SDSU’s legislative priorities during the general election.

Outreach to regional stakeholder groups regarding candidates continues to be a priority for the Committee. Groups were identified for contact to stress the importance of SDSU as a regional resource in discussions they have with candidates for public office.

IX. Communications and Donor Relations Report / Jack Beresford

A. Chair’s Report

Jack Beresford provided the Board with an update on Campaign communications. During the final public phase of the Campaign, a major focus is on securing additional gifts. To support these efforts, the Campaign newsletter, entitled “Stories of Leadership,” was mailed to 30,000 donors and prospects in May. The lead story highlights the “Best and Brightest” initiative. At the Committee’s suggestion, future issues of the newsletter will also highlight stewardship events.

Jack also provided an update on the Aztec Leadership Network – the online mapping project. The map includes all Aztec-led businesses in San Diego, Orange/LA counties and now the Bay Area. Soon those using this resource will be able to search the map and sort by college, class year and industry. Mr. Beresford noted that alumni leaders not in SDSU’s database continue to self-identify which is reconnecting them with the University.

Jack Beresford also shared a brief news story on the new “Aztec Plane” which Alaska Airlines debuted last week.

Jack then played a 30-second TV spot featuring Darlene Shiley. The spot is part of a series with Campaign donors talking about why they support SDSU. Jack noted that future spots will include “average” donors at smaller giving levels as well.

Mr. Beresford shared another new TV spot featuring Shannon Clark, SDSU’s first Udall Scholar. A junior studying Political Science, Shannon is one of only 80 students in the country to receive this prestigious scholarship.

To support President Hirshman’s priority of recruiting more top students, the Committee will be looking at how SDSU can improve its performance in the US News rankings of colleges and universities. Currently, SDSU is ranked #164. Moving into the top 100 would help SDSU attract more top students and make SDSU more attractive to out-of-state and
international students. This is an important strategic initiative to grow revenue and further diversify the campus.

Mr. Beresford then asked Jim Herrick to share the Alumni Association’s focus on increasing the number of alumni donors as measured and reported in college rankings by US News. Mr. Herrick discussed the new approach of featuring articles about the need for alumni to give annually and profiling average donors. Mr. Herrick also discussed building an awareness campaign around the theme of teaching alumni about the relationship between the number of annual alumni donors and the value of a SDSU degree. The Alumni Association also plans to aggressively solicit non‐donor alumni lifetime members and strengthen alumni networks.

X. Students Perspective

President Hirshman introduced Tim Shelton, starting forward for the Aztec Basketball Team. Tim shared the story of his upbringing and how it affected his decision to work with youth at the After-School All-Stars, an after-school program to keep kids safe and help them achieve in school and in life. Tim shared the story of how he raised nearly $40,000 to support this program. Tim then shared a video he made to encourage others to contribute to the After School All-Stars.

XI. Concluding Remarks / Sickels

In closing, Chairman Sickels asked that Board members to renew their membership in the President’s Leadership Fund if they have not already done so.

Chairman Sickels then thanked the Directors, National Campaign Council, Vice Presidents and Deans for attending and adjourned the meeting.

XII. Adjournment

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

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Christopher Sickels, Chairman

Attest:

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Joanne Ferchland-Parella, Secretary