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 5, 2015, pursuant to the notice duly posted for public information.

The following Directors were present:

Terry Atkinson        Kelly Doran        Jack McGrory
Ed Blessing          Bill Earley        Michael Pack
Mary Ruth Carleton   Greg Fowler        Patti Roscoe
Nikki Clay           Christy Hilton      Susan Salka
J. Cole              Elliot Hirshman    Jerry Sanders
Mary Curran          Rich Kerr          Bob Scarano
Diane Denkler        Ken McCain        Christopher Sickels
Julie Dillon          Thom McElroy      Karin Winner

The following Directors were excused:

Andrew Esparza       Dan Gross          Jim Sinegal
Marshall Faulk       Lawrence Henry     
Bill Geppert         Evelyn Lamden      
Alan Gold            Kris Michell       

The following Officers were present:
Amy Harmon, Secretary, The Campanile Foundation
Sarah Slaughter, Chief Financial Officer, The Campanile Foundation

The following University administrators and staff members were present:
Greg Block, Chief Communications Officer
Megan Collins, Director of Government and Community Relations
Chukuka S. Enwemeka, Provost
Jim Herrick, Assistant Vice President, Alumni Engagement
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 of Business and Financial Affairs
Lizette Najera, Assistant to the Vice President, University Relations and Development
Catherine Snapp, Presidential Communications Director
Catherine Terrones, Senior Director of Donor Relations
Amy Walling, Assistant Vice President, Planned Giving
The following guests were present:
Dennis Cradit, Dean of the College of Business Administration
Kevin Decker, Director, Prospect Research and Management
Christa Farmer, Director of Development
Stuart Henry, Professor and Director, School of Public Affairs
Teri McIntyre, Senior Director of Development
Bob Schulz, Associate Vice President of Real Estate, Planning & Development
Breanna Weeks, Director of Development

I. Call to Order

Chairman Jack McGrory called the meeting to order at 2:32 p.m. by welcoming board members and guests. Mr. McGrory introduced Jeff Jeffery and Tony Podell to the board.

II. Installation of New Directors

Mr. McGrory asked for a motion to approve Resolution 15-01, electing and installing Jeff Jeffery and Tony Podell as Directors of The Campanile Foundation.

RESOLUTION OF THE BOARD OF DIRECTORS OF THE CAMPANILE FOUNDATION ELECTING AND INSTALLING JEFF JEFFERY AND TONY PODELL AS DIRECTORS OF THE CAMPANILE FOUNDATION

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 15-01.

III. Approval of Consent Agenda / March 5, 2015

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 March 5, 2015 thereby approving the minutes of the:

- Campanile Foundation Board Meeting – Minutes of December 4, 2014
- Nominating and Organizing Committee – Minutes of February 10, 2015
- Government & Community Relations Committee – Minutes of February 17, 2015
- Audit Committee – Minutes of February 20, 2015 Conference Call
- Finance and Investment Committee – Minutes of March 4, 2015
- Alumni Engagement Committee – Minutes of March 5, 2015
IV. The Campaign for SDSU

A. Campaign Update

President and CEO Mary Ruth Carleton reported that the Campaign for SDSU is at $563M. We are projected to be at $585-590M by the end of the fiscal year.

Ms. Carleton introduced the new Associate Vice President for Development, Leslie Schibsted. Leslie is a successful fundraising professional who came from CSU Chico. In her eight years at Chico, Leslie served as Director of Advancement for the College of Natural Sciences and the College of Behavioral and Social Sciences and most recently as Interim Associate Vice President of Development.

Ms. Schibsted thanked everyone for the warm welcome and is excited to be a part of San Diego State.

Ms. Carleton reviewed the Campaign slides in the board packet (pages 28-34); the reports are through January 31st. We are doing really well in all areas.

Last week, the naming of the Honors College was announced. It is now the Susan and Steve Weber Honors College. Darlene Shiley’s generous gift brought the endowment to over $10M. Raising funds for the Honors College was one of our priorities for the Campaign and we have met that goal.

Another one of our priorities is scholarships. Our goal at the beginning of the Campaign was $100M and we are now at $96M. With the extension, our goal is to raise an additional $25M and we are currently at $11M. Our research endowment continues to grow; we’ll be at approximately $4.2M by the end of the fiscal year.

Ms. Carleton shared fundraising statistics: Almost 50,000 donors to the Campaign, 30,000 of them are new donors; 138,000 gifts received and 109 of those gifts are of $1M or more. Pages 36-37 in the board packet show how SDSU measures up versus the other CSUs in terms of fundraising. Ms. Carleton thanked the board for their role in our success.

Ms. Carleton recognized the following board members for their recent gifts:

- Terry Atkinson in support of: Basketball, College of Business Administration, Guardian Scholars and Study Abroad Scholarships
- Ed Blessing in support of: Combat Leadership Panel Endowment Fund and President’s Leadership Fund
- Nikki Clay in support of: Ben and Nikki Clay Scholarship and Tom Day Quad
- Mary Curran in support of: Guardian Scholars and Aztec Club
- Marshall Faulk in support of: Athletics
- Bill Geppert in support of: Athletics and Presidential Supplemented Salary
- Rich Kerr in support of: Computational Sciences
• Jack McGrory in support of: Joan and Art Barron Veteran Center, Veterans Employment Initiative, Scholarships for Veterans, Public Admin. Internship Program, Jack McGrory Scholarship in Classics and Humanities, Collaborative Research Fellows School, and Friends of Classics Chair
• Mike Pack in support of: International Business Scholarship Fund and International Business Programs Fund
• Patti Roscoe in support of: Roscoe-Tiffany (MFA) Musical Theatre Scholarship
• Jerry Sanders: Scholarships and Aztec Club
• Jim Sinegal: Kit Sickels Endowment, Guardian Scholars, Troops to College and Scholarship Endowment

B. Finding Lost Alumni

Ms. Carleton shared that going forward with the Campaign; we want to continue to find lost Aztecs. Many of our board members have helped with this task. Ms. Carleton introduced Kevin Decker, Director, Prospect Research and Management to report on how many people have been found thus far.

Mr. Decker reported that in partnership with Enrollment Services on campus, they took on a project that began last fall and looked at thousands of digital files from 1986-2014. They found 2,000 lost alumni and over 60,000 lost attendees. They are now looking to find where these lost Aztecs are currently residing. Some are living in China, Guam, and Europe.

Another project they are working on is to build Affinity Groups related to any of the activities students were engaged in while they were here. They processed 3,624 registration cards from the marching band and of those, 1,324 alumni are new to the database. Ms. Carleton encouraged board members to continue to help find lost Aztecs. Julie Dillon is doing a great job in the desert. She will be going to an Alma Mater event at the Reserve Club next week and several alums will join her.

C. TCF Board Retreat

The next TCF Board Retreat is scheduled for Sunday, October 25 through Monday, October 26. The location will be at La Casa del Zorro in Borrego Springs. More details will be sent via email.

Ms. Carleton reported that the Evening Celebrating Philanthropy event was a success. A total of 49 donors of $1M+ attended and 20 were recognized with medallions.

V. President’s Report

A. Engineering and Interdisciplinary Sciences Complex
President Hirshman updated the board on SDSU’s most ambitious project – the construction of the new Engineering and Interdisciplinary Sciences Complex. Our vision is that SDSU will continue to develop and become a top-50 public research university. To accomplish this, we must build – both figuratively and literally. Figuratively, we must build on our academic and research excellence and literally, we will build an extraordinary complex.

President Hirshman shared some of the areas that will be housed in the 85,000 square foot complex. The team of architects, planners and contractors are set and ready to go. Our researchers and students will have access to the latest technology and shared labs – like a brain-imaging facility. Some of the areas that may be housed in the complex include: Viromics, Clinical and Cognitive Neuroscience, entrepreneurship centers including Zahn and Lavin, wireless technology and bioengineering. This will support the excellence of our educational programs and foster the interdisciplinary research that addresses real-world challenges. The cost of the building will be $90M.

We are following our public-private financial model for funding. One third of the cost will be funded by the CSU/state; one third will be funded from philanthropic support and one third from University revenues including auxiliary enterprises, Extended Studies and tuition revenues. This approach will minimize debt and will help us move forward in the near term. The timeline is very ambitious; we will go to the Board of Trustees for approval in May and begin demolition July 1. The first researchers would move in the fall of 2017.

President Hirshman introduced Bob Schulz, Associate Vice President of Real Estate, Planning & Development. Mr. Schulz shared four artist renderings of the EIS complex. Schematic designs should be finalized by the end of next week. Construction is projected to be complete in late 2017, followed by moving in furniture and equipment, and formally moving in by January 2018.

President Hirshman shared that one of the important features of the new complex is the Tom Day Quad. This public space will bring people together for formal events and for the informal mingling that leads to synergy among researchers from different disciplines. President Hirshman introduced Nikki Clay who updated the board on the Tom Day Quad. Ms. Clay reported that the Tom Day committee consists of twelve individuals who have either worked for or with Tom Day and includes the current dean of College of Sciences, Stan Maloy. The committee split up a list of 120 prospects and made phone calls to gauge interest. There was a lot of interest and enthusiasm to be a part of this effort; the next step will be to reach out to those who showed interest and meet with them. The current total of pledges received is $297,000 and of that total, the Day family has pledged about half of that. Dean Stanley Maloy describes the Day Quad as “a collision of innovation.”
B. Regional Report

President Hirshman stated that another way to reach out to alumni throughout the country is to create Regional Councils. President Hirshman introduced Amy Harmon, Assistant Vice President for Regional Programs.

Ms. Harmon shared that there is a more formalized plan that is aligned with the Strategic Plan in improving the national reputation and financial stability of the University. There are seven active regional councils: Seattle, Bay Area, Santa Barbara, Los Angeles, Texas, and the New York Tri-State area. These areas have been targeted as they are home to significant numbers of SDSU alumni and represent important areas for student recruitment, career development, alumni engagement and philanthropic support.

Ms. Harmon recapped a recent visit to San José where the Aztec men’s basketball team took on the Spartans. Events that surrounded the basketball game were: a VIP party that included high-level Council members with a presentation by Jim Sterk, a meeting with parents and alumni, and a basketball pre-game reception with about 200 in attendance.

Ms. Harmon shared upcoming regional events: Bob Scarano will be hosting an event at his home on March 27th. Mary Curran will host an event in July. These events help bring Aztecs together and get them re-engaged with the University.

President Hirshman stated that Regional Councils allow us to bring together three groups: alumni, students who we are recruiting, and parents of currently enrolled students. This creates a family approach model.

C. The Campanile Foundation Chair Endowment - National Academy of Sciences

President Hirshman stated that he is grateful for working with such an extraordinary board that supports the University. Many people don’t understand what the Board does so The Campanile Foundation Board has taken on an initiative to brand and explain to people what The Campanile Foundation Board does. Terry Atkinson shared one of those initiatives.

Mr. Atkinson shared that some members of the Board are considering making a group donation to fund The Campanile Foundation Chair Endowment. There is a need to recruit a faculty member who is a member of the National Academy of Sciences to help our leading faculty become members of the National Academy. There are four national academies: sciences, engineering, medicine and research.

President Hirshman mentioned that we have some great faculty members that cannot get into the academy without having someone in the academy nominate them. Recruiting a National Academy member would help us get them in and keep them at SDSU. Once we are at a point where we are confident of reaching $2.5M, we can start
the hiring process. The next hiring cycle is July 1 and it is an annual process. We can have someone start in August of 2016.

Mr. Atkinson’s goal is to raise $2.5M and have 100% board participation. He asked the board to consider a gift of $100,000; $20,000 paid annually during a five year period. As of today, we have $900,000 committed.

Mr. McGrory added that we have at least five faculty members that are National Academy level. He also mentioned this is not mandatory but we’d like to get as much board participation as possible.

Mr. Greg Fowler also encouraged 100% board participation at some level. Recruiting a National Academy member will allow us to attract and retain the best faculty, move up the US News rankings and raise our profile as a national research university.

Ms. Kelly Doran stated that as a faculty member undertaking this initiative is very important and exciting.

President Hirshman concluded that this is just one of the initiatives we have planned to brand The Campanile Foundation. When you go to certain universities like Yale, you hear “Vanderbilt Hall,” “Vanderbilt Endowed Chair,” or “Vanderbilt Scholars.” For us, The Campanile Foundation is going to be that branding. In the long run, we will pursue other ideas such as the “The Campanile Foundation Visiting Artist,” or “The Campanile Foundation Coach.” There is no timeline yet but there are possibilities for more opportunities like the Campanile Foundation Endowed Chair.

VI. Nominating and Organizing Committee Report

Ms. Patti Roscoe announced that we are pursuing new board members. If you have any names to submit, please contact Mary Ruth Carleton or Patti Roscoe. Ms. Roscoe announced that Linda Lang will join the Board in 2016.

VII. Associated Students Report

J. Cole gave an update on efforts to prevent sexual assaults on campus. There was a mandatory online training and as of March 5, over 2,800 students registered and 2,200 have completed the training. Additionally, a week-long series of events were programmed toward sexual assault prevention and they have all been well attended. Associated Students just launched “It’s On Us” campaign; it’s a national movement asking men and women across the country to make a personal commitment to put an end to sexual assault on college campuses.

The Aztec Culture Project was passed in 2008 when the students voted to increase the activity fee. The purpose is to enhance the Aztec culture on campus by promoting historically
accurate portrayals of the Aztec Culture and educational programs about the Aztec Culture that would be offered to all new students.

President Hirshman commended J. Cole for the work he is doing on issues of sexual violence and sexual assault.

VIII. KPBS

The following KPBS report was emailed:

Paul Steen, former general manager of KPBS, has died.

- Financials (7 months) we are ahead of budget
- One month away from a yearlong feasibility study to repurpose, update facilities and new construction
- KPBS is #1 in radio drive time (for the past 36 weeks)
- The new North County bureau is providing great coverage; still looking to raise funds in order to build staff and increase productivity
- TV Programming: during the calendar year; 2nd most watched public tv station in the nation; 5th most watched primetime station in the country; primetime average 1.58 rating 43% above national average
- KPBS is focusing on the year of the military in its coverage this year; “The Last Days in Vietnam” airs 4/28; It will be screened on the Midway on 4/25 for the Producers Club & KPPBS will host the GI Film Festival later in the year
- Thanks to a Parker Foundation grant, KPBS has launched a Door-to-Door membership campaign; started on Feb 15.
- Average age is 55 of canvass-acquired donor
- PBS Kids is the #1 case for support in canvassing (Mommy Madison)

IX. Government and Community Relations

Chairman Jack McGrory provided a legislative update: In the governor’s proposed budget, there is an additional $120M for the CSU as a whole. The Governor is continuing to hold the line on “no more money”.

Mr. Walt Ekard, SDSU faculty member and member of the Stadium Advisory Group (SAG) presented at the meeting. Mr. Ekard explained that the SAG has been given two tasks to be completed before Fall 2015:

1) Select a site for the future stadium and 2) determine how it will be paid for. Currently, the estimated cost of the project is $1.2 – $1.5B, but could be more. There is debate over when the stadium proposal will get on the ballot (June or November of 2016). The Chargers want a 2/3 vote – very difficult to accomplish.

President Hirshman assured the Board that SDSU will have a football team and a place to play regardless.
The Campanile Foundation
San Diego State University, Parma Payne Goodall Alumni Center
March 5, 2015

X. Finance and Investment Committee Report Terry Atkinson

Mr. Terry Atkinson reported that the Committee met on Wednesday, March 4, 2015. The endowment investment pool had a 4.0% positive return for the 12 months ending in December 2014 compared to the policy index return of 5.7%. The portfolio’s relative 170 basis point underperformance to the policy index offset the previous years’ 190 basis point outperformance. The longer term returns are 11.4%, 8.9% and 6.7% for the 3-year, 5-year and 10-year periods respectively.

The Committee also reviewed the FY14-15 Budget to Actual results. The narrative and financials are found in the Finance & Investment Committee tab of the board packet.

Ms. Anne Westreich, from Wurts & Associates reviewed an asset allocation presentation and did not recommend any changes. The Committee discussed the Foundations objectives and risk tolerances. No action was taken.

XI. Audit Committee Report Susan Salka

Ms. Susan Salka welcomed new members of the Audit Committee: Lawrence Henry and Bob Scarano. Ms. Salka reported that the committee held a conference call on February 20, 2015. The four auxiliaries, Aztec Shops, Associated Students, San Diego State University Research Foundation and the Campanile Foundation had completed the RFP process to determine the independent audit firm for the annual financial audit and preparation of the 990 tax return for the next five years. McGladrey, Pullen CPA’s have been our independent auditors for the last 10 years.

The committee reviewed and discussed the memo and fee comparison schedule provided by staff. The committee concurred with staff recommendation to hire Grant Thornton.

Ms. Salka asked for a motion to approve Resolution 15-02, Approving Grant Thornton as auditors for a five year period beginning with the fiscal year ending June 30, 2015

RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAMPANILE FOUNDATION
APPROVING GRANT THORNTON
AS AUDITORS FOR A FIVE YEAR PERIOD
BEGINNING WITH FISCAL YEAR ENDING JUNE 30, 2015

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 15-02.
XII. Alumni Engagement Committee Report

Ms. Roscoe reported that the Committee met prior to the board meeting. Andy Esparza who is the Chair of the committee has taken on a new job and has stepped down as Chair. We will announce a new Chair at the next meeting.

Mr. Jim Herrick provided a historical and current overview of the alumni engagement committee. He informed the committee on how U.S. News reports and ranks alumni engagement through donations. Jim stressed it is important to develop strategies to engage alumni.

The committee discussed ways in which to connect alums to SDSU and the importance of changing the culture.

Mr. Thom McElroy asked about engaging the Greek system and J. Cole agreed there was an opportunity to connect this group with alums. An idea developed to engage Greeks around a competition to engage the greatest percentage of donors. It was suggested that the alumni could provide incentives.

Mr. McElroy suggested the alumni engagement/annual fund model an approach similar to “kick starter.” Mr. Herrick informed the committee their ideas will be processed by the alumni engagement/annual fund staff and reported at the next meeting.

XIII. Athletics Committee

Ms. Mary Curran updated the board on the reconvening of the Athletics Committee. The original committee was started by Bob Payne several years ago. The goal of this committee is to help guide SDSU Athletics in the following areas: 1) Community Engagement 2) Facility and Program Enhancements 3) Annual Fund.

There was an organizational meeting held on February 10. Invitations were sent out yesterday to potential committee members including board members and community members. The next steps are to follow up on the invitations and set up a schedule of meetings. A short video was played featuring the SDSU women’s golf team.

XIV. A Vision for the College of Business

President Hirshman introduced the new College of Business Administration dean, Dennis Cradit. Dean Cradit outlined his vision and strategic plan. The seven strategic initiatives are:

1) Elevate Instructional Excellence: We will create and deliver leading edge, market-driven instructional programs that ensure teaching excellence and pedagogical innovation at the undergraduate, graduate, and executive level.

2) Ensure Student Preparation and Success: We will design and refine student preparation and career development processes that produce graduates ready to meet the demands of the workforce and the global marketplace.
3) Enhance Faculty Research, Discovery and Innovation: We will pursue and promote research-driven thought leadership across all functional areas with special emphasis upon areas of present and emerging strength. We will commit ourselves to enlarge the impact of faculty knowledge creation and dissemination.

4) Stimulate Thought Leadership for Public Impact: We will create stimulate economic development and community engagement by partnering with local, state, national, and global communities to produce scholarly activities with direct public benefit.

5) Invest for Excellence in People: We will recruit, value, develop, and retain an excellent and diverse faculty and staff.

6) Develop Financial and Resource Strength: We will secure the financial resources necessary to achieve the college’s goals by creating a sustainable source of fiscal and physical resources, energize supporters to expand that base, and reallocate resources to match our priorities.

7) Build our Reputational Capital: We will build a prestigious positioning for the institution creating a globally-recognized brand, promoting our story through comprehensive marketing communications, and integrating and engaging alumni and community into the heart of the college.

President Hirshman thanked Dean Cradit for his presentation. Dean Cradit introduced three members of the College of Business Board: Tom Page, Peter Shaw and Peter Zahn. He also introduced his development team to the board: Teri McIntyre, Christa Farmer and Breanna Weeks.

XV. Gift Acknowledgement

Chairman McGrory acknowledged one of our faculty members, Dr. Stuart Henry. Dr. Henry is the Chair of the School of Public Affairs and a member of the Public Affairs Task Force. Their goal is to be a top 40 school in the country. Dr. Henry announced at the last Task Force meeting that he is gifting a grant of $400,000 to the School of Public Affairs. Dr. Henry shared his personal story on why his mother inspired him to give to SDSU.

XVI. SDSU Scholarship Students

President Hirshman introduced a video that reminds us of why we’re here and working so hard on the Campaign.

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

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Jack McGrory, Chairman

Attest:

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Amy Harmon, Secretary