

**The Campanile Foundation  
Board Meeting  
June 1, 2017  
2:30p.m.**



**Minutes**

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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 1, 2017, pursuant to the notice duly posted for public information.

**The following Directors were present:**

Terry Atkinson	Steve Doyle	Kris Michell
Joe Belch	Greg Fowler	Elsa Romero
Ed Blessing	Elliot Hirshman	Patti Roscoe
Ed Brown	Jeff Jeffery	Jerry Sanders
Mary Ruth Carleton	James Kitchen	Karin Winner
Nikki Clay	Evelyn Lamden	Rachel Zahn
Mary Curran	Ken McCain	
Julie Dillon	Thom McElroy	

**The following Directors were excused:**

Marshall Faulk	Linda Lang	Jim Sinegal
Bill Geppert	Jack McGrory	Susan Salka
Alan Gold	Michael Pack	Tony Podell
Frank Goldberg	Bob Scarano	

**The following Officers were present:**

Amy Harmon, Secretary, The Campanile Foundation  
Travis Clancy, Interim 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  
Jim Herrick, Asst. Vice President, Special Projects  
Leslie Levinson, SDSU Research Foundation CFO  
Chris Lindmark, Assistant Vice President of Campaign and Presidential Events  
Dan Montoya, Assistant Vice President, Alumni Association  
Lizette Najera, Director, Board and Executive Affairs  
Catherine Snapp, Presidential Communications Director  
Cathy Terrones, Senior Director of Donor Relations

## **I. Call to Order**

**Mary Curran**

Chairman Mary Curran welcomed everyone and called the meeting to order at 2:30 p.m. Ms. Curran introduced Chimezie Ebiriekwe, new president of Associated Students and announced the new dean of the Fowler College of Business, Lance Nail. Lance served as dean of the business schools at both Texas Tech University and University of Southern Mississippi. His first day on campus will be August 3. He will join us at the September 14 Board meeting.

## **II. Approval of Consent Agenda / March 2, 2017**

**Mary Curran**

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 March 2, 2017 thereby approving the minutes of the:**

- Campanile Foundation Board Meeting  
*Minutes of March 2, 2017*
- Stewardship Committee  
*Minutes of March 13, 2017*
- Nominating and Organizing Committee  
*Minutes of April 12, 2017*
- Audit Committee Conference Call  
*Minutes of April 26, 2017*
- Arts Alive SDSU Committee  
*Minutes of April 28, 2017*
- Finance and Investment Committee Conference Call  
*Minutes of May 19, 2017*
- Athletics Committee  
*Minutes of May 31, 2017*
- Finance and Investment Committee  
*Minutes of May 31, 2017*
- Government and Community Relations Committee  
*Minutes of May 31, 2017*
- Alumni Engagement Committee  
*Minutes of June 1, 2017*

## **III. Executive Committee Report**

**Mary Curran**

Chairman Mary Curran reported on the Executive Committee meeting held in May. The Committee discussed the different roles and duties which board members can take on in this new stewardship phase. Board members are also needed to help President Roush be introduced to the community and help her host events.

Some duties include:

- Ambassadorial duties on behalf of President Roush and help introduce new Fowler College of Business Dean to the community, possibly host a dinner
- Hosting donors/prospects at events
- Attend community events with President Roush
- Board Members to host donors in the boxes/mezzanine at football and basketball games
- Stewardship events for planned giving donors
- Touching/reaching out to donors/prospects to keep them engaged
- Continue to steward those who gave to The Campaign
- Help with messaging: Stadium, Aztec Identity & Presidential Transition
- Engage and recruit new board members

#### **IV. President's Report**

**Elliot Hirshman**

President Hirshman began by thanking the Board and provided his last campus update:

This year's Commencement included 10,000 graduates and 50,000 visitors at eight ceremonies over four days. Three honorary degrees were awarded to Jack McGrory, Hal Brown, and Andrea Skorepa for their service. Among the graduates is Anthony Berteaux, a journalism major and winner of the Zahn Spirit of Innovation Award, an award that includes a \$25,000 scholarship thanks to Irwin Zahn and the Moxie Foundation.

Dr. Hirshman reported that the incoming freshman class is a group of high achievers. Their high school GPAs average 3.74 – the highest in our history. A record number of SDSU Merit Scholarships were awarded to outstanding local students. Each new class is setting the academic bar higher and our Strategic Plan has played a critical role in advancing this excellence.

Dr. Hirshman thanked the Board for their support over the last six years; he is proud of the work done together raising over \$800M, creating the TCF Endowed Chair, engaging alumni, and advocating for SDSU in the community. He stated that the TCF Board will continue to be a key to the University's success and continue to be an important resource and sounding board for new president, Sally Roush. President Roush served 31 years at SDSU – including 19 years as Senior Vice President for Business and Financial Affairs. SDSU is fortunate to have her step in as president during this important time in university history.

Dr. Hirshman provided a preview of what's to come: SDSU will launch pilot programs for the sophomore success initiative, finish construction on the new Engineering and Interdisciplinary Sciences Complex, continue building the Regional Councils, and focus on a new phase of philanthropy as we prepare for the second campaign.

Several board members expressed their appreciation for President Hirshman.

## V. The Campaign for SDSU

Mary Ruth Carleton

President and CEO Mary Ruth Carleton reported that The Campaign is in its final month. The Campaign total is currently \$806M and is projected to reach \$810-815M. Two years in a row, we have raised over \$100M. During the Campaign, we have received over 209,000 gifts; had 74,000 donors; 53,000 first-time donors; faculty/staff giving totaled \$86M, and the total for TCF giving is \$122M!

Ms. Carleton shared that Susan Salka recently announced a \$250,000 gift to establish the Jeri and Elliot Hirshman Endowment in the School of Nursing. We are very grateful for the gift.

### A. Post-Campaign Projects for Board Members:

Ms. Carleton reiterated that we need board members to help host at the box at Qualcomm this football season. We also need help in identifying new prospective donors.

### B. Engineering & Interdisciplinary Sciences (EIS) Complex

Steve Doyle gave an update on the EIS fundraising; we have \$6.3M in gifts and pledges; \$18M in the pipeline and over \$15M of that is submitted and under review. The Campaign Committee is in the process of shifting gears. We are working to identify the work that faculty will be doing in the building and identifying industry partners that could be interested in that work. We will also work with professors and get their assistance in reaching out to new donors. The EIS building is coming along and is stunning. If anyone is interested in a tour, please let Steve know.

### C. Women Veteran Success Program

Amanda Etter

Joan and Art Barron Veterans Center's Director Joan Putnam introduced Amanda Etter who presented on the newly launched Women Veteran Success Program. Ms. Etter is the academic advisor through the Wounded Warrior Battalion-West. Amanda served four years as an Aviation Supply Specialist in the United States Marine Corps and obtained the rank of Sergeant. In 2015, she completed a Masters of Science in Adult, Occupational, and Continuing Education with a Certification in Academic Advising through Kansas State University. She is a Marine wife and mother of two. Ms. Etter is leading the Women Veteran Success Program. The mission of the Women Veteran Success Program is:

*To empower and engage women veterans, while addressing needs and challenges they may encounter. We aim to create a clearer, less stereotypical picture of who women veterans are. We seek to develop a sustainable program focusing on the three pillars of academic, personal, and professional success, while also becoming a catalyst for change and a model for the women veteran community.*

*The primary goals are:*

- 1. Promote Academic Excellence*
- 2. Enhance Personal Wellness*
- 3. Increase Professional Success*
- 4. Be a Catalyst for Change*

**Save the Date: 1<sup>st</sup> Annual Women Veteran Success Program Event: October 13 at Montezuma Hall**

The event is in partnership with the County of San Diego and supported by local veteran organizations. Agenda includes keynote speakers, breakout sessions, and mentor mixer.

**VI. Finance & Investment Committee Report**

**Terry Atkinson**

Vice Chair Terry Atkinson reported the following: On May 19<sup>th</sup>, the Committee held a conference call with our new investment firm Meketa to discuss initial revisions to the Investment Policy Statement. Some required language changes to our IPS were needed in order to operate under our new Outsourced Chief Investment Officer model where we are delegating authority to Meketa to make trades on our behalf.

The Committee then met again yesterday on May 31<sup>st</sup> to further discuss the proposed changes and came to a consensus on several changes. The asset allocations were changed to allow a long-term target allocation of 10% towards the private equity sector which is a new allocation for TCF. This is a long-term objective and won't be happening in the near future. The Committee also agreed to add a new section to the IPS pertaining to Environment, Social and Governance (ESG) Investing. This is an important first step to document that the Committee is aware of and actively working to address student concerns that have been raised on this topic. The Committee voted to recommend Board approval of the revised IPS.

The Committee also reviewed and voted to recommend Board approval of the TCF Operations FY 17/18 budget which is a total expense for the year of \$728,500 compared to a current year budget of \$712,000 this is a 2% increase. The two largest changes in the budget were a decrease in salary and benefits due to TCF staffing changes and an increase in the investment consulting fee as a result of TCF converting to the Outsourced Chief Investment Officer (OCIO) model.

Chair Mary Curran called for a motion to approve Resolution 17-02:

RESOLUTION 17-02  
RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
APPROVING A REVISED INVESTMENT  
POLICY STATEMENT

**Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-02.**

Chair Mary Curran called for a motion to approve Resolution 17-03:

RESOLUTION 17-03  
RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
APPROVING FISCAL YEAR 2017-2018

## OPERATING BUDGET

**Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-03.**

### **VII. Nominating and Organizing Committee Report**

**Julie Dillon**

Vice Chair Julie Dillon reported on the meeting held April 12. The Committee discussed a few candidates for the Board.

Maxine Kreitzer has agreed to serve on the Board. She will be up for election and installation at the September Board meeting. Maxine and her husband, Gary are involved with a number of charities and organizations focused on healthcare, the environment, and youth activities.

A new committee member will join the TCF Nominating and Organizing Committee. Lindy Mamer is Senior VP and Senior Relationship Manager at Banc of California.

Vice Chair Julie Dillon called for a motion to approve Resolution 17-04:

RESOLUTION NO. 17-04  
RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
COMMENDING  
JAMIE MILLER  
FOR HER SERVICE TO SAN DIEGO STATE UNIVERSITY

**Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-04.**

Vice Chair Julie Dillon called for a motion to approve Resolution 17-05:

RESOLUTION NO. 17-05  
RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
ELECTING AND INSTALLING  
CHIMEZIE EBIRIEKWE  
AS STUDENT REPRESENTATIVE OF  
THE CAMPANILE FOUNDATION

**Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-05.**

Vice Chair Julie Dillon called for a motion to approve Resolution 17-06:

RESOLUTION NO. 17-06  
RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
ELECTING AND INSTALLING  
TRAVIS CLANCY AS INTERIM CFO  
OF THE CAMPANILE FOUNDATION

**Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-06.**

**VIII. Athletics Committee Report**

**Kit Sickels**

Co-Vice Chair Kit Sickels reported on the meeting held May 30, 2017:

John David Wicker reported that student-athletes are doing great in the classroom: 329 scholar athletes this past year, 60% of our athletes have either a 3.0 cumulative or scored 3.2 GPA in the previous two semesters. All of our teams are well above the APR cut score.

This past weekend, Aztec Baseball earned its 36<sup>th</sup> conference championship since the 12/13 academic year when the team won the Mountain West Championship. Aztecs advanced to the NCAA Regional in Long Beach but their run came to an end on the third day of regionals.

San Diego State Track & Field competed in the NCAA West Preliminary Rounds in Austin, Texas. Ten student-athletes will travel to Eugene, Oregon for the NCAA National Championships.

SDSU Softball finished strong with their 12<sup>th</sup> consecutive 30-win season. Junior Jenavee Peres was named the Mountain West Player of the Year.

Community Engagement Update by Lisa Pearson and Steve Schnall

The 2017 Aztec Football Schedule is out. There are seven home games this season with most games on Saturday and one on Friday night. Homecoming will be Saturday, October 21 vs. Fresno State.

Football season ticket sales are at 9,876 compared to 7,512 last year at this time. That is a 31% increase. Total revenue is up as well with \$1.3M in revenue compared to \$844K last year at this time.

Basketball ticket renewal rate is 88%.

Scholarship, Facility and Program Enhancements Update by Mandy Huiras

Mandy Huiras updated the Committee on the following:

- Annual Fund: 2016-17: \$4.7M raised to date!
- Total donors currently stands at 4,905
- Athletic Endowment: \$5.1M
- Over \$28M in planned gifts

#### Facility Enhancements:

- Football Locker Room renovation will begin in December; 21 gifts totaling \$716K
- Track project is almost complete
- Tennis fundraising initiative solidified \$40K to help with assistant coaches' salaries

There was a robust discussion on the future of the Mission Valley/Qualcomm site. John David Wicker announced that the lease for Qualcomm ends after 2018. Petco Park is an option in 2019. The goal is to have the city extend the lease through 2020.

Former Alumni Association past president Fred Pierce has launched a website:  
<http://sdsualumnipastpres.com/>

The San Diego Union-Tribune published an Op-ed, *SDSU's vision right for Qualcomm Stadium site*, on Sunday, May 28 and can be read [here](#). This was authored by Presidents Weber, Hirshman, and Roush.

#### **IX. Associated Students Report**

**Chimezie Ebiriekwe**

Chimezie Ebiriekwe reported that the conversation will continue this summer on the issues that arose in the spring semester. Several representative from Student Affairs, SDSU Alumni, Associated Students, and faculty and staff are working on the Aztec Identity education for the campus. The objective is to have a plan and goals by October with a long-term strategy. Chimezie is a university representative on the advisory committee for the presidential search. He and the rest of the A.S. student leaders will be participating in a training hosted by the Panetta Institute at Monterey Bay. All 23 CSU campus study body presidents and other elected student leaders attend and are taught about leadership principles, strategies and practices.

#### **X. Zahn Spirit of Innovation Award Winner**

**Anthony Berteaux**

Anthony Berteaux graduated this May with a degree in journalism with an emphasis in media studies. He is the recipient of the 2017 Zahn Spirit of Innovation Award. The award is given annually to recognize a graduating senior for exceptional entrepreneurship. Berteaux's work and success as a journalist and strong public stances on diversity, anti-Semitism, sexism, and religious tolerance made him an exemplar for the innovation and creativity that was sought with this award.

Berteaux was a campus editor for The Daily Aztec and The Huffington Post, while also hosting a weekly talk show on KCR College Radio. His written work has been published in the Washington Post, the Huffington Post and the San Diego Union-Tribune. He'll be in Washington D.C. and Tokyo for the summer, interviewing for jobs.

## **XI. Audit Committee Report**

**Ed Blessing**

Vice Chair Ed Blessing reported on the meeting held April 26. The Audit Committee held a planning meeting related to the financial statement audit for the fiscal year ending June 30, 2017.

Audit Partner, Rick Wentzel from Grant Thornton presented the timeline for the entire audit process and addressed the highest areas of risk that the audit will focus on.

The Committee and TCF Management all agreed that the timeline and expectations set forth by the audit firm were reasonable and no issues are expected.

The Committee will next meet in September at the conclusion of the audit in order to approve the audited financial statements.

## **XII. Government and Community Relations Committee Report**

**Nikki Clay**

Vice Chair Nikki Clay reported that Megan Collins and Jonathan Clay (via phone) provided the Committee with a Sacramento update:

- Assemblywoman Lorena Gonzalez Fletcher's College Athlete Protection Act (Assembly Bill 1435) was approved by the Assembly Committee on Higher Education.
- Governor's Budget – May Revise
  - Spending levels for the CSU remained fairly static relative to January. Some revenues were moved around and there was a slight decrease in funding.
  - The Legislative Analyst Office (LAO) analyzed the Governor's proposed budget and changes for May. Had some suggestions for accommodating growth. There is currently no increase in revenue for increased student enrollment for 2017/18.
- Conference Committee
  - A joint item is being proposed for an additional \$25 million per system (UC/CSU) from the general fund for deferred maintenance, \$5 million per system from the general fund for mental health services (\$10 million for community colleges), \$2.5 million per system from the general fund to address hunger issues on campuses (\$5 million from prop 98 for community colleges).
- CSU Board of Trustees voted to increase student tuition by \$270 per student, with the condition that if the governor fully funded the CSU's budget request that they would pull back.

Megan Collins provided a Campus Update:

- Housing Project (part of the sophomore success program)
  - A draft EIR is currently being circulated for comment.
  - The hope is to send the project to the Board of Trustees for approval in September.
- Aztec Identity
  - A resolution to remove the Aztec identity was voted down by the A.S. University Council in Spring 2017. The University Senate decided not to move the resolution forward after the council vote. This issue is likely to resurface again in the fall.
- Presidential Search Update

- Sally Roush has been named Interim President. She will begin on July 1 and will serve for the next year. A search committee has been formed, chaired by Trustee Adam Day, along with an advisory committee comprised of individuals from campus and the community.

### **XIII. Alumni Engagement Committee Report**

**Thom McElroy**

Vice Chair Thom McElroy reported on the committee meeting held prior to the Board meeting. Three topics were discussed:

1) The Great Give: This year's Great Give will take place on Tuesday, October 24. Dan Montoya is working with the Fowler College of Business marketing class and they will offer perspective on the overall messaging. Currently they are working on surveying donors and non-donors on their attitudes toward giving.

2) The Montys: The Montys will be held on Sunday, October 8 at Don Powell Theater. This year's format will be different; the program will begin first and the reception will follow. This will allow guests to meet and visit with the awardees. Sponsorships are available for those interested.

3) Aztec Proud Student Philanthropy Update: Since its inception in 2014: Over 11,000 student donors and over \$185,000 raised. From July 2016-June 2017, 7,250 donations, \$85,920 raised; and the class of 2017 raised \$53,500.

Vice Chair McElroy turned it over to AVP Dan Montoya to give an update on the Aztec Identity. Mr. Montoya shared that a committee is being formed to work on Aztec Culture education. The committee's goal is to create a long-term strategy to educate all stakeholders through opportunities inside and outside the classroom, public materials, campus beautification, art, and symbols. This is an opportunity to inform stakeholders about the history and culture of San Diego State University.

### **XIV. Stewardship Committee Report**

**Patti Roscoe**

Vice Chair Patti Roscoe shared the goal of the Stewardship Committee which is to determine best practices for stewarding of all donors of San Diego State.

As stated before, this is a time to help President Roush steward donors. If anyone has any ideas or opportunities for President Roush, please let Mary Ruth or Patti know.

The board's responsibility is to be stewards at all times and when attending events, thank the donors for being there.

The next committee meeting is June 20 at 2:30 p.m.

### **XV. Arts Alive SDSU Committee Report**

**Evelyn Lamden**

Vice Chair Evelyn Lamden reported on the meeting held April 28.

The meeting opened up with a dance performance by two students. Ms. Lamden provided an overview of the Arts Alive Committee formation, goals, mission, and vision, and also briefly summarized the first meeting for those who did not attend. She expressed her hope that all committee members could serve as ambassadors for SDSU's robust arts programs. She invited all members to determine the area(s) of the arts that aligned with their interests and where they felt they could make an impact, and to focus their energies there. By working together, this committee could help to elevate the arts and bring SDSU's art programs into the community.

An overview of the SDSU Fine Arts Schools was presented by D.J. Hopkins from the School of Theatre, Television & Film; Charles Friedrichs from the School of Music and Dance; and Chantel Paul from the School of Art + Design.

Guests at the luncheon were grouped at three tables based on specific interests: Art + Design, Music and Dance, Theater, Television and Film. Each table was given a topic and assigned a moderator. Each group engaged in a table discussion and all ideas were recorded and shared with the group.

## **XVI. KPBS**

**Karin Winner**

Karin Winner shared that KPBS has plans for a major capital campaign. General Manager Tom Karlo believes the station has outgrown its facility. The campaign target is a minimum of \$60M. The options are to either 1) remodel the current facility or 2) build a new facility. KPBS did a giving capacity study and the report found that a campaign with a target of \$60-80M over a 5-7-year period is viable.

Chairman Curran adjourned the meeting at 5:06 p.m.

A reception honoring President Hirshman followed the meeting.

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Mary Curran, Chairman

**Attest:**

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Amy Harmon, Secretary