Approved Minutes

Date: 4/23/14

Members Present: David Bowen (Science), Lonny J. Aui Brooks (CLASS), Dennis Chester (CLASS), Ardella Dailey (CEAS), Ching-Lih Jan (CBE), Audrey Katzman (Academic Affairs, Presidential Appointee), Nancy Mangold (CBE, COBRA Chair), Nancy White (CEAS)

Members Absent: Monique Cornelius (Budget, Presidential Appointee), Aline Soules (Library), Paulina Van (Science),

Guests: Endre Branstad (Academic Senate), Sophie Rollins (Academic Senate), Mitch Watnik (Academic Senate), Brad Wells (Administration and Finance)

1. Approval of the Agenda
   a. MS: White, Bowen.

2. Approval of Minutes
   a. MS: Dailey, Chester. Meeting minutes from 4/9/14 were approved.

3. Report of the Chair – Mangold worked with Branstad and Rollins on a plan for COBRA for the remainder of the academic year. The VP for University Advancement, Ara Serjoie has been invited to today’s meeting to discuss donations to the University. For the May 14 meeting, a representative from Financial Aid has been invited (the Director is not available). Brad Wells has also been invited to the next meeting to discuss budget projections for the 14-15 fiscal year. The final meeting, May 28 will be an organizational meeting in preparation for next year.

Next week ExCom will discuss four items from COBRA:
   a. 13-14 COBRA 4: Consultation of Faculty on Building Development and Use
   b. 13-14 COBRA 5: Addressing Large Classroom Issues
   c. 13-14 COBRA 6: Recommend University Extension to provide MOUs and financial reports of University Extension programs to College Deans, Department Chairs, and Program Directors
   d. 13-14 COBRA 7: COBRA’s Executive Summary of Mid-Year University Revenues and Expenses Report as of December 31, 2013.


5. Report of the Subcommittees – Soules emailed the following report from the Instructional Technology Advisory Committee:
   a. The learning management system subcommittee, tasked with reviewing alternate systems, has been approved by the Academic Senate, pending some membership changes (addition of COBRA and CIC members).
   b. None of the campus servers were affected by HeartBleed, but IT will be sending out a communiqué to remind everyone to reset their passwords just in case. They also advised that we reset passwords on sensitive personal websites, such as banking sites and so on.
   c. The Blackboard mobile app is being used actively by approximately 3-400 people with several thousand accesses each week. It's mainly a review and update tool, rather than a design a course tool. It's useful for checking discussion board posts, sending out messages, etc. There was discussion about some students' lack of access to technology. It began as a discussion of mobile, but extended beyond that. IT will prepare and send out an email to students about access, the "dos" and "don'ts" of using wireless, and other key issues.
   d. There is no (easy to find) list of software available to students anywhere on the campus page. There is a list on the Library homepage. They asked student support services to work with the
Bookstore to come up with a page that lists available software, both on campus and for reduced price purchase at the Bookstore. Hopefully, this will be available by orientation at the end of June.

e. There is a luncheon at Faculty Development next Wednesday to discuss the Promising Course Redesign program. You can sign up at Faculty Development.

6. New Business
   a. Education Foundation overview and discussion: VP of University Advancement and President of the Cal State East Bay Educational Foundation (Foundation), Ara Serjoie. The Foundation is a 501(c)(3), a philanthropic, incorporated agency that is designed to be the non-profit arm of CSUEB. The goals of the organization are to advance future development of the University’s mission, obtain private support, solicit gifts and facilitate private support. The approved budget for the Foundation this year includes $230,000 in expenses such as an administrative fee paid to the University to run the Foundation, auditing (required for non-profit agencies), credit card processing fees (to process gifts), event expenses (zero this year), hospitality (minimal), liability insurance (for board members and officers), consultant fees (zero this year), board meetings/annual retreat, supplies and services, and travel. The majority of expenses are related to the administrative costs of running the organization. There are two main revenue sources, the endowment administrative fee and the 5% gift administration fee. Endowments are about $14 million right now, UBS, an investment manager, is paid to manage the endowment. The 5% gift administrative fee is only applied to current use gifts, not to the creation of a new endowment or change to an existing endowment.

   If a donor chooses to give money directly to a student it is not illegal. However, it does not qualify as a tax-deductible contribution. There is no record or documentation of the gift, and no acknowledgement from CSUEB that a gift was received. This is an isolated type of case and doesn’t happen often.

   University Advancement has staff members assigned to fundraise for various colleges and programs at CSUEB. It is a good idea for faculty to communicate with the person assigned to their college and pass along contact information about potential donors as well as alumni. There are 22 members on the CSUEB Education Foundation Board.

   Mangold had a question about gifts from the Annual Fund Program and where those funds go. According to Serjoie, this broad based approach does not garner large amounts for the University. Funds can be targeted by donor toward a specific program, college, the Library, or the entire University. Work is being done to build the annual fund by targeting alumni from specific program areas to build on a strong sense of affinity with a specific program or department. To close the loop, donors need to know that their donation went to the intended area and that the money has been put to good use. Financial reports about Education Foundation donation funds are provided in monthly reports which are emailed to the authorized department delegate or signer. The information is also available in the daily online financial reporting system. Financial information about donor (D) funds, current use gifts, is usually available online within three days after the gift is received. There are separate funds for each department. Scholarship (P) funds contain donations designated for student scholarships.

   University Advancement staff would appreciate receiving feedback from departments such as nice stories about how donations have been used to help students, this information is needed to close the loop with donors. Deans and/or Department Chairs receive donor lists from the Education Foundation, however COBRA members suggested that it would be beneficial to communicate this information throughout each department.

   Katzman mentioned that the new scholarship coordinator in Financial Aid, Lana Lewis, is working to centralize information about scholarships available through the University. Any money an individual student owes the University is paid back before the student can receive
scholarship funds. It is important to make sure scholarships won’t impact other financial aid a student receives, which is why all scholarships should be directed through Financial Aid. A new process is being developed where students will complete one application for all scholarships, the system will provide information for each student about the scholarships that he/she qualifies for. Students may need to submit additional documentation for some scholarships, but completion of only one application will streamline the process.

Mangold asked how the relationship between University Advancement and individual departments can be strengthened. She stated that there is a disconnect in terms of receiving reports and donor lists at the department and college level. Improved communication is important in terms of contacting alumni and potential donors in a concerted, organized way, awareness of money raised, thanking donors and letting them know how their contributions were used. Serjoie asked that departments communicate with University Advancement to fix incorrect addresses for donor letters and to pass along success stories. He also expressed interest in continuing to interact frequently with the Committee in order to heighten awareness and strengthen philanthropy.

a. 13-14 COBRA 4: Consultation of Faculty on Building Development and Use.
Members worked together on some slight rephrasing of the draft document. Rollins saved the changes. MS: Dailey, Brooks, the document was approved as revised.

b. 13-14 COBRA 5: Addressing Large Classroom Issues
Members agreed on revisions to the draft document. Rollins saved the changes. MS: Dailey, Brooks, the document was approved as revised.

c. 13-14 COBRA 7: Summary Report to the Senate on the University Expenses and Revenues Report through 12/31/13 by VP Brad Wells.
The report has been finalized and sent forward to ExCom.

2. Adjournment
   a. The meeting was adjourned at approximately 4:05 p.m.