CSU East Bay Foundation, Inc.
Board of Directors Meeting Minutes
Thursday, December 1, 2011

Board of Directors
Dr. Leroy Morishita (Chair)
Dr. Michael Mahoney (Vice Chair)
Mr. Brad Wells (Secretary/Treasurer)
Ms. Linda Dobb
Dr. Linda Dalton
Ms. Grace Munakata
Dr. Melany Spielman
* Indicates member absent

Managers/Staff Present:
Mr. Christopher Brown
Ms. Danielle Ortuno
Ms. Jayne Truong

I. Call to Order
President Morishita called the meeting to order at 3:07 pm with a quorum.

II. Introduction of Board Members

III. Approval of Agenda

Mr. Brown recommended changing the order of the agenda by moving the
election of the Vice Chair to item V and the Board Member Orientation to item
XII.

M/S/P (Dalton/Dobb) to approve agenda with changes to the order. Item
V (Board Member Orientation) was moved to Item XII and item XII
(Election of Vice Chair) was moved to item V.

IV. Update from the Chair

President Morishita stated he has enjoyed the past 5 months as President at
CSU East Bay. He expressed gratitude towards the faculty and staff for
welcoming him to the University. President Morishita also provided the board
with a budget update with regard to the state outlook.

V. Election of Vice Chair

Dr. Spielman nominated Dr. Mahoney as Vice Chair.

M/S/P (Wells/Spielman) to appoint Dr. Mahoney as Vice Chair.
VI. Approval of prior meeting minutes

M/S/P (Dalton/Spielman) to approve the prior meeting minutes as presented.

VII. Update from the DVP/Executive Director

The following bullet points reflect the comments and update from Mr. Brown in his report to the board:

**Sponsored Research and Programs:**
- The university moved a portion of post-award administration from the Foundation to Academic Affairs. The Foundation is still responsible for Human Resources, Payroll, Risk Management and Accounting; however, the other post award matters are now combined with pre-award into ORSP. The new format is working very well.

**Dining Services:**
- We’ve had a tremendous year with regard to improving and increasing venues of dining services. This past year we’ve added Jamba Juice, Einstein’s, Starbucks, the new C-Store, and a Subway. Approximately $1.2M of new capital investment has been provided by Aramark, on top of the $1.9M they previously contributed to the campus. All venues are very popular with students and staff.
  - 80% of our dining services employees are now students. This has been a big goal and major shift over the past couple years. This is a great benefit to our students, and has improved service greatly. The connection between Student Housing has helped greatly as these jobs are very popular with residents, and that works wonderful for dining services.
  - We’re also looking to possibly replace Bistro with a national brand such as McDonalds, Wendy’s, Chic Filet, etc. We’ll be doing a campus survey to gather more input into this decision. We may end up staying with original plan of a Burger Studio, but we’re not sure yet. We will also discuss the topic with ASI as well to gain additional input.
  - We developed a “CLUB DC” for the dining commons. This has been very popular as it provides an open entry/exit program for the students rather than a click based approach.
  - Soft seating should be here soon – soft booths to make DC more of a student gathering and hang out.
  - Late night café in the DC is very successful; now we’ve added flat screen tv and music.
We do satisfaction surveys each quarter since fall 2008. The attached document shows strong performance with good improvement.

**Bookstore:**
- Using the services of an outside secret shopper program, the bookstore is consistently scoring in the mid 90% range for customer service. The results are very favorable.
- Our rental program is a tremendous success and on-time adoptions still getting better which helps tremendously with buyback. The Café Scribe program works with Blackboard and helps with the utilization of e-texts.
- Our Strategic Textbook Affordability Plan delivered measurable savings to students of over $1,800,000. Other savings that are too difficult to quantify empirically were achieved by increased use of custom materials, alternate versions of textbooks, and open source materials.
- In July 2010, the bookstore introduced the Rent-A-Text program at Cal State East Bay. In its initial year, it saved students more than $439,000. The bookstore is expanding the program and our students' savings are expected to continue to grow. Textbook rental will erode some savings achieved by increasing our used book ratio, but the net result will be more affordable course materials for students.
- The Bookstore continues to provide an incentive program for faculty to turn in their adoptions on time. This program has improved on time compliance from 10% to an average of 64% - a dramatic improvement. This enables us to provide more used books for our students.
- Through its CafeScribe platform, our bookstore has made digital books available to our students at a savings of 40-60% versus buying a new textbook. This service is expected to be a growth category for savings as our students and faculty become more familiar with digital materials and the number of titles available on the platform increase.

**Student Housing:**
- We remodeled all the older buildings this summer – they are much more popular now. We’ve had great progress with improving summer camps and other group rentals, with the following figures showing the progress each year: 2009:$79K, 2010:$200K, 2011:$600K, 2012:$1M (projected). Our retention rates are increasing greatly due to much improved services and programming – our goal is to have a waiting list.

**Parking:**
- Major renovation work was completed in parking lots H, G, F. The project was very successful, on time, on budget and without any issues due to cutting down older trees.
The installation of energy efficient lighting should be occurring this coming summer as well as the repainting of the light poles.

VIII. Audit and Financials for 2010/11

Dr. Dalton requested the financials be formatted slightly different to include a column for budget in addition to the figures currently provided. Mr. Brown agreed to add the column to the financials in the future.

IX. Annual budget for 2011/12

MIS/P (Wells/Dalton) to approve the budget as presented, with one amendment. The amendment was to remove the "contribution to the university" as that topic warranted further discussion.

X. Financial Statements for Q1

The financial statements were presented for Q1 by Mr. Brown.

XI. Investment Report for Q1

The Investment report was presented for Q1 by Mr. Brown.

XII. Board Member Orientation

Mr. Brown completed an overview of the role and responsibilities of the board members, the conflict of interest policy, Form 700 and debarment. Mr. Brown asked for the forms to be completed and submitted by the board members once they have had a chance to review the forms. Mr. Brown also indicated he would be emailing a copy of the Board Handbook to all the members.

XIII. Adjournment

MIS/P (Spielman/ Munakata) the meeting was adjourned at 5:00 pm.

Minutes of the CSUEB Foundation Board of Directors for the December 1, 2011 meeting were adapted on March 8, 2012.

Secretary ___________________________ Date 4/13/12

Executive Director ___________________________ Date 4/16/12