CAL STATE EAST BAY EDUCATIONAL FOUNDATION  
BOARD OF TRUSTEES  
MINUTES  
March 27, 2013


Trustees Absent: Jack Acosta, Mark Bryggman, Clay Creasey, Josephine Hunter, Howard Hyman, Narinder Kapany, Kumar Malavalli, Terry Otton, Janet Owen, Cecil Pickett, Micky Randhawa, Emily Shanks, Rich Sherratt, Judith Silva, Gary Wallace, Allen Warren, Robert Worrall

Guest Present: Debbie Chaw, Brian Sharpes

Ms. Dilsaver called the meeting to order at 8:35 a.m.

APPROVAL OF MINUTES – Evelyn Dilsaver

Ms. Dilsaver asked for a motion to approve the minutes of the November 28, 2012, Cal State East Bay Educational Foundation Board meeting.

m/s/p (Klescewski/Devine) resolution to approve the minutes as presented.

CHAIR’S REPORT – Evelyn Dilsaver

Ms. Dilsaver welcomed Trustee, James Hannan, who was participating by teleconference. She also welcomed new Trustee, Rich Carson, to his first meeting, and guest, Brian Sharpes, the Educational Foundation’s Financial Advisor from UBS.

Ms. Dilsaver reported an exciting development, a series of Job Panels from April 4th through the 16th in industries including, Art, Media and Communications; Science and Technology; Health and Wellness; Business and Entrepreneurship; and Public Service and Social Justice that will create internships for students. She also thanked trustees who participated in the Thank-a-thon where over 149 people were personally contacted and 160 voice messages were left for donors. We received five pledge payments that evening.

A recent alumni pipeline building event, hosted by alumna, Karen Oliver, was held in New York on March 7th. CSUEB had 10 participants in the wider CSU New York / Tri-State area reception. We also had the second Evening of Jazz at Yoshi’s at Jack London Square in Oakland, a popular fundraiser for scholarships in the Department of Music. During the month of May we have “Breakfast with the President” and the Federal Reserve events.

UNIVERSITY PRESIDENT’S REPORT – President Morishita

President Morishita said that in light of the positive news that the tax initiative measure Proposition 30 passed at the beginning of November the CSU Trustees are anticipated to issue a preliminary budget with the May revision. This allots $250 Million for the CSU-system, and CSUEB would receive approximately $38 Million.

The President shared a number of outreach and other events that have taken place recently:
The Asian Pacific Islander - video conference to create journeys for success
Educational Summit – in February had an attendance of 1,400 people and combined many student services
Super Sunday – visits to a number of local churches to promote CSUEB. We have seen our attendance last fall rise to 15% in the African American community.
Chancellor Timothy P. White visit to CSUEB – at the end of February. He plans to visit all of the CSUs.
“Transforming Higher Education: How Online Education Fosters Engaged Learning at CSU, East Bay” – a white paper penned by the President to promote new models for education. The Trustees were very interested in this topic and wanted the opportunity to attend a briefing to learn more about this trend.
Harlem’s Children’s Zone – during the trip to New York the President was able to attend this event and noted it is in keeping with the “Hayward Promised Neighborhoods.”

DEVELOPMENT COMMITTEE REPORT – Marv Remmich and Anne Harris

Mr. Remmich reported that $3.3M has been raised so far in FY 2012-13. Since July 2009, a total of $19.8 M has been raised YTD toward the campaign goal, which is 49.9% of the campaign goal. We recently received a $250,000 gift from Chevron toward the STEM Program. 75% of the funding so far has come from the Corporate & Foundation Relations team. We have plans to engage more students in philanthropy and to continue regional outreach. Our goal is to reach 60% of the total campaign goal by the first quarter of next year and to make the public announcement in January 2014.

Ms. Harris reported on the collaboration with the Provost, College Deans and faculty on determining campaign priorities, which fit with the “Planning for Distinction” efforts. Project ideas included:
- Excellence and Innovation in Learning Institute
- Institute for Global Innovation and Sustainability
- Institute for STEM (Science, Technology, Engineering & Math) Education
- Institute for Community and Civic Engagement
- Expand Faculty Research and Fellowships
- Expand Student Research and Scholarships

President Morishita suggested that a card be made that includes this information so that Trustees can use it for easy reference during conversations.

INVESTMENT PORTFOLIO PERFORMANCE – Brian Sharpes

Mr. Sharpes of UBS made a presentation of the Economic Forecast.

PLANNING FOR DISTINCTION – James Houpis & Brad Wells

In light of recent budget cuts, CSUEB is undergoing a review of all programs to re-prioritize so that we invest funding in only the highest precedence. We are calling this process “Planning for Distinction.” Our hope is to improve the quality of our programs and develop what we are able to provide to the California workforce. The goal is to make progress by the end of this academic year.

FACULTY PRESENTATION – Ray Garcia

Dr. Garcia made a presentation of the book he recently wrote, “Bridging the English Learner Achievement Gap: Essential Lessons for School Leaders.”
Ms. Dilsaver announced that the Retreat on September 27th will be held in Pebble Beach. Fremont Bank has generously offered to loan their corporate facilities to the Cal State East Bay Educational Foundation for our use for an overnight stay.

**ADJOURNMENT**
The meeting was adjourned at 10:35 a.m.

Respectfully Submitted,
Marvin Remmich, Secretary

Recorded by Paris Winter
Development Coordinator