

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

**Board of Trustees Meeting Minutes
Saturday, September 23, 2017
Student & Faculty Support Building, SF 0127
Hayward Campus, CA**

Trustees Present: Jack Acosta, Richard Carson, Debbie Chaw, Patrick Devine, Evelyn Dilsaver, Bette Felton, Edward Inch, Bill Johnson, Kent Kelley, Johan Klehs, James Klesewski, Leroy Morishita, Micky Randhawa, Marvin Remmich, Richard Sherratt

Trustees Absent: Jennifer Case, Tessie Guillermo, Alan Gould, James Hannan, Howard Hyman, Derek Jackson-Klmball, Kumar Malavalli, Louis Miramontes, Cherrie Nanninga, Samantha Quiambao, James Songey, Gary Wallace, Allen Warren

Trustees On Leave: Carolyn Aver, Janet Owen

Staff Present: Jesse Cantley, May Hernandez, Richard Watters

I. Welcome Remarks/ Approval of Meeting Minutes

Chair Remmich called the Cal State East Bay Educational Foundation Board meeting to order at 2:01p.m. without quorum present, the minutes were reviewed and it was agreed that they would be voted on at the next (December 19, 2017) meeting.

II. Cal State East Bay President's Report

Dr. Leroy Morishita first introduced Bill Johnson, new Vice President for University Advancement to the Trustees and gave an overview of his experience, and asked the board to welcome him to the University. He then gave a report on faculty employment numbers, an update on semester conversion, and the board had a discussion in relation to these two items and their impact on the University.

Dr. Morishita then talked about some interesting alumni visits he made recently, and how these types of activities help fundraising for the Campaign.

III. Executive Committee Report:

Chair Remmich discussed that the Executive Committee recently met on August 30th, and that each Chair of the standing committees would give a report from that meeting. He then asked the trustees to go around the room and introduce themselves given that we had two new trustees, Kent Kelley and Johan Klehs. Each were asked to give a brief recap of their backgrounds and their interest in joining the Educational Foundation.

IV. Finance & Investment Committee:

Chair Dilsaver went over the final FY 16/17 Operating Budget results and commented that we are moving toward a balanced budget. Debbie Chaw said that we had budgeted for a deficit for FY 16/17, but we ended the year positive due in part to increased gift fees, and if we continue to grow our endowment, we will continue to gain more in administrative fees.

Chair Dilsaver then discussed the investment summary as of June 30, 2017 and the fluctuations of the market that helped us perform better than our indexes. The Board then had a discussion on investments and returns, which led into the group discussion on the reallocation of asset allocation targets, and how our investment company would help us moving forward.

V. Audit Oversight Committee:

Trustee Rich Carson gave the report for the committee in Chair Songey's absence. He said that the committee met with the new auditors, and explained the process. He said the auditors had no issues with internal controls, there were some small edits, but overall it was positive and we accepted the audit. The board reviewed the audited financial statements with few questions. Debbie Chaw then gave a short presentation on the difference between the auxiliary foundations and the function and purpose of each.

VI. Campaign Steering Committee:

Co-Chair Patrick Devine gave an update on the campaign progress to goal, discussed some current proposals that were in process and how some of our board members are using their connections to help us secure funding through other foundation boards they sit on. Devine further covered the campaign mission, and ways we can help make our campaign priorities better known to increase funding. He talked about some of the innovative ways we are raising funds, for example the Faculty & Staff giving campaign.

VII. Communications & Constituent Engagement Committee:

Chair Bette Felton went over the last meeting and noted that it was well attended, as it was a phone-in only meeting. She discussed with the board the recent pilot of the planned giving website with the group from OLLI at the Concord campus, that it was well received, and Andrea Rouah, the presenter from Advancement, was given some constructive feedback to improve the website.

VIII. Nominating Committee:

Chair Rich Sherratt asked the board to start thinking about those in their networks that might be a good fit as a Trustee on the Educational Foundation board and to start bringing those suggestions forward for the Nominating Committee to review. The Board then had a quick discussion about some potential people and ways which we might engage more people to join the Board.

IX. University Advancement Update:

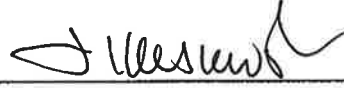
Vice President of Advancement Bill Johnson introduced himself to the Board and gave an overview of his impressions of his first days on campus. He gave an update on the current positions open in Advancement and his expected date to fill them. He then talked about his plans of balancing internal and external meetings to get to know the rest of the board, the campus community, our donors and biggest supporters, and his plans to engage them in order to bring support to the Campaign. He also told the Board that he would soon be presenting a major gift pipeline to illustrate to the Board how we will be able to get to the Campaign goal.

Jesse Cantley, Interim Vice President for University Communications & Marketing, gave a presentation on some of the items that they are currently working on and how those activities relate to fundraising including the media buy, multiple video shoots, and that these visible presentations of our University will help to elevate our reputation which will lead to greater investment.

Richard Watters, Executive Director of Alumni & Constituent Engagement, followed up and gave a presentation to the Board about the upcoming fall events including Forever Pioneer Weekend, the President's Etiquette Dinner, and Heritage Society Luncheon. He encouraged all Board members to attend.

With no further business to discuss, Chair Remmich adjourned the meeting at 3:18p.m.

Dated: September 23, 2017



James Klescewski, Secretary

Recorded by May Hernandez, Executive Assistant to the Vice President of University Advancement

After adjournment, trustees had the annual Educational Foundation Retreat where there was a discussion of Trustee engagement plans, the CORE Building and finally the CORE Fundraising planning.

Action Items Noted: