



SACRAMENTO  
STATE

The University Foundation  
at Sacramento State

6000 J Street • Sacramento, CA 95819-6030  
T (916) 278-7043 • F (916) 278-5709

The University Foundation at Sacramento State  
Board of Directors Meeting  
October 6, 2015, 8:50-9:40am  
Conference Room 2A | Julia Morgan House

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**Members Present:**

Robert S. Nelsen, <i>President</i>	David Bugatto	Tracy Newman
Pam Stewart, <i>Chair</i>	Bill Campbell	Cory Parish
Margot Bach	Sonney Chong	Alice Perez
Bernice Bass de Martinez	George Crandell	Vince A. Sales
Melissa Bardo	Mike Lee	Holly Tiche
Craig Barth	Garry Maisel	Tina Treis

**Members Absent:**

Mark Drobny  
Gary Quattrin

**Guests:**

Lori Bachand, *AVP, Advancement Communications & Stewardship*  
Jennifer Barber, *AVP, Alumni Relations*  
Lisa Cardoza, *Chief of Staff*  
Fraka Harmsen, *Provost & Vice President for Academic Affairs*  
Markus Jennings, *Associate Athletic Director for External Affairs*  
Judy Nagai, *Campaign Director, Development*  
Steve Weiss, *President, The Weiss Group*

**Advancement Staff:**

R. Paul Villaluz  
Santiago Silva, *Student*

**MEETING MINUTES**

**1. Call to Order and Adoption of October 6, 2015 Board Agenda**

Chair Pam Stewart called the meeting to order at 8:52am with introductions of attendees around the room. The agenda was unanimously adopted.

**2. Approval of Minutes, June 11, 2015 Board Meeting**

Minutes of the June 11, 2015 board meeting were unanimously approved.  
(Maisel/Chong)

**3. Committee Reports**

**3.a. Donor Relations Committee**

**3.a.i. Planned Giving Update (Tracy Newman)**

Tracy Newman provided highlights of planned gifts on behalf of Mark Drobny, who could not attend the meeting.

**3.b.i. Executive Committee (Pam Stewart)**

Pam Stewart invited the board to the Endowment Update breakfast on November 19, at the Harper Alumni Center.

***3.c.i. Investment Committee (Bill Campbell)***

Bill Campbell reported on the updates provided by Sand Hill Global Advisors, and the current climate of employment in the Sacramento region.

***3.d.i. Audit Committee (Tina Treis)***

On behalf of David Bugatto, Tina Treis motioned for the approval of the financial statements provided by the K-Coe Isom, the external audit firm. The audit findings were unanimously approved. (Maisel/Chong)

***3.e.i. Finance Committee (Craig Barth)***

Craig Barth reported there were no significant changes to the financial activities. University Advancement will work on providing a report/summary of pledges tracked on a monthly basis.

***3.f. Governance Committee (Tina Treis)***

Ms. Treis introduced and nominated Melissa Bardo, ASI President, as the student representative for the Board of Directors. Ms. Bardo's appointment was unanimously approved (Bach/Chong).

The self-assessment survey was completed by 100% of the board members. Results of the survey will be shared at the December 3 board meeting.

**4. Advancement Update (Vince A. Sales)**

Vince A. Sales invited the board to the Dance Marathon taking place on October 23, benefitting the Student Emergency Grant Fund. The University Foundation has supported the event in the past by matching donations.

### **President's Report (Robert S. Nelsen)**

President Nelsen highlighted his eventful first 100 days of taking office including meeting with key alumni, donors and community leaders. He shared his confidence in the University Foundation board's ability to reach the comprehensive campaign goals. In addition, he shared his highest priorities and goals for the campus and the programs that will ensure student success and how the state-approved budget impacts the university. His work plan is simple: increase graduation rates, improve retention rates, lower remedial courses. As part of our role in the community, all Cabinet members are asked to be part of a board or chamber for the university to have an enhanced presence.

### **Campaign Priorities (Weiss, Sales, Bachand, Nagai, Newman, Harmsen, Jennings)**

Presentations regarding the priorities for the Comprehensive Campaign were made. Vince A. Sales provided an introduction and overview. Lori Bachand introduced the campus priorities and the messaging. Ms. Stewart briefly gave an update on her meetings with the college deans.

Provost Fraka Harmsen presented on the plans for the new Science Building and new key programs launched such as the Institute for the WEST (Water, Energy, Sustainability, Technology), and the Center for International Programs & Global Engagement's grand opening of their new location. Discussion topics raised message points: the inclusivity of the diverse campus population; highlight the signature programs that are not well known; use the campaign to elevate the visibility of programs.

Judy Nagai reinforced the importance of scholarship support from the comprehensive campaign.

Markus Jennings represented Athletics and their efforts to fundraise for the proposed Event Center via a crowd-funding campaign called the Power of 1,000 Hornets. President Nelsen stated that this campaign is bigger than Athletics that includes additional elements.

Holly Tiche and Tracy Newman co-presented on the Placer Satellite Campus.

### **Campaign Priorities (Discussion and questions)**

Presentations regarding the priorities for the Comprehensive Campaign were made. The board members were asked what inspires them from the Campaign presentations and what is most likely to resonate with donors.

### **Board Approval of Comprehensive Campaign (Stewart)**

#### **MOTION**

Motioned by Chair Stewart, the board unanimously approved the Comprehensive Campaign (Crandell/Bugatto):

“To support President Nelsen in a \$200 Million 8-year campaign to transform Sac State into a premier multi-cultural university with a focus on student success.”

President Nelsen added that the language will change to add verbiage regarding Sac State as a capital university when the case statement is shaped.

MOTION

For the next board meeting scheduled on December 3, 2015, Mr. Campbell motioned for:

1. a report by University Advancement on how we can most effectively count every dollar into the campaign, and to educate the board on rules and guidelines as to what the board can do. (Campbell/Bach)
2. a presence in downtown Sacramento via a downtown campus is paramount. A business plan and report back to the board on how to speed up this process either in the campaign or separately. (Campbell/Crandell)

**Comprehensive Campaign Update (Sales, Newman, Nagai)**

The board was updated on the latest about the Campaign including infrastructure and hiring of personnel.

**Campaign Next Steps (Sales, Nagai)**

The role of Leadership Committee was explained, and its formation is a priority.

**Adjournment**

Chair Stewart thanked the board and adjourned the meeting.

Respectfully submitted,



R. Paul Villaluz for University Foundation Executive Officer, Vince A. Sales