

**Full Board Meeting Minutes**  
**November 16, 2015 at 6:00 p.m.**  
**Camarillo Chamber of Commerce Conference Room**

**Board members present:**

1. Yvette Bocz '02
2. Kristina Cervi '15
3. Gary Cushing '10
4. Marlene Dean
5. Sarah Gallagher '10
6. Mark Garcia '04
7. Amanda Gordon '11
8. Nichole Ipach
9. James Jackson '13
10. Melody Kimball '09
11. Robert Krauss '07
12. Richard Lucas '08
13. Heather Macauley
14. Allison MacDonald '07
15. Maria Madrid, student
16. Bert Partida '05
17. Mike Silacci
18. Gary Wartik

**Board members absent:**

Jason Barnes '12  
Barbara Davey  
Matt Furmanski  
Saxon Knauss '07  
Lisa Lozano

**Special Guests/Staff present:** Tania Garcia, Alysha Cordova '15, Gabriel Guillen '11, Tammy Gilkey

1. **Welcome** (Cushing)
  - a. Meeting called to order at 6:02 p.m. by AFA President Gary Cushing.
  - b. **New Board Member Recognition.** Sarah Gallagher '10 Business ThinGap in Ventura design and manufacture electric motors for aerospace and medical industry. Mark Garcia '04 CFO/Controller for Freska Produce International. Heather Macauley works at Chamber of Commerce for the Greater Valley. James Jackson '13 MBA Air Environment in Simi Valley.
  - c. **New Staff Member Recognition.** Alysha Cordova '15 is awesome.

- d. **2014-15 Alumni & Friends Association Scholarship Awardee Recognition.**
    - i. Tammy Gilkey is CI senior majoring in Studio Arts painter emphasis with minor in psychology. Career plans - artist and volunteer.
    - ii. Gabriel Guillen BSN '11 and going for MBA. Currently works for St. John's as community health education supervisor. Returned to school in order to propose ROI for free services to the community. In memory of the two immigrants lost to the flu last year, started mobile immunization program with the goal is to immunize over 3000 people in order to save at least one life.
  - e. **Board Introductions.**
2. **Approval of Minutes, October 19, 2015** (Kimball)
- Motion:* Approve minutes as amended from October 19, 2015.  
(MacDonald/Seconded by Wartik)
- Discussion:* Amend Action Item motion to "Approve 2015-2016 Proposed Board Member Slate (2)."
- Vote:* 17 in favor, 0 opposed, 0 abstained.
- Resolved:* Motion carried; Minutes from meeting October 19, 2015 approved as amended.
3. **President's Report** (Cushing)
- a. **Update Presidential Search.** Confidential process in order to maintain professional privacy of applicants. First meeting and public forum were held last Thursday. Public forum attendance around 100 people of which 30 people shared public comment. Four meetings total. Board of Regents to make decision in March. Limited edition President Rush retirement pin provided to the Board members to show their support this year.
  - b. **Dr. Rush's Holiday Open House.** Board members are invited to Dr. Rush's event. Encouraging strong participation from our Board members given this is his last year.
4. **Treasurer's Report** (Krauss)
- a. **2015-16 Budget Status.** \$83,450 is what we're projected to do for the entire year. Currently, we have \$7,931 of that projection. No need to be alarmed, most of our income comes in at the end of the year with the Wine Event. Rentals/Leases covers the Dodger Day buses -- this expense is still outstanding. We've spent less than our income. Net assets are not reflecting the funds transfer to the endowment scholarship.
  - b. **2016-17 Budget Creation.** Finance committee to meet.
5. **Action Items: New Board Member Slate (3).**
- Motion:* Approve 2015-16 Board Member Slate (3). (Wartik/Seconded by Silacci)
- Discussion:* Friend candidate vacancy. In his position with the Acorn, Daniel Wolowicz can provide more public exposure opportunities.
- Vote:* 17 in favor, 0 opposed, 0 abstained.
- Resolved:* Motion carried; 2015-2016 Proposed Board Member Slate (3) approved.
6. **Discussion Items: Alumni Engagement.**
- a. Monetize their degree. Pick up the phone and call them to encourage donation.
  - b. Get involvement right away at graduation.
  - c. Provide transition resources to get recent alumni to come back right away.
  - d. 12 dinners with 12 strangers - older alumni mentoring younger alumni.
  - e. Alumni mixer for a reunion or something at the end of summer off-campus.
  - f. Alumni mixer on-campus for nostalgic reunion. Can tailor ask for larger donation.

- g. Better use of social media to engage alumni.
- h. Educate the alumni that we're asking for their talent and networking support.
- i. Less social event that attracts participation, such as a 5K or a guided hike.
- j. Piggy back on local community events.
- k. Connect with professors for 10-15 minute speaking spot to their students.
- l. Student engagement initiative.
- m. Use the Networking Event video for faculty to show in their classroom.
- n. New idea for the Networking Event to invite students to the featured guest speaker portion. The students/alumni may be confusing AFA outreach with Career Services.
- o. Looping video of Board Members for giant movie screen.

7. **Committee Reports (Chairs)**

- a. **Finance** (Partida). Scheduled for someday.
- b. **Communication & Marketing** (Bocz). Newsletter Analytics. Opt-outs dramatically dropped in November. More info in February following analysis.
- c. **Programs & Events** (Cervi). Goal is to implement Alumni rally and greater transfer orientation presence. Suggest to have more alumni at Grad Fest table. Personal contact with the vocal person of each graduating class. Requesting student representative to participant in the monthly SABLE as AFA representative. Save the dates for below:
  - i. Dodger Day ReCap. Final numbers are in. Made \$3000 for scholarship funds.
  - ii. Holiday Open House, 12/6/15
  - iii. Mentorship & Networking Night, 2/18/16
  - iv. Grad Fest, 3/9-10/16
  - v. Presidential Farewell, 4/9/16 \*\*\* Add to your calendar \*\*\* It is a fundraiser. Seeking sponsorship for this event. Anticipating 900-1000 in attendance.
- d. **Nominations** (Wartik). None
- e. **Fundraising** (Barnes). Donations go directly to the students. Membership dues go toward AFA operating costs.
- f. **Wine Team** (Davey). Save the date June 16, 2016
- g. **Strategic Plan** (Gordon). First meeting last week. Next meeting scheduled for December 1st for draft review.
- h. **Entrepreneurial Group** (Garcia). Next meeting TBD.

8. **Student Report** (Madrid). Met with Monique regarding increasing student involvement on-campus. If students are satisfied with their college experience, then they'll be more likely to stay engaged after graduation. Two events to target for outreach are the monthly Farmer's Market and upcoming Drug Awareness week.

9. **Faculty Report** (Furmanski). None

10. **Alumni Director Report** (Garcia)

- a. **Alumni Visits.**
  - i. Patagonia partnership. Phil Hampton. Research project opportunity for sustainable clothing and the effect on the environment.
  - ii. Dave Chahil is in the area looking for Biotech opportunities.
- b. **Alumni Data Project/Capstone.** Jared Barton in the Business and Economics capstone to analyze our alumni data for giving. Project kick-off next semester.
- c. **Holiday Schedule.** Campus closed next Thursday and Friday. Also closed from 25 December to 1 January.
- d. **VC Star.** In-kind donation for both the Dodger Day and Mentorship and Networking Night.
- e. Professional photos needed this week to complete the AFA Board roster.

11. **University Report** (Ipach)

- a. For second year in a row, the CSUCI Foundation awarded \$100K for faculty research on high student impact programs/initiatives. High impact learning practices include internships and gives students the training to get a job. Learning through experience.
  - i. For example, Goleta oil spill undergraduate research led by Professor Sean Anderson.
- b. The CSU Media Art Festival, 2 CI students placed 1st, CI students placed 2nd, 3rd, and 4th -- one CI student each award level.
- c. Phil Hampton and the STEM Regional Network with AMGEN. In addition to the University, working with K-12 and museums. Goal is to increase student participation and regional coordination to leverage educational opportunities. CSUCI has been nominated as STEM Ecosystem designation.
- d. Celebration of the CSU Longbeach student lost in the recent Paris tragedy.

**12. Open Comments**

- a. Alumni can participate on the committees even if they are not on the AFA Board.

*The next Alumni & Friends Association Board Meeting will occur on Monday, February 22, 2016 at 6:00pm at the Camarillo Chamber of Commerce Board Room.*