

Full Board Meeting Minutes
October 19, 2015 at 6:00 p.m.
Camarillo Chamber of Commerce Conference Room

Board members present:

Kristina Cervi
Gary Cushing
Barbara Davey
Marlene Dean
Matt Furmanski
Amanda Gordon
Nichole Ipach
Melody Kimball
Robert Krauss
Lisa Lozano
Richard Lucas
Allison MacDonald
Maria Madrid
Bert Partida
Gary Wartik

Board members absent:

Jason Barnes
Yvette Bocz
Mike Silacci

Special Guests/Staff present: Tania Garcia, Steven Guetzoian, Andrew Skinner

1. **Welcome** (Cushing)
 - a. Meeting called to order at 6:05 p.m. by AFA President Gary Cushing.
 - b. Board Introductions of New Student Board Members. Maria Madrid, sophomore Chemistry major looking to get more involved. Lisa Lozano, junior (3rd year) Biology major with minors in Psychology and Chemistry working in University Advancement.
2. **Approval of Minutes, August 17, 2015** (Kimball)

Motion: Approve minutes from August 17, 2015. (MacDonald/Seconded by Wartik)
Discussion: Jason Barnes provided great back-up for minutes in Melody's absence.
Vote: 13 in favor, 0 opposed, 0 abstained.
Resolved: Motion carried; Minutes from meeting August 17, 2015 approved.

3. **President's Report** (Cushing)

- a. **Special Guest Presentation** – Andrew Skinner '04 Business alumn. Family legacy of CI alumni. Founder of nonprofit Triumph Foundation. Provide grants to those with limited financial ability, home modifications, care baskets, and more outreach for those overcoming a spinal cord injury. In July 2015, the inventory storage locker was lost in fire. CI AFA sent money and items to help rebuild the care baskets. Have given 50 care baskets. Gearing up for holiday season outreach from Santa Barbara to San Diego. Monthly local outreach in Oxnard. Newsletter every other month. This Saturday holding a wheelchair baseball tournament at Van Nuys Lake Balboa.
- b. **CSU Alumni Council Report** (Krauss). Social media strategy involving imagery. More frequent alumni focus groups so that we are more effectively engaged. Tania presented our methods for growing our alumni base targeting our demographics. Dinner with 12 strangers idea. CSU advocacy in the political system and how this impacts our budget. Enable more students being accepted rather than turned away,

4. **Treasurer's Report** (Krauss)

- a. **2014-15 Budget Close.** \$104K in revenue and \$86K in the bank.
- b. **2015-16 Budget Status.** No financials for this year. New budgeting staff still getting used to our system. Usually about 2 months behind in reporting.

5. **Action Items:**

- a. **Proposed Board Member Slate 2015-16** (Wartik). Five 4-Year Alumni Positions. One friend opening not being voted on today.
Motion: Approve minutes as amended from April 20, 2015. (Krauss/Seconded by Lucas)
Discussion: These candidates were selected based on their skillset and what they could add to the Board. We had 20 promising candidates.
Vote: 13 in favor, 0 opposed, 0 abstained.
Resolved: Motion carried; 2015-2016 Proposed Board Member Slate (2) approved.

6. **Discussion Items:** None Added

7. **Committee Reports** (Chairs)

- a. **Finance** (Partida). Ended in the black. Meeting NOV/DEC for the budget for the following year. Dodger Day results not yet in -- last year lost \$15K, this year broke even and estimated \$2K profit. Saved \$10K by not purchasing shirts or giveaways. Had great sponsors.
- b. **Communication & Marketing** (Bocz). Focusing on Newsletter Analytics. Why are subscribers opting out? Perhaps because membership driven by auto insurance discount and are not true alumni.
- c. **Programs & Events** (Cervi)
 - i. Meeting scheduled for November.
 - ii. Dodger Day ReCap (Dean). Next meeting NOV to discuss event evaluation. Went and conquered. Kudos to Celina, the crazy bus leader. Most sponsorship dollars than ever had previously. Thank

you to Allison and AV Metrics. Bert's idea to giveaway the unpurchased tickets to potential sponsors for next year.

- d. **Nominations** (Wartik). One friend opening not being voted on today.
 - e. **Fundraising** (Barnes). Next meeting TBD.
 - f. **Wine Team** (Davey)
 - i. 2016 Event Details. June 16th at the Camarillo Air Museum. Seeking sponsors. Next meeting on Wednesday. Following meeting in January. Limited attendance to around 150, but flexible.
 - g. **Strategic Plan** (Gordon). Next meeting TBD about 3 weeks from today. Meeting notes to date to be compiled. New committee member is Shawn Swift, a non-Board member alumni who wants to get involved.
 - h. **Entrepreneurial Group** (Garcia). First meeting was small group. Pradeep, although no longer on the Board is leading this group. 30-40 alumni business owners interested. Seeking mentors and mentees. Long-term would like to fundraise and also hold "innovations contest" for student business seed money.
8. **Student Report** (Lozano/Madrid). Gamma Beta Phi received national award for their civic engagement.
9. **Faculty Report** (Furmanski). Last week was midterms already! On-campus interview for 23 full-time tenure track faculty positions beginning next week and again in the spring. Reading Celebration is coming up, IRA has approved funding.
10. **Alumni Director Report** (Garcia)
- a. **Presidential Retirement.** Gary Cushing serves on the Presidential Search Advisory Committee. Saturday, April 9th, farewell reception for President Rush at Reagan Library. Alumni montage idea. Alumni video of graduating classes. Separate alumni event was tabled in order to focus on outreach for the big farewell. Former Student-Leader outreach.
 - b. **New Staffing.** New assistant hired for alumni relations, Alysha Cordova, recent CI alumna. Formerly worked at the Camarillo Ranch House.
 - c. Mentorship and Networking Night February 18th
11. **University Report** (Ibach).
- a. New President to start July 1st. Selection announcement earliest March.
 - b. Sierra Hall, second largest academic building housing the sciences (dry labs), opened in September.
 - c. New Computer Science mechatronics focus. Addresses the community need for engineering and manufacturing.
 - d. **Approved** for first doctorate program. Doctorate in Education (in partnership with Fresno State).
 - e. Early Childhood Studies partnership with Santa Barbara City College. (3 programs now with SBCC). The MBA program also operates in Santa Barbara and the Nursing Program has a partnership with the Cottage.
 - f. Named by the Grammy Museum as one of 7 universities in partnership with them. Students are brought in to learn how the museum is run from the Grammy employees. We are the founding partner in this national venture.

12. **Open Comments.** None Added

The next Alumni & Friends Association Board Meeting will occur on Monday, November 16, 2015 at 6:00pm at the Camarillo Chamber of Commerce Board Room.