

Board Meeting Minutes
November 21, 2016 at 6:00 p.m.
Camarillo Chamber of Commerce Conference Room

Board members present:

Gary Cushing
Barbara Davey
Sarah Gallagher
Nichole Ipach
Melody Kimball
Robert Krauss
Allison MacDonald
Bert Partida
Gary Wartik
Saxon Knauss
Daniel Wolowicz

Board members absent:

Marlene Dean
Matt Furmanski
Amanda Gordon
Maria Madrid
Lisa Pitts
Mark Garcia
Gladstone Bucknor
James Jackson
Ernie Villegas
Natalie Yanez

Special Guests/Staff present:

Tania Garcia
Steven Guetzoian
Alysha Cordova
Kiera Sailor
Dolly Chavez
Monica Gagne
Tessa Kaye
Matanous Touma
Sean Kramer

1. **Welcome** (Cushing)
 - a. Meeting called to order at 6:10 p.m. by AFA President Gary Cushing. No quorum.
 - b. Board Member Introductions
 - c. Special Student Guest Introductions, Dr. Jacob Jenkins Class
2. **Approval of Minutes, October 17, 2016** (Cushing).

No quorum to vote on approval of minutes from meeting held on October 17, 2016.

3. **President's Report** (Cushing)
 - a. Board Member Resignation. Richard Lucas wishes us well
 - b. Food Pantry. Campus-wide meeting to discuss resources for those students facing hunger and homelessness, including the student emergency fund. Working on the partnership details with FoodShare. VP Sawyer to present this at the Camarillo Chamber of Commerce on December 9th.
4. **Treasurer's Report** (Krauss)
 - a. Review of 2016-17 Financials.
 - i. Balance sheet \$88,489.
 - ii. To date, contributions \$9,492 of our \$86,744 FY budget.
 - iii. Increase Net Assets \$22,864.
5. **Action Items**
 - a. Strategic Plan (Wartik). No quorum to vote on approval of Strategic Plan.
6. **Committee Reports** (Chairs)
 - a. Communication & Marketing (Wolowicz/Krauss).
 - i. Discussion Recap. How to engage alumni and students. Idea was host event on campus. Other idea was social media focused, perhaps reach out to CSU San Marcos.
 - ii. Newsletter Intros/Newsletter Stats. Stats included inside of the hardcopy packet. We are actually on average (12%) and sometimes slightly higher (15%) with our open rate than our sister campuses.
 - iii. Social media strategy. Education tool and engagement for students and alumni. The strategy presented covers the rest of the fiscal year (June 2017). Plans to add a social section to the weekly newsletter so that Board Members can like/tag/share on our social platforms. Currently, audience is 1500. All audience goals listed here are double of current audience.
 - Monthly posting frequency. The planned media does not cover all posts (only shows the 9-15 posts per month that are the standard)
 - iv. The alumni association as a cause.
 - b. Dodger Day (Guetzoian). Recommendation from Programs & Events committee.
 - c. Finance (Partida). Next meeting scheduled on November 30 to continue 2017-2018 budget review.
 - d. Fundraising (Garcia). Nothing to report. Looking for committee chair.
 - e. Nominations (Wartik). Next meeting scheduled on November 28 to fill two (2) alumni openings.
 - f. Programs & Events (Davey). Dodger Day event lost roughly \$3,000 this year, even with transportation savings from taking the train. Total expenses around \$35k-\$38k (\$30,000 tickets alone). Ideas generated to help this program succeed as fundraiser.
 - Cost-savings of \$8k-\$14k by eliminating transportation.
 - Increase ticket prices at face value instead of discount - pricing analysis to be conducted.
 - Create savings bundles to company sponsors.
 - Sell ad space only to companies who don't want to sponsor.
 - Back-up plan to hold music and art event at the university. This event is also staff intensive.
 - Bring the Dodger Baseball players for the day on-campus at \$10k.
 - Bring local professional baseball players on-campus.
 - Maybe partner with Student Programming Board at their Spring Music Festival.
 - Pulling the Dodger Day data to gauge engagement and return on investment.
 - Recommendation to shop our courses of action among current and prospective sponsors.
 - ii. CSU Mega Mixer ReCap. CSU hosts joint mixers for alumni. The last one was at Irvine with 500 attendance. Three (3) CI alumni participated Jason Greenburg

and his wife (an alumni), Karianna Ferrera. Karianna is interested in starting an Orange County CI alumni meetup.

- iii. Holiday Open House 12/4. One week from Sunday at new venue.
 - iv. Mentorship & Networking Night 2/16. Expect mentor identification requests before the holidays.
 - g. Scholarship Taskforce (Kimball). Both scholarship recipients are no longer full-time. Need to schedule to re-award two (2) \$1000 scholarships for this academic year.
 - h. Strategic Plan (Wartik). Three-year plan. Our goals are similar to universities similar to us. Concise and flexible to meet dynamic needs of Board. Recommendation is for the Board to review the plan prior to each academic year. The idea of alumni fee as part of the student fee concept.
 - i. Wine Team (Davey). Save-the-date June 15, 2017 for the Camarillo Ranch House. Committee is discussing giveaways and sponsorships.
7. **Student Report** (Pitts/Madrid). No report.
8. **Faculty Report** (Furmanski). No report.
9. **Alumni Director Report** (Garcia)
- a. Alumni Giving Numbers/Alumni Helping Students. No change to Alumni Giving Numbers. Alysha designed the campaign graphics. Campaign scheduled to kick off on December 1. Six (6) Giving Causes.
 - b. October Membership Renewal (Guetzoian). Campaign renewal numbers and revenue are on-par with campaign numbers from last fall. Cyber Monday membership offer 50% discount starting this Friday through Monday. Comparison to last fall, click rates are higher this year.
 - c. Social Media Strategy. Covered during the Communications & Marketing Committee report.
 - d. Alumni Reserve Policy. \$80k set aside. The CSUs are reviewing the CSU-wide policy so ours may change in order to remain compliant with CSU policy.
 - e. Made in the CSU. Three (3) alumni recognized - Gary Cushing, Elizabeth Freeman, and Kosta Grammatis. Not every CSU has alumni recognized. Three (3) nominations - Matt Regis, Lori Volk, and Nassim Khansari. Three (3) more names to be submitted. Will know results by December 4.
 - f. TEDx Camarillo. Alumn George Winkler requested alumni speakers.

10. University Report (Ipach).

- a. Peaceful demonstration march following the election results. Campus goal is to nurture conversations regarding dissenting viewpoints within a safe environment. Campus still embraces all political viewpoints.
- b. Santa Rosa housing and cafe open.
- c. Governor's CSU 2025 Graduation Initiative. For all CSU campuses, will review barriers to student graduation and how we can do things more effectively without sacrificing quality. CSUCI has one of the highest graduation rates in the CSU system. Challenge is the diversity within student population. Target graduation rate is 40%.
- d. On November 16, Foundation Board voted to create a fund to be socially responsibly invested. Part of this was to meet the donation expectations of the millennial generation.

11. Open Comments

- a. CSU Channel Islands Entrepreneur Movement invitation for December 13. One price for the evening. Alumni & Friends \$20.
- b. Tania and Gary thanked the Board for their volunteer efforts and contributions. Also extended thanks to the student attendees.

The next Alumni & Friends Association Board Meeting will occur on Monday, February 27, 2017 at 6:00pm at the Camarillo Chamber of Commerce Board Room.