

Board Meeting Minutes
February 27, 2017 at 6:00 p.m.
Camarillo Chamber of Commerce Conference Room

Board members present:

1. Amanda Gordon '11
2. Barbara Davey, friend
3. Daniel Wolowicz, friend
4. Ernie Villegas, friend
5. Gary Cushing '10
6. Gladstone Bucknor '06
7. James Jackson '13
8. Lisa Pitts, student rep
9. Matt Furmanski, faculty since 2002
10. Melody Kimball '09
11. Natalie Yanez '14
12. Richard Lucas '08
13. Robert Krauss '07
14. Saxon Knauss '06
15. Sarah Gallagher '10

Board members absent:

Allison MacDonald '07
 Bert Partida '05
 Gary Wartik
 Maria Madrid, student
 Marlene Dean
 Mark Garcia '04
 Nichole Ipach

Special Guests/Staff present: Tania Garcia, Alysha Cordova '15, Steven Guetzoian '12, Kathryn, Matthew, Wes, Mark, Tim, Keira, Andrew

1. **Welcome** (Cushing)
 - a. Meeting called to order at 6:06 p.m. by AFA President Gary Cushing.
 - b. Board Member Introductions.
 - c. Special Guest Introductions, Dr. Jacob Jenkins Class
2. **Approval of Minutes, November 21, 2016** (Kimball)

Motion: Approve minutes as amended from November 21, 2016. (Krauss/Seconded by Bucknor)

Discussion: None

Vote: 15 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Minutes from meeting November 21, 2016 approved.

3. **President's Report** (Cushing)
 - a. **Food Pantry.** Keira added that the food pantry will be ongoing indefinite for contribution. Tania Garcia and the Camarillo Chamber of Commerce are the conduit. Discussed future plans for offering perishable items.
4. **Treasurer's Report** (Krauss)
 - a. **Review of 2016-17 Financials.**
 - i. Actual vs Budget. How do we have a negative investment earning of \$385? These numbers are through DEC, will investigate for next meeting. Total expenses are way under budget at this time. Big events for our budget, such as Grad Fest and Wine Event, are coming up.
 - ii. Balance sheet. Total liabilities and net assets equal \$88,351.
5. **Action Items:**
 - a. **2017-18 Budget** (Partida/Krauss)

Motion: Approve 2017-2018 Budget. (Villegas/Seconded by Bucknor)

Discussion: Starts July 1, 2017. Intent is to better align the budget with how we actually used it over the last three years. For the details, request from Tania or Rob. Thanks to Bert, Saxon, Allison, Rob, and Andres (alumni volunteer).

Vote: 15 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; 2017-2018 Budget approved.
 - b. **Strategic Plan** (Gordon)

Motion: Approve Strategic Plan. (Yanez/Seconded by Gallagher)

Discussion: Three-year strategic plan revised. Aligned with CI's and Advancement's Strategic Priorities, the updated A&FA Mission Statement, and A&FA Goals. This is our living documents for guiding our working efforts over the next three years. Timeline refers to the estimated timeline for accomplishing that task. Programs & Events refers to the A&FA committee.

Vote: 15 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Strategic Plan approved.
 - c. **Sponsorship Request - Nursing Pinning Ceremony** (Garcia)

Motion: Approve Sponsorship Request for \$250. (Villegas/Seconded by Davey)

Discussion: A&FA has supported for the last five years as an opportunity to connect with graduating seniors. The sponsorship includes a full page ad. \$250 request. About 30 nursing students.

Vote: 15 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Nursing Pinning Ceremony Sponsorship Request for \$250 approved.
 - d. **Sponsorship Request - Startup Weekend** (Garcia)

Motion: Approve Startup Weekend Sponsorship Request for \$500. (Kimball/Seconded by Krauss)

Discussion: Last year was first year event hosted by Camarillo Chamber of Commerce. With \$1000 donated, then any number of students and alumni can participate. University Advancement has donated \$500 so requesting a matching \$500. Of this year's sponsorship budget, \$750 of \$1000 remaining. In the past we haven't awarded the full sponsorship budget.

Vote: 14 in favor, 0 opposed, 1 abstained.

Resolved: Motion carried; Startup Weekend Sponsorship Request for \$500 approved.
 - e. **Ad Request - The Nautical Yearbook** (Garcia)

Motion: Approve The Nautical Yearbook Ad Request for \$100. (Bucknor/Seconded by Yanez)

Discussion: If we can participate and show good faith at quarter page for \$100. Last year approved \$250 quarter page ad. The Yearbook covers Dodger Day hosted by A&FA.

Vote: 15 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; The Nautical Yearbook Ad Request for \$100 approved.

f. **Reserve Policy** (Garcia)

Motion: Approve adoption of the University Reserve Policy. (Yanez/Seconded by Furmanski)

Discussion: The AFA and University Reserve Policies are very similar. The University version provides more detail. One-page is easier to review than three-pages. Recommendation is to retire AFA version and adopt University. Discuss adding a separate supplement briefly covering business rules.

Vote: 15 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; adoption of the University Reserve Policy approved.

6. **Committee Reports** (Chairs)

a. **Communication & Marketing** (Wolowicz). Newsletter Analytics. 13% January, 14% February. Job Opportunities were hot in January. Average open percent rate of alumni associations in the CSU is 11-15%.

b. **Dodger Day** (Guetzoian). Last meeting discussed ideas for turning this event around financially based on research and data.

i. Situational Assessment:

- Significant success for alumni participation and engagement.
- Been operating this event at a deficit. Significant challenge is gaining sponsorship and revenue.

ii. Presentation of New Plan:

- Schedule event for fall, removed transportation and ticket discount, keep t-shirts, and smaller scale event of 200 quantity blocks, celebrity first pitch. Revenue from ticket sales. Only need one sponsorship of \$1000.

iii. Discussion:

- The primary focus is to bring alumni back and to get them engaged.
- We get about 1000 attendees and highest alumni participation rate for one event (of the CSU).
- From the student-side about 350 attendees, unsure of on-campus/off-campus ratio.
- 13-14 buses in the past. Last year 500 people took the transportation.
- Transportation was predominantly used by students. Direct link to a discount rate with Roadrunner Shuttle estimated \$15-\$20 students for bus ride. Would ASI or Housing being willing to sponsor the student bus? \$800-\$1200 cost per bus. NAVFAC bus? May need to connect with Congresswoman Brownley.
- Concerned with loss of comradery piece. \$10k to tailgate in the stadium. Perhaps tailgate pre-game at a park nearby. Introduces potential liability.
- Was there additional discussion to change the event to something that focuses more on Ventura County? Trying to preserve the tradition. This is a guinea pig year to see if it works without those pieces.
- First pitch is maybe because the minimum ticket sales are 1500/they gave us a break at 1000.

c. **Finance** (Partida). No update.

d. **Fundraising** (Barnes). No update.

e. **Nominations** (Garcia). Tentative meeting March 6. Email your nominations for alumni and friends to Tania.

f. **Programs & Events** (Davey).

- ReCap Mentorship & Networking Night 2/16** (Guetzoian). Actual attendance 105 of 183 registered (goal: 150). Keynote speaker Brian Barry from Dale Carnegie. Planning to track giving statistics of the alumni who attended this event. Ideas to reduce attrition rate included a refundable fee to hold your spot or for event materials.
- Grad Fest 3/8-9 and 3/10 and 3/18** (Guetzoian). Next week already on-campus. Goleta (10th) and Thousand Oaks (18th). Biggest membership drive. Critical outreach.
- B&TP Leadership Dinner 4/20**. Scholarships and community awards. Scholarship fundraiser.
- Dr. Beck Investiture 5/5**. Mark your calendar.
- Nursing Pinning Ceremony 5/12**. Please attend if available, especially since we voted to support their sponsorship request.

- vi. **Commencement 5/20.** Please review your availability to volunteer for the morning or afternoon event. Lots of help needed every year.
 - vii. **Wine & Beer at the Barn 6/15.** At the Camarillo Ranch House. Big scholarship fundraiser for those 21+. Alumni tickets are \$65 2-for-1.
 - viii. **Santa Barbara Alumni Event** July date TBD. Coordinated by Carrick de Hart to provide outreach to our Santa Barbara/Goleta alumni.
- g. **Scholarship Taskforce** (Kimball). Meeting rescheduled.
 - h. **Strategic Plan** (Gordon). Action item voted on.
 - i. **Wine Team** (Davey). Update provided.
7. **Student Report** (Pitts/Madrid). Relay for Life on March 31 or April 1 on-campus.
 8. **Faculty Report** (Furmanski). CI Events Calendar. February faculty hiring 13-17 tenure positions. Sculpture garden project ongoing.
 9. **Alumni Director Report** (Garcia)
 - a. **Alumni Giving Numbers/Alumni Helping Students.** February is when the campaign really kicked-off. Make our gift and spread the word. The cause is there. Most of our big entities that review and rate universities consider alumni participation. Ours 4.5-5% and we're one of the top CSUs. The national average is 19%. We need the higher level so that we demonstrate strong alumni participation rate to become eligible for matching gifts. This is the reason why we ask every year.
 - Goals: 600 alumni gifts and \$45K raised by June 30, 2017.
 - Idea: to ask our circle of friends to match our gift "This cause is important to me, we've got five on it."
 - Next email push to be signed by the past Student Government presidents to promote class competition.
 - What about mailers? Pre-selected alumni who have donated in the past receive mailers. May try to do a mailing piece this spring (not to all 12,000 alumni) the other challenge is the lack of accurate addresses.
 - Text opportunities. Need a phone number to call for the paper (Alysha) with reach 145k homes.
 - Social media, the board hasn't supported on social media.
 - b. **Made in the CSU.** CI has been featured almost every year.
 - c. **Alumni Scholarship Endowment Data.** Reviewed an analysis of scholarship endowments of the 23 alumni associations within the CSU compiled by Peter Robertson of Fresno State Alumni Association on September 19, 2016. CI AFA requires \$25K to establish an endowed scholarship. Compared to the other 21 alumni associations (of the 23 in the CSU system), CI is not the smallest for donation size (\$10K), for scholarship allocations (\$2K), or for overall scholarship endowment value (\$61K).
 - d. **Office Move.**
 - e. **Alumni Career Specialist.** Hired a CI alumni to provide career support.
 10. **University Report** (Garcia). CSU Focus: Graduation rate within 4 years. How do we get K-12 prepared so college students are doing less remedial courses? There is a system-wide push for the graduation initiative. Next alumni council meeting at the end of March at CSU Bakersfield.
 11. **Open Comments.** Catered sandwiches quantity may be changed to reduce/eliminate waste.

Meeting ended at 7:41

The next Alumni & Friends Association Board Meeting will occur on Monday, April 17, 2017 at 6:00 p.m. at the Camarillo Chamber of Commerce Board Room.