Board of Trustees Meeting
September 14, 2017
9:00 am to 12:00 pm

Audio Livestream Webcast Available at:

https://www.pdx.edu/board/audio-livestream-of-board-of-trustees-meeting
Call to Order/Roll/Declaration of Quorum
Opening Comments and Reports

Comments from Presiding Officer of the Portland State University Faculty Senate

Faculty Senate Presiding Officer Michael Clark will provide comments to the Board.
Opening Comments and Reports

Comments from the Associated Students of Portland State University

ASPSU President Brent Finkbeiner and Vice President Donald Thompson III will provide comments to the Board.
President’s Report
Reports of Standing Committees of the Board

• Executive and Audit: Report provided by Committee Chair Rick Miller

• Academic and Student Affairs: Report provided by Committee Chair Margaret Kirkpatrick

• Finance and Administration: Report provided by Committee Chair Irvin Levin
Consent Agenda

a. Approval of Minutes from June 22, 2017 Meeting
b. Approval of Minutes from July 21, 2017 Special Meeting
Action Item

Revision to Debt Management Policy
Revisions to Debt Management Policy

1. Add provisions regarding use of short-term debt and reporting requirements.
2. Clarify that the debt management policy only deals with leases in which university is lessee, not the lessor.
3. State-paid debt need not be approved by the Board.
4. Provide greater guidance about pursuing refinancing.
5. Definition changes to reflect statutory language.
Discussion Item: Board Process
Discussion Item: PSU Foundation
ADVANCING
PORTLAND STATE

PSU Board Update
September 14, 2017
PSU FOUNDATION STRATEGIC PLAN
2017-2021

VISION
An engaged, diverse and generous community in support of Portland State University.

MISSION
To advance PSU through relationships, community connections, and philanthropy.

VALUES
- Collaboration
- Integrity
- Transparency
- Empowerment
- Donor-centric
PSU FOUNDATION STRATEGIC PLAN

Imperative 1: Create a Culture of Philanthropy
- Launch, complete, celebrate a successful comprehensive campaign; educate leaders to advocate for PSU; demonstrate value of partnering with PSUF

Imperative 2: Enhance Organizational Capacity
- Develop a robust and sustainable fundraising pipeline; create and retain passionate team; create consistent, meaningful donor experience; implement best practices

Imperative 3: Elevate Reputation through Development
- Leverage comprehensive campaign to promote relationships and help elevate PSU brand; communicate impact; create positive opportunities to differentiate PSU
INFRASTRUCTURE EVOLUTION

- **Realignment**: Made strategic personnel changes with a focus on internal promotions to be fully staffed and ready for campaign

- **Database conversion**: Converted to state-of-the-art Constituent Relationship Management system from industry leader Blackbaud
  - Software conversion took 13 months from start to go-live
  - Initiative 25% under budget due to internal efforts
  - 528,148 constituent records converted including 180,000 alumni records
  - 527,509 gift records converted dating back to 1965

- **Invigorated organizational culture**: Recent survey showed nearly 90% of PSU Foundation employees satisfied with job and company culture
PSU AT THE CENTER OF DEVELOPMENT ACTIVITIES
FY16 – FY17 ENDOWMENT GROWTH

Investment manager: JP Morgan
ALLOCATION ROI

FY16-FY17 Foundation Allocation/Funds Raised Comparison

<table>
<thead>
<tr>
<th></th>
<th>FY16</th>
<th>FY17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital</td>
<td>$4.12</td>
<td>$8.76</td>
</tr>
<tr>
<td>Endowment</td>
<td>$1.41</td>
<td>$4.84</td>
</tr>
<tr>
<td>Current Use</td>
<td>$17.58</td>
<td>$23.17</td>
</tr>
<tr>
<td>FOU - Campaign Allocation</td>
<td>$0.75</td>
<td>$0.75</td>
</tr>
<tr>
<td>FOU - Base Allocation</td>
<td>$6.21</td>
<td>$6.45</td>
</tr>
</tbody>
</table>

Fundraising $36.7M
FY 2017 FUNDRAISING

- **$36.77 million raised, exceeding goal**  
  *(Note: total does not include $5.1 million in conditional pledges)*

- 8,731 donors made 11,473 gifts
  - 1 gift over $5 million
  - 8 gifts over $1 million
  - 56 gifts over $100,000

- Prospect visits and moves increased 17% from FY16
- Number of proposals submitted and accepted increased by nearly 9% from FY16
**WHO GIVES?**

- **46%** ALUMNI
- **20%** FRIENDS
- **16%** CORPORATIONS/FOUNDATIONS/OTHER ORGANIZATIONS
- **11%** FACULTY/STAFF
- **4%** FORMER STUDENTS
- **3%** PARENTS

**TOTAL GIVING FOR FY 2017**

$36,772,827

**TO WHAT?**

- **48%** SCHOOLS/UNITS/PROGRAMS
- **24%** CAPITAL PROJECTS
- **19%** SCHOLARSHIPS
- **6%** FACULTY/STAFF COMPENSATION
- **3%** UNRESTRICTED
FY17 HIGHLIGHT
RAISING PSU’S PROFILE: SIMON BENSON AWARDS

- Largest event of its kind in the Portland Metro area
- 2016 event raised $1,035,000 with 1,600 guests in attendance
- For the fourth consecutive year, met Maybelle Clark Macdonald Fund scholarship challenge match.
  - $100,000 for Equal Access Scholarship and $50,000 for the School of Social Work

Save the Date: Nov 9, 2017 for the 18th Annual Simon Benson Awards
FY17 HIGHLIGHT

FACULTY SUPPORT: PORTLAND PROFESSORSHIPS

- Program launched in early 2017
- Innovative approach to create named professorships for five-year terms
- Two professorships funded to date:
  - Barre Stoll Professorship for the Director of Choral Activities
  - Vollum Professor of Voice within the School of Music
FY17 HIGHLIGHT: ALUMNI ENGAGEMENT

- Alumni giving in FY17 doubled from FY16

- Alumni Association engaged more than 4,500 participants through 36 high-impact activities.


- 2016 PSU State of Mind (a partnership with PSU) involved 45 partners and 11,000 guests. Since the 2012 inception, total participation above 76,000!

- Alumni Facebook second-most-popular PSU social media channel; social media engagement up overall.
$60.5M renovation increases square footage by more than 172%.

- Total of 142,875 square feet.
- Centralized activities and classes.
- 21 classrooms.
- 4 industry-specific centers to support the diverse interests of future business leaders.
- A state-of-the-art LEED Platinum facility.
- New retail locations.

Grand opening September 19, 2017 at 1:00 p.m.
CAPITAL PROJECT
VIKING PAVILION

- $51.1 million renovation Peter W. Stott Center.
  - 15,000 square feet for studying, tutoring and advising.
  - A new 3,000-seat arena.
  - Attract an estimated 220,000 people to PSU campus.
  - Help attract the best and brightest student-athletes.
  - Funded through state bonds, private donors, OHSU partnership and student fees.

- Scheduled to open in March 2018.
NEW CAPITAL PROJECT
NEUBERGER HALL

- $10 million in philanthropy released $60 million in state bonds
  - $5 million from Dr. Fariborz Maseeh
  - $4 million from Jordan Schnitzer to create The Jordan Schnitzer Museum of Art
    ($5 million gift included $1 million for Museum Directorship)
  - $1 million from an anonymous donor
- Groundbreaking winter 2018.
- Will be scheduled to open fall 2019.
NEW CAPITAL PROJECT
4th and MONTGOMERY

- $100 million education and health center.
  - 200,000 square feet and 9 stories tall.
  - House classrooms, a dental hygiene clinic and low-cost dental health services for the public, along with ground-floor retail and restaurants.
  - One of the largest academic buildings on PSU’s main campus.
  - Receive $51 million in state bonds.

- Partners:
  - PSU Graduate School of Education; OHSU-PSU School of Public Health; Portland Community College dental health programs; City of Portland Bureau of Planning and Sustainability

- Requires verbal fundraising commitments by December 31, 2017.
- Construction scheduled to begin in summer 2018.
- Expected to open in 2020.
POSITIONED FOR SUCCESS
COMPREHENSIVE CAMPAIGN

Campaign end date coincides with 75th anniversary of PSU
Planning

- Professional campaign consultants
- Cross-campus committees

Successful Mini-Campaigns

- Creating Futures Scholarship Campaign
- Grow With Us - School of Business Building Campaign
- Viking Pavilion Campaign

Feasibility (mid Sept-early Nov, 2017)

- 260 personal interviews
- 1,200 surveyed online

EXPECTED PUBLIC LAUNCH DATE: MAY 2018
OVERARCHING CAMPAIGN CATEGORIES

Support for **Students** to reduce barriers, unleash potential and empower success

Support for **Programs** that allow PSU to advance high-impact teaching, research and outreach

Support for **Faculty** to attract, retain and support exceptional teachers, researchers, innovators

Support for **Capital** Initiatives to transform learning, collaboration and discovery.
The many benefits of a campaign

- Forever raise the bar on giving
- Power the rising tide of excellence
- Inspire a culture of philanthropy
- Raise awareness about PSU’s vital role
- Create a high-performing fundraising operation
- Engage students, faculty, alumni, friends, fans, leaders, influencers
WE NEED YOU!
Meeting Review and Action Plan
Adjourn
Board of Trustees Meeting
September 14, 2017
9:00 am to 12:00 pm

The meeting is in recess.

Audio livestream will be continue when the meeting is called to order.

Audio Livestream Webcast Available at:
https://www.pdx.edu/board/audio-livestream-of-board-of-trustees-meeting/