



**EXECUTIVE COMMITTEE  
MEETING AGENDA  
June 17, 2022 – 10:00 am – 12:00 pm  
Virtual Meeting via Zoom**

**Virtual Meeting Zoom Connection:**

<https://us06web.zoom.us/j/88012121751?pwd=cElrUTIRd21SVE1UZzNRMTMzVm1jZz09>

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- A. CALL TO ORDER and ANNOUNCEMENTS – *Sharleen Krater*
  - B. APPROVAL OF AGENDA **Action Item**
  - C. REVIEW and APPROVAL OF 4/22/22 MEETING MINUTES **Action Item** (pgs. 3-25)
  - D. OLD BUSINESS FOLLOW-UP (pg. 26-27)
    - 1. Status Report on Pending Items – *Richard Jackson*
  - E. PRESIDENT’S REPORT – *Sharleen Krater*
    - 1. AOA Officers Update
      - a. AOA Leadership Development
    - 2. Current Issues Affecting Auxiliaries (with CO Liaisons)
      - a. CSU Policy Changes Under Consideration
  - F. SECRETARY-TREASURER’S REPORT – *Richard Jackson*
    - 1. YTD AOA Financial Report (pgs. 28-29)
      - a. Transactions Report: 4/1/22 – 6/9/22 (pgs. 30-32)
    - 2. Budget Update for FY 2022-23 (pgs. 28-29)
  - G. CONFERENCE CHAIR/PRESIDENT-ELECT’S REPORT – *Rasheedah Shakoor*
    - 1. Update on Conference Service Provider Positions – *Richard Jackson/Lorlie Leetham*
    - 2. 2023 AOA Conference Planning Update
  - H. MEMBER RESOURCES
    - 1. Education and Training Business Partner Webinars – *Lorlie Leetham* (pg. 33)
    - 2. Executive Committee Report to the AOA Membership – *Richard Jackson* (pgs. 34-35)
    - 3. Website Content and Directory Management – *Richard Jackson for Dixie Johnson* (pgs. 36-38)
    - 4. CA Legislative Summary Update (*by Robert Griffin*) – (Next report is at August meeting)
  - I. NEW AND RETURNING BUSINESS ITEMS (May Include Consent Items)

1. Renewed Discussion on Use of AOA Logo – *Lorlie Leetham* (pg. 39)
2. NACAS Partnership Proposal – *Lorlie Leetham* (pgs. 40-48)

J. BUILDING RELATIONSHIPS AND PARTNERS

No formal reports from CABO or Chancellor’s Office Liaisons at this abbreviated meeting. The Chair will ask if there are any matters of timely import to be reported to the Board.

K. REPORTS

No formal reports from AOA Standing Committee Chairs at this abbreviated meeting. The Chair will ask if there are any matters of timely import to be reported to the Board.

L. INFORMATION AND ANNOUNCEMENTS

M. ADJOURNMENT

**FUTURE MEETINGS**

August 19, 2022 – Hyatt Regency in Sacramento  
November 18, 2022 – Hyatt Regency in Sacramento  
January 7, 2023 – Hyatt Regency in Sacramento

**SECRETARY-TREASURER:**

Richard Jackson  
Auxiliary Organizations Association  
P.O. Box 2177  
Chico, CA 95927-2177

Phone: (530) 345-2009

**kNOTE TO MINUTES: The materials and reports briefly referenced in the following minutes are included in the meeting's Agenda Packet, available on the AOA website at the indicated page numbers.**

**AUXILIARY ORGANIZATIONS ASSOCIATION  
OF THE  
CALIFORNIA STATE UNIVERSITY**

**Draft Minutes of the Executive Committee**

**Meeting Held at the Hyatt Centric The Pike in Long Beach  
and by Audio/Video Electronic Transmission**

**April 22, 2022**

**Officers & Representatives**

			<b><u>Present</u></b>
Sharleen Krater	President	Chico	Yes
Monica Kauppinen	Past President	Sacramento	Yes
	Chair – Long-Range Planning Committee		
	Chair – Nominations Committee		
Rasheedah Shakoor	President-Elect	Dominguez Hills	Yes
	Chair – Conference Planning Committee		
Richard Jackson	Secretary/Treasurer	AOA Headquarters	Yes
Sandra Gallardo	Elected Representative	Sacramento	Yes
Teresa Loren	Elected Representative	San Diego	Yes, V
Grace Slavik	Elected Representative	Northridge	Yes
Michelle Crawford	Elected Representative	Cal Poly SLO	Yes
Maddison Burton	Elected Representative	Monterey Bay	Yes
Miles Nevin	Elected Representative	Long Beach	Yes
Cecilia Ortiz	Elected Representative	Dominguez Hills	Yes
Bessie Strategos	Elected Representative	Long Beach	Yes

**Designated Members**

Helen Alatorre	Chair – AS/Student Union/Rec Committee	Channel Islands	Yes, V
Alfredo Macias	Chair – Commercial Services Committee	Long Beach	Yes
Yvette Marquez-Smith	Chair – Bus. & Financial Services Comm.	Northridge	Yes, V
Rosa Hernandez	Chair – Human Resources Committee	Long Beach	Yes
Matthew Sparks	Chair – Information Technology	Sacramento	No
Gillian Fischer	Chair – Research Administration	Dominguez Hills	Yes
Caroline Johansson	Chair – Philanthropy	San Francisco	Yes
Starr Lee	Chair – Risk Mgmt. & Insurance Programs	Monterey Bay	Yes
Dave Edwards	Chair – Past Presidents Committee	Fullerton	Yes, V

**Board Liaisons (Non-Voting)**

Ann Sherman	CABO Liaison	Chico	Yes
Robyn Pennington	Business and Finance Liaison	Chancellor's Office	Yes, V
Lori Redfean	Advancement Services Liaison	Chancellor's Office	Yes
Carrie Rieth	Office of General Counsel Liaison	Chancellor's Office	Yes
Tammy Kenber	Human Resources Liaison	Chancellor's Office	Yes

**Guest Presenters:** Vlad Marinescuc, VC & Chief Audit Officer (Chancellor’s Office)

Agenda Item	Follow-Up Action
<p><b><u>President’s Convening Information</u></b>            Krater welcomed everyone to the first <u>in-person</u> Executive Committee meeting of year. Some meeting participants are using the interactive Zoom connection provided with the agenda to participate remotely. AOA’s Bylaws authorize meetings by teleconference so long as participants can communicate concurrently with each other and participate fully in all matters.</p> <p>Krater went over some meeting mechanics and noted that voting on all action items will be conducted using the live “Chat” feature, which also creates a written historical record for the meeting minutes. She instructed virtual participants in the use of the “hand-raising” feature to signal one’s desire to speak.</p> <p><b>A. CALL TO ORDER AND OPENING REMARKS</b></p> <p>Krater called the EC meeting to order at 8:30 am.</p>	
<p><b>B. APPROVAL OF AGENDA</b> (Agenda, pgs. 1-2)</p> <p><i>Action Taken: The meeting’s agenda was approved as presented (m/ Cecilia Ortez, s/ Sandra Gallardo).</i></p>	
<p><b>C. APPROVAL OF 1/11/22 MEETING MINUTES</b> (Agenda, pgs. 3-9)</p> <p><i>Action Taken: The minutes were approved as presented (m/ Monica Kauppinen, s/ Bessie Strategos).</i></p>	
<p><b>PUBLIC COMMENT PERIOD</b>            There was no public comment period at this meeting.</p> <p><b>D. OLD BUSINESS FOLLOW-UP</b> (Agenda, pgs. 10-11)            Richard Jackson presented a status update on the unfinished business items and board tasks carried forward from the prior meeting. Most of the project initiatives will carry over to next year when there will be more opportunity for in-person meetings.</p>	

<p>Next year we will begin to implement the new program of continuing education and training to be delivered remotely to the membership over course of the year. We will start with programs delivered by Business Partners who have paid a premium conference sponsorship for this opportunity. Also, the Chancellor’s Office will broadcast a Webinar on the McKee Act (Public Records and transparency requirements).</p> <p>The AS Committee needs to propose specific revised language for the Scholarship Guideline approved last year.</p> <p>A review of AOA Website analytics and user-survey information will help in deciding what is currently being used and not, and how access to information can be improved.</p>	
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<p><b>E. PRESIDENT’S REPORT</b></p> <p><b>1. <u>AOA Leadership Roster</u></b> (Agenda, pg. 12)  Krater welcomed the new elected members to the Board, and Tammy Kenber who is filling AOA’s new Liaison position representing Systemwide Human Resources at the Chancellor’s Office.</p> <p><b>2. <u>New Member Orientation</u></b>  Krater noted that it is important that as the leadership of AOA, EC members are familiar with the value of AOA to the 88 CSU auxiliaries, and the value of the auxiliary operations to their respective campuses. We need to stay informed so we can continue to tell our story to our university colleagues, especially with the turnover in key campus leadership positions. It is therefore important that we provide training and communications tools for our members, for EC elected representatives and Standing Committee Chairs, and for our auxiliary members.</p> <p>In this regard, the New Member Orientation Handbook, which is attached with the agenda materials (and available on the AOA website), is packed with need-to-know information in a concise format. Also, the CSU Auxiliaries 101 PowerPoint discussed below (and also available on the website) is an excellent overview of the purpose and value of CSU auxiliaries – and useful when orienting new campus or CSU leadership, many of whom come from outside the system and have no knowledge of experience of auxiliaries.</p> <p><b>3. <u>AOA Officers Update and Plan for the Year</u></b>  Krater reported on the participation by Past President Monica Kauppinen and herself in the annual two-day CSU 101 training conducted for new Business and Finance staff. They presented an updated CSU Auxiliaries 101 PowerPoint for the information of the new CSU staff and answered their questions. Also, Krater did a similar presentation at the April CABO meeting in Anaheim where there has been a 50% turnover in Vice Presidents of Business and Finance at the</p>	
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campuses. Many VPs don't have a history or strong understanding of auxiliaries and what they do, so there were some tough questions about the appropriateness of student-run boards and auxiliary accountability. There is a continuing need for relationship-building here.

**4. Current Issues Affecting Auxiliaries (with CO Liaisons)**

The Board discussed ways to keep abreast of legislative developments pertinent to auxiliaries in addition to Robert Griffin's work (keyword searches, CO and CSSA legislative watchdogs). The CSU Liaisons were asked to alert the Board regarding policies under consideration or development that may affect auxiliaries, and they mentioned an update to the Elections Handbook (e.g., advocating for candidates and issues), the University Endorsements policy (when an employee can give testimonials, distinguished from advertising), an update to the policy on discrimination and retaliation, the sustainability policy, and a draft policy on retreat rights.

**5. Guest Presenter: Vlad Marinescuc**

Vlad Marinescuc, CSU Vice Chancellor & Chief Audit Officer, delivered a short PowerPoint presentation on the CSU's current campus/auxiliary Audit program which assesses risks/controls in identified key areas, and the Advisory Services program which offers guidance to campuses upon request. He listed the types of audits planned for 2020 -2023, and the top risk priorities CSU-wide:

- Information Security (identify key risks and mitigations)
- Vendor Masterfile (best practices to prevent vendor fraud, 3rd party impersonations, control failures)
- Financial Statements (material internal control weaknesses)

He then answered questions from Board members concerned that auxiliaries didn't have more direct input in the risk assessment process leading up to the campus development of the campus's specific audit plan. Auxiliaries would benefit from the "Summary of Recent Audit Observations" (and have requested that information on common themes in the past), but audit information is only sent to the campus CFOs who usually don't share this useful information with auxiliaries.

**F. SECRETARY-TREASURER'S REPORT** (Agenda, pgs. 13-19)

**1. AOA Financial Report**

Jackson reported that following the necessary cancellation of the 2022 Conference due to the pandemic surge, AOA was able to roll-forward most of the Business Sponsorship income (\$150K) and Conference Registration payments (\$186K) to the 2023 Conference in Sacramento, resulting in \$336K in conference income already booked for 2023. There were surprisingly few requests for refunds. Similarly, some conference expenses incurred in 2022 were transferred to 2023 since some purchased conference gifts, registration

supplies and speaker deposits will be able to be used next year. We also negotiated an offsetting credit of \$75K for a rebooked 2024 Conference at the Hyatt in Indian Wells. Overall, 2022 expenses of some \$98K are being transferred to future years.

The net result of the carrying forward some 2022 revenues and expenses is that there is no conference income recorded for 2022 -- yet there is still \$384K in 2022 conference expenses.

When the Conference results are included with the projected 6/30/22 net income for AOA's General Operations, the result is an expected net loss of some \$328K. AOA's Total Net Assets at 7/1/22 were \$753,482 (about \$300K of that are designated for contingency reserves), so even after a negative net income of \$328K, we would still have \$126K in Unallocated Net Assets at 6/30/22. This shows the value of AOA's strong financial position and reserves policy.

For the Board's oversight review, Jackson provided a print-out of the small number of financial transactions so far in the new fiscal year.

## **2. Preliminary Budget for FY 2022-2023**

The budget for the 2023 Conference is similar to historical patterns, with the major costs being the food & beverage costs and room costs (including space in the new Convention Center next door). We are taking this post-pandemic opportunity, when we had the opportunity to revise existing hotel contracts, to experiment with shortening the conference by one day -- beginning on Sunday but ending on Tuesday at 2 pm. A shortened conference has been suggested in recent years by AOA members, including Past Presidents, to minimize the time that people are away from their campuses, and this is a trend we're seeing with other professional organizations. Most of the normal content time and networking have been maintained by creative rearrangement of the conference schedule.

The effect of the this change on the conference budget is minimal, since the same number of meals is the same (including two dinners) -- what we are dropping is the night-on-the town which is paid for by the participants. We are budgeting for a potential loss of \$50K -- since due to the rollover we need to keep the conference sponsorship amounts for Business Sponsors and the registration fees the same in 2023, and not build in inflationary increases as usual to cover the steep annual increases in hotel costs. It is AOA's policy to normally budget for a break-even budget, but this year we are electing to allocate a small amount of our Unallocated Net Assets to subsidize 2023 conference costs (if needed) as a service to our members.

The General Operations side of the budget is largely similar to prior years with inflationary increases to service contracts and travel expenses. Included is a provision for a Leadership Academy (\$12,000) and the annual AOA Scholarship

(\$5,000). A substantial provision is made for spending by Standing Committees for speaker presentations and travel costs, as well as expenses for in-person meetings or mini-conferences, and the Committees were encouraged to make better use of these funds. The General Operations budget projects a positive net income, and it may be sufficient to cover any potential loss on the 2023 conference.

*Action Taken: The EC voted to approve the 2022-23 AOA budget as presented (m/Rosa Hernandez, s/Grace Slavik).*

### **3. 2024 Annual Conference**

Jackson reported that when he rebooked the 2022 conference for 2024 with the Hyatt Regency in Indian Wells, he took the opportunity to shorten the conference by a day (as in Sacramento next year) – so that we are guaranteeing 2 peak room nights instead of three. It will be easier to add another night if that is what's decided, than it would be to cancel a night (and pay a penalty).

## **G. PRESIDENT-ELECT'S REPORT**

### **1. 2022 AOA Conference Report**

Conference Chair Rasheedah Shakoor reported on the CPC's plans so far for the 2023 Conference in Sacramento. Since 46 Business Partners rolled over their sponsorships from 2022, and 320 people rolled over their conference registrations, we are well on our way to a successful conference in terms of revenues and attendance.

The conference theme is "A New Chapter" and our marketing team is producing some cool graphics, as well as popular app features such as the Resource Gallery and QR code for use with Business Partners, gamification, and a "heat map" to show the numbers, interaction pattern and location of interactions throughout the day. The conference focus is, of course, on education and networking with nine subject-matter tracks at three Concurrent Session blocks, Super Sessions and General Sessions. An off-site party night is planned for Monday with, perhaps, Business Partner receptions beforehand. A Tuesday morning Orientation Breakfast is planned for the in-coming Standing Committee Chairs.

## **H. MEMBER RESOURCES**

### **1. AOA Education and Training Webinar Series (Agenda, pg. 20)**

Lorlie Leetham, CPC Business Partner Manager, discussed the planned new (free) series of educational/training programs to be streamed to AOA members (or Standing Committees) between annual conferences. We could use content not selected for the conference, including programs already available or developed by Business Partners who would pay a premium to AOA for this additional sponsorship benefit. NACAS has experience with an educational programming like this and are a potential partner. A branded AOA Professional



Development Series might also include a CSU Auxiliaries 101 (part of a track for newer auxiliary members) or a Webinar by the CO on the McKee act.

Leetham has taken the initiative to get this continuing education program started, but a project manager is needed to so the legwork and sustain the program – it might, for example, be the President-Elect, an EC elected representative, a new service provider position, a Leadership Academy project, etc. We need to ensure that accessibility issues are addressed. We are assuming this is a benefit that will be valued: It will be interesting to see, given busy work schedules and the amount of information already available on-line, if people show actually show up for the pilot presentations.

*Follow-up Action: The Officers need to identify a point person(s) to manage and promote AOA’s annual Education and Training Webinar Program.*

**2. Robert Griffin’s Model Auxiliary Meeting Policy Templates** (Agenda, pgs. 21-38)

Jackson reported that due to the frequent questions Griffin was getting from auxiliary leaders regarding compliance with open/closed meeting regulations, he provided updated ready-to-go policy frameworks for easy adaptation and adoption by an auxiliary. One template provides model Open Meeting Guidelines including additional details on meetings preparations and conduct, and the other is a model set of procedures for holding permissible closed sessions – which is based on a new monograph also provided by Griffin elaborating on closed-session exceptions within the Seymour Act.

The documents are a handy point of departure in crafting board meeting policy statements and implementing written procedures that best suit each organization.

*Action Taken: The EC, by general consensus, approved forwarding Griffins documents to AOA member organizations for their consideration and use.*

**3. Executive Committee Report to the Membership** (Agenda, pgs. 39-40)

Included in the agenda packet is a copy of the traditional Report to the Membership, alerting them to key topics before the EC and offering them the opportunity to engage by providing feedback and questions. Jackson said he received a few responses back and additional requests for information.

Survey of Auxiliary Legal Resources

As resource and reference for our member organizations, Lori Redfearn proposed AOA compile a list of the general counsel utilized by each auxiliary – organized by region (No, Central, So) and auxiliary type.

Follow-up Action: The Officers will consider assembling a list of general counsel, by region and auxiliary type, utilized by CSU auxiliaries -- as a resource tool for member organizations.

**4. Website Content and Directory Management** (Agenda, pgs. 41-47)

Dixie Johnson, Website Content Manager, is keeping the AOA Directory updated with current information on AOA members, as well as the listservs for auxiliary Executive Directors, CFOs, HR Directors, and Auxiliary Directory Administrators. The AOA member directory has over 625 active members from all the 88 CSU auxiliaries. The well-maintained listservs are important since people are more likely to see information sent directly to them – as Jackson does with key postings sent from the Chancellor’s Officer, CABO, Robert Griffin and others – than they are to go seeking for a resource on the website.

A number of technical corrections were made by the Dent Agency that were pointed out by Steve DeLuca and his staff at Northridge. Jackson relayed Johnson’s recommendation that some posting features be deleted – such as the News Blog or the outdated COVID-19 documents. The means of sharing news and information has evolved primarily to communications between the members of Committees on contact lists and so improvements to the tools and easy accessibility of the Groups feature should be a key initiative.

Johnson is actively working with individual Committee Chairs to assist their members in registering on the website and with their respective Groups – so they can use the Group Communications tool and post documents to their site (instead of using a separate manually created listserv, which doesn’t capture everyone who has recently signed up for the Committee). Committee Chairs commented that the Website Group lists and their postings maintained on the AOA website was an advantage over having to maintain information on a separate drive from year to year.

For members to be fully engaged in utilizing the website Group communications, it needs to remain useful people and easy to use. Analytics will help us identify what features and items are sought out, and continuing feedback from the Standing Committee Chairs is important. We also need to keep abreast of accessibility issues, add a strong search function, facilitate interactive exchanges, and make changes to the user-interface to more easily highlight/locate Committee resources and reduce the number of steps (clicks) to get there. And we need an on-boarding process for incoming Standing Committee Chairs to acquaint them with productive use of the Website.

Follow-up Action: Additional discussion was carried forward to the next meeting. The Board consensus seems to be that AOA (a Task Force?) look at our website analytics and seek feedback from Committee members on how to improve its utility or ease of use for members. The Website Manager would be

asked to comment on potential changes and the costs to implement them for further review by the EC.

**5. CA Legislative Summary Update** (Agenda, pgs. 48-52)

Robert Griffin put together an update of major legislation impacting auxiliaries, which is included in the agenda packet and available on the AOA website.

Lori Redfearn commented that the identification of key services (e.g., child care) and topics pertinent to auxiliaries would help those who are keeping track of the influx of legislative developments (folks like Robert Griffin and John Melikian, the Office of Advocacy and State Relations, CSSA, etc.) to identify matters of interest.

**I. NEW AND RETURNING BUSINESS ITEMS**

**1. Richard Jackson’s Service Contract for 2022-2023** (Agenda pgs. 53-61)

With Jackson excused from the room, Krater presented his proposed contract renewal and attached scope of work for discussion and adoption by the Board. Also discussed were succession planning options for filling his roles, as presented previously by the Long-Range Planning Committee, should Jackson move on.

*Action Taken: The Service Provider Contract was approved as presented (m/ Miles Nevin, s/ Sandra Gallardo).*

**2. Robert Griffin’s Service Provider Contract for 2022-2023** (Agenda pgs. 62-67)

Krater presented Griffin’s proposed contract for renewal and the need for a succession plan was discussed.

*Action Taken: The Service Provider Contract was approved with the specification of his approved hourly rate as \$150/hour (m/ Sandra Gallardo, s/Cecilia Ortiz).*

**3. 2022 AOA Policy & Practices Manual**

Jackson reported that the updated manual, with the most recent Bylaws and other revisions, was sent to the Board and posted on the AOA website.

**4. CPC’s Business Partner Manager Position**

Leetham announced that she informed the AOA President last year that the 2023 conference currently being planned would be her last, though she would be available to orient the new Business Partner service provider during the planning year for the 2024 Conference. Jackson and Leetham will initiate the process by approaching auxiliary retirees about possible interest in the position and in discussing with NACAS a possible revamped proposal to the one they submitted in 2019.

**5. Discussion of Use of AOA Logo**

Leetham raised the issue if it is appropriate for a Business Sponsor to use the AOA logo to indicate its partnership affiliation with AOA – e.g., on the website for Chartwell’s systemwide Master Sponsorship Agreement with the CSU for dining services available to campuses who choose to use it. The logo’s inclusion was meant to recognize the strategic role of auxiliary organizations in operating or contracting for dining services, their participation in the RFP process and inclusion in the MSA – not to imply endorsement or favoritism. She noted that MSAs negotiated as part of CSU’s Center of Excellence provide for monies and other benefits back to the CSU. CABO liaison Ann Sherman commented that across the CSU there is a decreasing reliance on state aid and an increase in corporate sponsorships of varying types.

For now, Chartwells has removed the logo and simply refers to “the CSU and its auxiliaries.”

Follow-up Action: Krater postponed further discussion on AOA logo use, and will work with the Officers on proposed sample language.

**6. NACAS Partnership Proposal**

Leetham presented a proposal from NACAS about they and AOA might work together to provide education and other benefits to our members – for example by sharing educational content and cooperating on business partner development. NACAS is ahead of AOA when it comes to on-going (non-conference) professional development and educational sessions (live and recorded), benchmarking, website content, interactive Q&A with industry professionals, etc. Access to these resources could add to the AOA Education and Training Series options available

The proposal addresses how to get more AOA members access to the NACAS resources - meaning having all CSU campuses have a NACAS Institutional membership which AOA would pay on behalf of the campus (a discounted annual cost of \$26K annually). NACAS members are primarily commercial, and include auxiliary service roles that cross over to the university-side, like parking/housing auxiliaries -- but do not include philanthropic, research, or associated students.

The proposal is simply being passed on from NACAS with an offer to discuss it with the Board if there is interest.

Follow-up Action: Krater postponed further discussion of this topic until the June meeting.

**J. BUILDING RELATIONSHIPS AND PARTNERS**

**1. CABO Liaison Update (Agenda, pg. 78)**

Chico VP Ann Sherman presented the following notes pulled from recent CABO meetings:

The CABO membership is meeting on Thursday, April 21<sup>st</sup>, on the last day of the CSU Business Conference. Agenda topics, and possible pertinence to AOA, include the following:

- Chair Announcements and Introductions
  - this is the first in-person meeting in some time; there has been extensive turnover across the 23 campuses, with many new members
- Briefing from Interim Executive Vice Chancellor Brad Wells
- Payment Fraud Strategy Update
  - There have been a series of high-profile attempts (some successful) to change vendor routing numbers, submit fake POs/invoices to vendors or campuses for service or payment, or otherwise engage in scams of various sorts. If the auxiliaries are on a shared IT network, there may be alerts. I will share the information I receive from Tracey Richardson and Dave Beaver.
- HEERF Update
  - The HEERF funds have been generally extended for one year, in recognition of the amount of money involved, the supply chain issues experienced by many, and the sheer volume of work involved in accounting for the funds and updating websites and reports.
- Succession Planning/Workforce Development
  - As noted above, there has been significant turnover among the VPs over the past 2 years. In a similar fashion, a wide range of employees in Business & Finance positions have retired or resigned. Steve Relyea introduced the topic of succession planning for key positions, and a small subset of CABO members have had introductory discussions with David Kervella and Evelyn Nazario of the CO's HR team. I am doing two sessions at the CSU Business Conference, and will share my materials.
- HR Update via Zoom
  - Hard to tell what this might entail 😊, but I'm expecting an update on the wage openers, active negotiations, salary surveys, and some of the Retreat rights for MPPs.
- AOA Presentation
  - Sharleen Lowry and Monica Kauppinen are in the house!
- Procure to Pay Update
  - This implementation is starting at 5 campuses, and is expected to go CSU-wide. It will permit vendors to bid on-line, enter some of their information, and streamline the entire procure-to-pay process.

## **2. CSU Business & Finance Liaison Report** (Agenda, pgs. 79-80)

Robyn Pennington presented her written report which included reports to the Board of Trustees in January and March of its various Committee activities:

- *Committee on Audit;*
- *Joint Committee on Education Policy and Campus Planning,*
- *Buildings and Grounds;*
- *Committee on Campus Planning, Buildings and Grounds;*
- *Committee on Finance.*

Full agendas and item write-ups can be found at: [www.calstate.edu/bot](http://www.calstate.edu/bot)

### **CSU Policy Library**

A reminder that a new CSU Policy Library went live last fall. The library provides a comprehensive way to quickly find CSU systemwide policies and is available at <https://www2.calstate.edu/policies>. This library replaces former Executive Orders, ICSUAM, SUAM, and Coded Memorandum repositories and lists. The landing page highlights new or newly revised policies as well as those accessed most frequently.

To receive notifications from our CSU Policy Library listserv whenever policies are created, revised, or retired, send an email to [subscribe-csupolicylibrary@lists.calstate.edu](mailto:subscribe-csupolicylibrary@lists.calstate.edu) to be added to the listserv.

### **CABO**

*Recent and Upcoming CABO Meeting Dates:*

- February 9 (Virtual)
- April 21 (Anaheim; in conjunction with CSU Business Conference)

## **3. CSU Advancement Liaison Report** (Agenda, pg. 81)

Lori Redfearn provided the following Advancement update:

Larry Salinas has completed his one-year contract as interim Vice Chancellor for University Relations and Advancement. Currently, the Division is reporting to acting Chancellor Steve Relyea. Interim Chancellor Jolene Koester will begin her service on May 1, 2022 and we will inform AOA of any additional changes under her leadership.

Endorsements A workgroup will be convening to create policy related to university endorsement of products or services. This may include authorizations required for an employee to act as a spokesperson for the university. The intent is to identify communications that may be permissible and when such endorsements might be monetized. Some of the questions to be considered: When does a testimonial about the experience of using a product become an advertisement for the benefit of the company? To what extent might the university promote a vendor that has been engaged in a master contract?

Art Collection Management The finalized policy on art collection management has posted to PolicyStat. Campuses may exempt auxiliaries, museums, special collections, or galleries from the policy. The ability to exempt recognizes that museums and galleries may have independent policies that adhere to more stringent accreditation or industry standards. Auxiliary foundations should consider how the university art review committee may intersect with a gift acceptance committee. <https://calstate.policystat.com/policy/8294159/latest>

Responsible Investing Responsible investing remains a hot topic for foundation investment committees, donors, and campus constituents. The California State University is transitioning away from fossil fuel investment in the Systemwide Investment Fund Trust (SWIFT), Intermediate Duration Fund (IDP) and Total Return Portfolio (TRP). The Chair of the Board of Trustees encouraged auxiliary foundations to do the same but acknowledged the independence of auxiliaries to make fiduciary decisions. Other responsible investing topics to consider are exposures in Russia and how to review investment managers through a diversity, equity, and inclusion lens. An emerging best practice is the integrate the statement of responsible investing into the foundation’s investment policy.

The Great Resignation, Retirement, Reassignment, Reimagination... Whatever you call it, the CSU and auxiliaries are experiencing significant turnover. Transitions in Dean, Department and Financial Aid areas should draw the attention of auxiliary foundation staff to make sure new hires understand their opportunities and responsibilities related to philanthropic scholarship and program fund distribution.

**4. CSU General Counsel Liaison Report (Agenda, pg. 82)**

Carrie Rieth made the following report:

Auxiliary Settlement Agreements and the McKee Act

Settlement agreements entered into by an auxiliary organization are subject to disclosure under the McKee Act and should not include promises of confidentiality that are inconsistent with this obligation.

General Liability Waiver—Translations Available

The Release of Liability/Informed Consent form referenced in EO 1051 has been translated into the following languages:

- Spanish
- Tagalog
- Vietnamese
- Chinese (simplified & traditional versions)
- Korean

Interpreted waivers should be provided only to individuals providing services who are not students or employees of CSU. Students and employees should sign only the approved English version.

The risk management allowance for interpretation for waivers is limited to waivers and does not extend to contracts, agreements and official correspondence.

#### Class Action Litigation: Student Fees

Our attorneys in the class action lawsuit continue to collect information from campuses about the AS fee.

#### Department of Justice Issues ADA Website Accessibility Guidelines

The Department of Justice recently issued guidance on web accessibility under the ADA. The guidance document describes how state and local governments and businesses open to the public can make sure their websites are accessible to people with disabilities in line with the ADA's requirements. See <https://beta.ada.gov/web-guidance/>.

The Department declared that web accessibility is a priority and that the Department is committed to using its enforcement authority to ensure website accessibility.

### **H. REPORTS**

#### **1. Long-Range Planning Committee (Agenda, pgs. 85-86)**

Chair Monica Kauppinen reported the 2022 AOA Long Range & Strategic Planning (LRSP) Committee held its first meeting of the year on April 5, 2022 via Zoom. The agenda items were as follows:

1. Provide new members an overview of the work done by the 2021 LRSP committee.
2. Review the final drafts of the position descriptions and plan the report to be provided to the EC this month.
3. Discuss next steps for the current work and any other projects for LRSP.

#### **Summary of 2021 Work**

Major project was planning for future AOA support staff. The roles include business manager, conference administrator, business partner support services, conference education track development and special projects. Early meetings identified and broadly discussed three options:

1. Current service provider model of independent contractors,
2. Hired staff, such as a paid executive director, and
3. Partnerships/Contracting with other professional organizations such as NACAS.
- 4.



To get a baseline budget the costs for each main service providers were consolidated. It was agreed that in order to best understand the possible costs and viability for each option that more new scopes of service should be drafted based on AOA needs and not current incumbents.

It was agreed that the outcomes of the work would be presented to EC for consideration when the *next natural vacancy occurs*, not affecting any existing service provider contracts coming up for renewal in 2022.

### **Position Descriptions**

Positions were drafted by grouping related services that could *potentially* be combined into a full-time equivalent employee(s) or revised contracted scope of work. The result was six (6) functions that could each be filled separately or combined in different ways based in AOA needs and viability of supporting one or more of the identified options.

The *draft* positions, to be distributed to EC members under separate cover, are:

1. Operations Manager
2. Financial Management/Accountant
3. Secretary/Treasurer (Not Compensated)
4. Administrative Conference Coordinator
5. Business Partner Manager
6. Educational Content Coordinator

If AOA leadership ultimately decides to stay with the service provider model, or perhaps to address any short-term needs, it would be prudent to craft a standing “call for future service providers,” to create a pipeline of interested, soon to be retirees, looking to get involved.

### **2. Human Resources Committee** (Agenda, pg. 87)

Chair Rosa Hernandez reported the HR Committee continues to meet monthly as a forum for members to ask questions, seek advice, share resources and hear from invited guests. Attendance at the meetings ranges from around 30 up to 50 members each month. During each meeting, a brief update on any relevant committee business is also provided by the Chair.

During our February meeting the topics focused on the California Supplemental Paid Sick Leave, ongoing impact of COVID mitigation and tracking and Vaccination Compliance. Colleagues also shared challenges in recruitment, where it has been difficult to fill positions. There have also been questions on resources, vendors and best practices, which also come up on a regular basis.

In March, our meeting focused on “Getting Back to Basics”, where we prioritized organizing the committee so that the resources we share are accessible and easy to find. We discussed having a master membership list that is reviewed and maintained regularly, the idea of incorporating a list of “subject matter experts”

that can be an internal resource to the group, and developing ad-hoc subcommittees that align with auxiliary types (Commercial/Associated Students-Union/Research Foundations). Most of the work we do impacts all of us, but there are times when specific things come up that are very specific to certain sister auxiliaries. The group was very receptive to this idea and there were several colleagues who volunteered to help spear head those efforts if needed.

### **THEMES FOR THE YEAR**

As we continue to plan for the coming year, the goal is to build off of our March meeting with the theme of “Back to Basics”. We want to make sure that the foundation for communication and getting organized is a priority to ensure the resources we have are accessible to our members. We also discussed the idea of having a vendor list. One of the frequently asked questions is “who do you use for evaluations/for payroll/for x”. This will help us organize a quick list so that if colleagues can have a starting point, and then from there reach out to colleagues for feedback.

### **3. Research Administration Committee** (Agenda, pg. 88-89)

Chair Gillian Fischer give a RAC update:

#### **2022/2023 RAC Meetings-**

Jennifer Sneed reported on the plans to transition the 2022 RAC Business Meeting, which is usually held during the AOA Conference, from in-person to virtual during the last EC meeting in January.

The RAC Business Meeting included an introduction to the 2022 RAC Leadership Team, a Chancellor’s Office Update on the policy on International Agreements as well as other Chancellor’s Office initiatives, and a follow up discussion on the HERD Survey. There were approximately 85 attendees. Less than the RAC Spring and Fall virtual meetings, but solid attendance for a last-minute meeting.

The Spring 2022 Meeting will continue to be virtual and will be taking place May 2-3, 2022. The current plan is to have a hybrid format for Fall 2022, with the in-person meeting to potentially be held at CSU Dominguez Hills. This will include a virtual component to make the meeting accessible to more members.

The priority topics for the RAC Committee for our Spring Meeting will be updates from the CO’s office on NSPM-33 and the International Agreement Policy (including impacts on travel, cybersecurity, trainings, etc.), updates from some of the newly founded committees including IRB and Export Control, Professional Development opportunities from the C.O., and a continuing discussion about paying faculty from other CSU Campuses.

### **4. AS/Student Union/Recreation Committee** (Agenda, pg. 90)

Chair Helen Altaire reported that the Committee’s Annual Meeting, due to the conference cancellation, was held virtually via Zoom on January 11, 2022. Topics

included confirmation of the new 22-23 chair and vice chair, conference updates for next year, and open discussions regarding challenges and best practices in navigating COVID-19 concerns and the return to campus for our various auxiliaries.

The *AS/SU/REC Directors Sub-Committee* meets once a month. For this quarter, there was 1 committee meeting held on February 18, 2022. The next meeting is scheduled for April 15, 2022. Agenda items included the following:

- Guest Speaker: Sharleen Krater, AOA President
- Cal State Student Association (CSSA) & California Higher Education Student Summit Updates
- Feedback on AB 1737
- AS Elections
  - Recent referendum success and challenges, including alternative consultation
  - Run for Office application pool success or interest - most campuses present reported low interest
  - Election platforms
- Campus in a Minute – a quick update or snapshot provided by each campus present.

The AS/SU/REC Chair hosted the *CHESS Advisor Summit* on Monday, March 14 via Zoom. The summit provided an opportunity for AS government affairs/relations advisors, coordinators and other staff directly involved with the Lobby Corps efforts, advising efforts and programming efforts of associated students. Agenda items included the following:

- Benefits of Serving as a Student Leader – have/are they changing? Are we adjusting to the change?
- Students first! What new challenges do we see for our student leaders and what can we do to address them?
- Leadership Development – from nuts and bolts to personal growth. Are we equipping student leaders with the right skills?

**5. Commercial Services Committee** (Agenda, pg. 91)

Alfredo Macias reported that Commercial Services has been active with the following:

Goals for the year: Increase committee engagement on sustainability.

Membership Survey July 2021: 126 Surveys sent out, 25 responses from 16 unique campuses regarding best practices, collaboration, and resources/documents.

Top Issues:

- Create a contact Directory of AOA members that are proficient if not experts in specific fields and or tasks. example meal plan contracts, housing agreements, conference service. The Expert Directory can provide AOA member access to some one that can provide Documents and resources has all 3 of the main reason why people join AOA.
- Getting Commercial Services committee member to join the Commercial services portal 125 member out of 251 have joined. The goal is to reach out to all Commercial services members to join the portal.
- Monthly Zoom Calls with Financial Service Directors
- Challenges of representing the diversity of operations under the umbrella of “Commercial Services” and having a meeting that provides value to this group.
- Bill AB 2652 Analysis-this bill as amended by author on March 24th, 2022, would, as it, relates to the CSU require each campus to ensure that on campus food service vendors accept payment through EBT. There may be non reimbursables setup and ongoing costs and certainly both transaction and social service support benefits. Action- We will be reaching out to Commercial services members to gauge impact on operations.
- Alert on Senate Bill 1335 regarding solid waste: food service packaging: state agencies, facilities, and property.

**6. Business and Financial Services Committee (Agenda, pgs. 92-93)**

Chair Yvette Marquez-Smith reported that a FS Steering Committee call was held on March 17<sup>th</sup> with minutes provided to the EC.

The March meeting focused on how we were all disappointed that the annual conference had to be canceled to the Covid-19, but it was a wise decision by AOA for our safety and protection. We also discussed dates for future meetings and a broad outline for the Fall Mini-Conference. For example, what should the structure be – in-person or zoom, and what do we want to topics do we want covered, so we can invite the right presenters.

Committee members shared information regarding Chancellor’s Office increase in audits; View Point Neutrality Audit/Guidelines; excess funds distributions at year-end and the wage tiered levels for student assistants.

Future planned meeting for committee members or for the Steering Committee via Zoom are scheduled monthly. In addition to the steering committee calls, informal zoom calls amongst primarily BFS members who work at ASI’s and Unions have occurred to share information and updates regarding their campuses.

**7. Information Technology Committee (Agenda, pg. 94)**

Chair Matthew Sparks presented his written report:

The IT Committee underwent some quick changes at the end of last year with the sudden resignation of Steve De Luca. Our next step is confirming a vice chair. The goals we have for this year are:

**ITAC Presence:** To continue to request an AOA IT presence at Information Technology Advisory Committee (ITAC). The members of ITAC are the CIOs of each CSU. We have received tentative informal permission to attend.

**Shared Risk Assessments:** We are looking into the possibility of sharing Application risk assessment documentation between campuses. If one campus has already completed a HECVAT document, it should be transferrable to other campuses. We plan to work with the CSU ISO office on this and plan to document what third-party risk assessment tools are available and what might work well for all of us.

**Level-1 Data Processes:** The AOA IT committee will be reaching out to all Auxiliaries to survey them about their Level 1 Data Processes. This will be presented as a report at the Annual AOA meeting.

**Fall Committee IT Workshop:** We plan to host a Fall Workshop for the AOA IT Committee in a virtual environment and with a light agenda. At that time we will identify and begin work on the January IT presentations.

**8. Philanthropy Committee** Agenda, pgs. 95-96)

Chair Caroline Johansson reported the Committee met for its annual meeting on Wednesday, February 2<sup>nd</sup> via Zoom. Twenty-three Individuals from several CSU's representing University Advancement, Financial Services and Philanthropic Foundations attended.

The following topics were discussed:

Financial Officers of Association (FOA) Collaboration

Alejandre shared that the Financial Officers Association is planning on having an in-person conference the week of April 18<sup>th</sup>. Alejandre suggested the AOA Philanthropy Committee collaborate with FOA to see if there are any areas in which both can partner up on conference topics. An area suggested is scholarship accounting and/or gift accounting and how that gift funds sustain state side programs. Alejandre will work with new chair, Caroline Johansson (SFSU) on this. Update: Caroline Johansson will contact FOA committee members in charge of their programs at AOA Conference after their conference in April to see if we can collaborate at 2023 AOA Conference in Sacramento.

Board Orientations

The Philanthropy Committee discussed board orientation which focused on how they are conducted and how often. Monica Alejandre shared CSUSB conducts their board orientation once a year and they review the bylaws, the organization structure, the foundation operating budget, the endowment. Venesia Thompson- Ramsay shared that SF State also covers similar areas but focuses on

the purpose of the foundation and what the roles and expectations of the board members are. Aaron Moore added that the Chancellor's Office uses the recruitment process for when board members are getting the opportunity to interact with President, the Vice Chair of the foundation and others.

#### Foundation Finances

Ian Hannah (Sonoma Foundation), Keith Kompsi (Fresno Foundation), and Todd Au (Graystone Consulting) presented on the topic of endowment investment management vs. investment of non-endowed cash.

#### AOA Philanthropic Group Portal

Due to the combined efforts of Johansson and Hannah to get the word out about the AOA Philanthropic committee and with the help of Dixie Johnson, the group portal registrations have increased from 14 to 27 members as of the date of this report.

#### Next Meeting & Agenda Topics

The next meeting for the Philanthropy Committee will be on Wednesday, April 27, 2022 from 1:00pm to 2:30pm. The agenda will cover: Policy updates from the Chancellor's Office, a presentation about accepting Cryptocurrency gifts, AOA Executive Committee Updates, and open discussion topics that may include hybrid vs. in person Board meetings.

### **9. Past Presidents Committee (Agenda, pgs. 97-99)**

Chair Dave Edwards presented his written report, including:

The AOA Past President Committee meets annually at the conference or more frequently as needed at the request of the AOA President. The purpose of the Past President's Committee is to actively engage previous presidents of AOA in ways that attempt to keep them connected to the AOA, while also allowing AOA to benefit from their expertise and leadership. Membership is comprised of all AOA Past-Presidents currently employed in the CSU or by a CSU auxiliary.

This past year, the committee was asked to address two requests for input from AOA President Monica Kauppinen – development of an Auxiliary Executive Director Toolkit and feedback/recommendation for hosting a second AOA Leadership Academy.

### **10. Risk Management Committee/AORMA Update (Agenda, pgs. 100-101)**

Chair Starr Lee referred to the report included in the agenda packet, including:

#### **Current Long Range Goals:**

- Resource Guide – Risk Management Considerations for Accepting Gifts
- Resource Guide – Acceptance, Evaluation and Storage of Waivers
- Resource Guide – Indemnification Language and Insurance Requirements for Subcontractors (including a review checklist)
- Resource Guide – How to Analyze Certificates of Insurance and Endorsements

- Evaluation of Property Schedules and Off-Campus Locations
- Resource Guide - Good Practices While Working From Home
- Risk Management Aspects Surrounding Public Records Acts Requests
- Separate but Related (How the CSU and Auxiliary Organizations work in partnership with the AOA)
- Intellectual Property Insurance for the CSU's Tech Transfer Programs

**CSURMA Insurance Requirements in Contracts (IRIC) Manual:**

An updated version (2022.1) of the CSURMA IRIC manual is posted on the CSURMA website within the Risk Management section. The manual is reviewed every two-years for any updates or changes to suggested insurance requirements. The newly released Version 2022.1 includes the following modifications:

- Updated Additional Insured Charts & Comparison of AI Endorsements
- Further clarification on The Myth of "Following Form" Coverage
- More detail on perils of contractor SIR coverage
- Declarations Pages, Schedule of Endorsements, and Prior Work Exclusions
- Standard Limits for Airport tenants, vendors & users
- Sample CA Workers' Compensation exemption

**Certificates of Insurance (COI) and Endorsements – Review Checklist Resource Guide:** The COI and endorsement checklist is posted on the CSURMA website within the Risk Management section.

**Indemnification Language and Insurance Requirements for Subcontractors:**

The Indemnification Language and Insurance Requirements for Subcontractors – Resource Guide is posted on the CSURMA website within the Risk Management section. This document provides additional details to include in your agreements when subcontractors may be involved in your project.

**CSURMA Property Insurance – Off Campus Locations:**

Effective July 1, 2022, the CSURMA AORMA Property Program will include limits on all properties located away from Campus and particularly those in remote locations.

**Building Appraisals:**

Every five years, CSURMA contracts with Alliant Appraisal Services to appraise all of your owned buildings valued at \$1MM or above (*all buildings regardless of value are appraised every ten years*). The appraiser will contact you directly to set up an appointment.

**L. INFORMATION/ANNOUNCEMENTS**

**M. ADJOURNMENT**

By acclamation, the Executive Committee was adjourned at 2:00 pm.

Respectfully Submitted,

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Secretary/Treasurer





Auxiliary Organizations Association  
 Administrative Office  
 P.O. Box 2177  
 Chico, CA 95927-2177

**MEMORANDUM**

**To:** Executive Committee Attendees  
 Auxiliary Organizations Association

**Date:** June 1, 2022

**From:** Richard Jackson  
 Secretary/Treasurer

**File:**

**Subject:** Follow-Up Assignments from the April 22, 2021  
Executive Committee Meeting **cc:**

Below is a summary of items needing follow-up action, taken from the minutes of the April 22, 2022 Executive Committee Meeting, or carried over from a prior meeting. This list is intended to aid the responsible parties in their follow-up activities and their preparation of updates or agenda items for the next Executive Committee meeting on June 17, 2022.

Action	Responsible Individual	Notes on Status
Provide the EC with specific proposed revised language for the AOA Scholarship Guidelines for EC action	AS/SU/REC Committee	Pending
Launch year-round AOA Education and Training Webinar Series over the next year. Assign an Program Coordinator.	AOA President	Pending
Offer a Professional Development Webinar on the McKee Act for viewing by the membership.	AOA President; Carrie Rieth	
Develop strategy (a task group?) to get analytics and Committee and other user-feedback on use of AOA Website and how to improve its utility & ease of use for members.	Officers Group	Pending
Follow-up with the CO on a process for alerting AOA of policies in development and providing an open-comment period.	Officers Group	Pending

Forward Robert Griffin's Model Auxiliary Meeting Policy Templates to AOA member organizations for their consideration and use.	Richard Jackson	Pending
The Officers will consider assembling a list of general counsel, by region and auxiliary type, utilized by CSU auxiliaries -- as a resource tool for member organizations.	Officers Group	Pending
Develop a succession plan and financial model for AOA Executive Director/Business Manager and other Service Providers, and a strategic plan for the use of unallocated net assets.	Monica Kauppinen, Chair of Long Range Planning Committee	In Progress – Update at EC meeting
Establish a working group to propose clarifying changes to the CO's Operating Agreement template.	Officers Group	Pending
Arrange for an auxiliary review process of proposed changes to the Compliance Guide.	Officers Group, Carrie Rieth	Pending
Schedule a virtual EC meeting in early June.	Richard Jackson	Pending

## Auxiliary Organizations Association

### General Operations Profit and Loss Statement: Budget vs. Actual

Fiscal Year 2020-21

(As of 6/7/22)

		General Operations			
		2021-2022		2022-2023	
		Revised Budget	YTD 6/7/22	Projected 6/30/22	Preliminary Budget
1	<b>Income</b>				
2	40000 — AOA Dues	\$246,936	\$241,948	\$241,948	\$246,936
3	42000 — Standing Committee Income				
4	43000 — Scholarship Donations				
5	44000 — AORMA Dividend	\$555	\$555	\$555	\$555
6	45000 — Interest Income				
7	46000 — Dividend Income	\$10,000	\$10,430	\$12,000	\$12,000
8	47000 — Realized Gain on Investments	\$5,000	\$17,049	\$10,000	\$5,000
9	48000 — Unrealized Gain on Investments	\$10,000	(\$29,860)	\$5,000	\$10,000
10	45000 — Extraordinary Income	\$200	\$5,357	\$5,800	\$5,000
11	<b>Total Income</b>	<b>\$272,691</b>	<b>\$245,479</b>	<b>\$275,303</b>	<b>\$279,491</b>
12					
13	<b>Expense</b>				
14	70000 — Contracted Service – Business Manager	\$44,276	\$36,897	\$44,276	\$45,604
15	70500 — Sec/Treas Travel & AOA Office Expense	\$4,000	\$3,795	\$4,000	\$4,000
16	Compliance Consultant Analyses/Monographs	\$11,000	\$10,800	\$12,000	\$12,000
17	71500 — Legislative Liaison Travel Exp				
18	72000 — AOA Legal Counsel (requested services)				
19	73000 — Retainer– HR Legal Counsel	\$27,000		\$27,000	\$27,000
20	73500 — AOA HR Legal Counsel Expenses	\$5,000		\$2,000	\$5,000
21	74000 — Advocacy/Liaison Expenses				
22	75000 — Audit/Tax Prep Expenses	\$16,200	\$16,200	\$16,200	\$16,700
23	75300 — Insurance Expense	\$4,709	\$4,709	\$4,709	\$4,900
24	75500 — COGR Dues Expense	\$5,250	\$5,250	\$5,250	\$5,500
25	76000 — Executive Committee Travel Exp	\$11,000	\$12,557	\$15,000	\$15,000
26	76500 — Executive Committee Meeting Exp	\$14,000	\$20,550	\$24,000	\$25,000
27	AOA Leadership Academy	\$12,000			\$12,000
28	77000 — AS/SU Committee Expenses				
29	77100 — Financial Services Com Expenses				
30	77200 — HR Committee Expenses		\$2,000	\$2,000	
31	AOA Biennial Salary Survey		\$6,300	\$6,300	
32	77300 — IT Committee Expenses				
33	77400 — Research Admin Com Expenses				
34	77600 — Commercial Services Committee Expenses				
35	77900 — Philanthropy Committee Expenses				
36	77800 — Standing Committee Meeting/Programs	\$25,000		\$5,000	\$5,000
37	97000 -- Website Depreciation Expense	\$9,965		\$9,965	\$9,965
38	78000 — Web Hosting/Maintenance Exp	\$40,000	\$30,966	\$37,158	\$40,000
39	Website Content/AOA Directory Updates	\$6,000	\$6,531	\$8,000	\$9,000
40	AOA Scholarship Program	\$5,000	\$10,000	\$10,000	\$5,000
41	79000 — Gifts and Awards Expense	\$500	\$841	\$841	\$1,000
42	79400 — Bad Debt Expense		\$1,283	\$1,283	
43	Special Projects (Website Implementation)				
44	79500 — Miscellaneous Expenses	\$2,500	\$3,322	\$5,000	\$4,000
45	<b>Total Expense</b>	<b>\$243,400</b>	<b>\$172,001</b>	<b>\$239,982</b>	<b>\$246,669</b>
46					
47	<b>Net Income</b>	<b>\$29,292</b>	<b>\$73,478</b>	<b>\$35,321</b>	<b>\$32,822</b>
48					
49	<b>January Conference Summary</b>				
50					
51	<b>Income</b>	\$495,000	\$0	\$0	\$460,500
52	<b>Expense</b>	\$578,839	\$368,996	\$383,745	\$492,500
53	<b>Net Income</b>	<b>(\$83,839)</b>	<b>-\$368,996</b>	<b>-\$383,745</b>	<b>(\$32,000)</b>
54					
55					
56	<b>TOTAL AOA NET INCOME</b>	<b>(\$54,548)</b>	<b>(\$295,518)</b>	<b>(\$348,424)</b>	<b>\$822</b>
57					
58					
59	<b>Projected AOA Net Assets as of 6/30/22</b>				
60					
61	<b>Reserves:</b>				
62	Working Capital			\$121,700	
63	Conference Contingency			\$127,625	
64	Special Projects/General Contingency			\$50,000	
65	<b>Total Reserves</b>			<b>\$299,325</b>	
66					
67	<b>Unallocated Net Assets:</b>				
68	Beginning Balance 7-1-21			\$454,157	
69	Add: Projected FY 21/22 income			(\$348,424)	
70	<b>Total Projected Unallocated Net Assets at 6/30/22</b>			<b>\$105,733</b>	
71					
72	<b>Total AOA Net Assets Projected as of 6/30/22</b>			<b>\$405,058</b>	

**AOA Annual Conference Results**

	2018	2019	2020	2021	2021	2021	2022	2023
	Acct/Initial	Preliminary Final	Unaudited Final	Final	Revised Budget	Preliminary Final	Preliminary Final	Budget
<b>INCOME:</b>								
Business Partnerships	\$283,150	\$281,550	\$308,353	\$75,000	\$120,750	\$0	\$255,000	
In-Kind BP Contributions	\$18,000	\$18,000	\$20,250	\$37,500	\$23,245	\$0	\$5,500	
Registration Fees	\$249,210	\$276,460	\$300,150	\$37,500	\$60,950	\$0	\$200,000	
Credit Card Convenience Fee	\$3,668	\$3,195	\$3,710					
<b>Total Income:</b>	<b>\$554,028</b>	<b>\$579,205</b>	<b>\$632,462</b>	<b>\$112,500</b>	<b>\$204,945</b>	<b>\$0</b>	<b>\$460,500</b>	

<b>EXPENSES:</b>								
Credit Card Expense	\$16,722	\$19,308	\$18,454	\$2,500	\$5,203	\$54	\$97,000	
Contract Services	\$80,848	\$89,065	\$75,158	\$106,839	\$88,839	\$96,575	\$5,000	
Gifts/Awards		\$5,404	\$6,303	\$2,000	\$3,701	\$0	\$270,000	
Hotel/M meal Expense	\$156,956	\$263,362	\$346,501	\$5,000	\$5,150	\$271,279	\$25,000	
Marketing/Communication	\$27,729	\$19,339	\$22,644	\$5,000	\$0	\$0	\$50,000	
Meals/Meetings (Non-Hotel)	\$140,183	\$46,471	\$61,312	\$5,000	\$0	\$0	\$20,000	
Pre-Planning Expenses	\$20,405	\$13,785	\$6,633	\$25,000	\$8,500	\$14,387	\$25,000	
Speaker Expenses	\$12,958	\$10,779	\$15,650	\$5,500	\$67,077	\$0	\$5,000	
Conference Website/Mobile App/Tech Service	\$5,546	\$4,974	\$5,174	\$5,500	\$23,245	\$1,450	\$5,500	
Donated Goods & Services	\$18,000	\$18,000	\$20,250				(\$10,000)	
Hotel Rebate	(\$9,752)	\$0						
Allowance for Bad Debts	\$0	\$0						
Complimentary Guest Rooms								
NACAS BP Marketing Expenses			\$6,911	\$1,000				
Conference Software Training/Implementation				\$10,000				
Provision for Committee Presenters				\$10,000				
<b>Total Expenses:</b>	<b>\$469,596</b>	<b>\$490,486</b>	<b>\$584,991</b>	<b>\$172,839</b>	<b>\$201,715</b>	<b>\$383,745</b>	<b>\$492,500</b>	

<b>Net Income:</b>	\$84,432	\$88,719	\$47,471	(\$60,339)	\$3,230	(\$383,745)	(\$32,000)
<b>Contribution to FOA:</b>							
<b>Net Income After Contribution:</b>							
(CY Presentation)	6/7/22						

**Auxiliary Organizations Association (AOA)**  
 Custom Transaction Detail Report  
 April 1 through June 9, 2022

Type	Date	Num	Name	Memo	Account	Class	Clr	Split	Amount	Balance
<b>Income</b>										
<b>52000 — Business Partner Income</b>										
Sales Receipt	05/06/22	51		May check BP Sp...	52000 — Business Part...	January Co...		10000 — Checki...	5,500.00	5,500.00
Total 52000 — Business Partner Income									5,500.00	5,500.00
<b>40000 — AOA Dues</b>										
Sales Receipt	04/22/22	48		EFT to CKG fro...	40000 — AOA Dues	General Op...		10000 — Checki...	6,010.00	6,010.00
Sales Receipt	05/20/22	49		Batch #1 (early ...	40000 — AOA Dues	General Op...		10000 — Checki...	105,113.00	111,123.00
Sales Receipt	05/27/22	50		Batch #2 (Check...	40000 — AOA Dues	General Op...		10000 — Checki...	55,342.00	166,465.00
Total 40000 — AOA Dues									166,465.00	166,465.00
Total Income									171,965.00	171,965.00
<b>Expense</b>										
<b>78500 — Website Content/Dir. Management DJ</b>										
Check	06/08/22	2788	Dixie L. Johnson	Mar - May Webs...	78500 — Website Conte...	General Op...		10000 — Checki...	889.60	889.60
Check	06/08/22	2788	Dixie L. Johnson	Mar - May Mem...	78500 — Website Conte...	General Op...		10000 — Checki...	2,073.60	2,963.20
Total 78500 — Website Content/Dir. Management DJ									2,963.20	2,963.20
<b>86000 — CPC Expenses</b>										
<b>86100 — CPC Travel Expense</b>										
Check	05/09/22	2778	Humboldt State Sponsor...	Leslie Redeland...	86100 — CPC Travel Ex...	January Co...		10000 — Checki...	1,175.76	1,175.76
Check	06/07/22	2787	Cal Poly Pomona Associ...	Carol Lee CPC A...	86100 — CPC Travel Ex...	January Co...		10000 — Checki...	360.83	1,536.59
Total 86100 — CPC Travel Expense									1,536.59	1,536.59
Total 86000 — CPC Expenses									1,536.59	1,536.59
<b>80000 — Conference Contract Services</b>										
<b>80450 — Cnf Contract Srv-Lorlie Leetham</b>										
Check	04/10/22	2772	Lorlie Leetham	Final paymt: No...	80450 — Cnf Contract S...	January Co...		10000 — Checki...	9,000.00	9,000.00
Total 80450 — Cnf Contract Srv-Lorlie Leetham									9,000.00	9,000.00
<b>80300 — Conf Contract Service-Taren M</b>										
Check	05/01/22	2776	Taren Mulhause	T Mulhause #1 ...	80300 — Conf Contract...	January Co...		10000 — Checki...	3,862.50	3,862.50
Total 80300 — Conf Contract Service-Taren M									3,862.50	3,862.50
<b>80500 — Service Provider Travel Expense</b>										
Check	05/01/22	2776	Taren Mulhause	T Mulhause Apr...	80500 — Service Provid...	January Co...		10000 — Checki...	389.76	389.76
Check	05/04/22	2777	Richard Jackson	RJ Travel CPC A...	80500 — Service Provid...	January Co...		10000 — Checki...	508.23	897.99
Check	06/07/22	2785	Lorlie Leetham	Lorlie L CPC Apr...	80500 — Service Provid...	January Co...		10000 — Checki...	407.78	1,305.77
Total 80500 — Service Provider Travel Expense									1,305.77	1,305.77
<b>80200 — Conf Contract Service-D Johnson</b>										
Check	06/08/22	2788	Dixie L. Johnson	Mar - May Supp...	80200 — Conf Contract...	January Co...		10000 — Checki...	857.60	857.60
Check	06/08/22	2788	Dixie L. Johnson	Mar - May Build...	80200 — Conf Contract...	January Co...		10000 — Checki...	1,088.00	1,945.60
Total 80200 — Conf Contract Service-D Johnson									1,945.60	1,945.60
Total 80000 — Conference Contract Services									16,113.87	16,113.87

**Auxiliary Organizations Association (AOA)**  
 Custom Transaction Detail Report  
 April 1 through June 9, 2022

Type	Date	Num	Name	Memo	Account	Class	Clr	Split	Amount	Balance
<b>84000 — Marketing/Communication Exp</b>										
Check	05/11/22	2781	CSU, Long Beach Univer...	Aaron Elmelech...	84000 — Marketing/Co...	January Co...		10000 — Checki...	4,000.00	4,000.00
Total 84000 — Marketing/Communication Exp										
<b>79500 — Miscellaneous Expenses</b>										
Check	04/01/22	2767	San Diego State Univ. R...	AOA Travel Reli...	79500 — Miscellaneous...	General Op...		10000 — Checki...		0.00
Check	04/05/22	2770	Richard Jackson	Pay Pal fee 3/2/...	79500 — Miscellaneous...	General Op...		10000 — Checki...	19.95	19.95
Check	04/05/22	2770	Richard Jackson	Amazon Web Sr...	79500 — Miscellaneous...	General Op...		10000 — Checki...	63.58	83.53
Check	04/05/22	2770	Richard Jackson	Survey Monkey ...	79500 — Miscellaneous...	General Op...		10000 — Checki...	384.00	467.53
Check	04/05/22	2770	Richard Jackson	AOA Zoom Lic...	79500 — Miscellaneous...	General Op...		10000 — Checki...	157.40	624.93
Check	05/04/22	2777	Richard Jackson	Pay Pal fee 4/2/...	79500 — Miscellaneous...	General Op...		10000 — Checki...	19.95	644.88
Check	05/04/22	2777	Richard Jackson	Amazon Web Sr...	79500 — Miscellaneous...	General Op...		10000 — Checki...	69.57	714.45
Check	05/04/22	2777	Richard Jackson	EC Nameplates f...	79500 — Miscellaneous...	General Op...		10000 — Checki...	29.96	744.41
Total 79500 — Miscellaneous Expenses										
<b>78000 — Web Hosting/Maintenance Exp</b>										
Check	05/01/22	2775	Dent Agency LLC	Dent Agency Ma...	78000 — Web Hosting/...	General Op...		10000 — Checki...	3,096.60	3,096.60
Check	05/11/22	2780	Dent Agency LLC	Dent Agency Ap...	78000 — Web Hosting/...	General Op...		10000 — Checki...	3,096.60	6,193.20
Total 78000 — Web Hosting/Maintenance Exp										
<b>76500 — Executive Committee Meeting Exp</b>										
Check	04/05/22	2770	Richard Jackson	Hyatt Pike Depo...	76500 — Executive Co...	General Op...		10000 — Checki...	5,400.00	5,400.00
Check	05/04/22	2777	Richard Jackson	Hyatt Pike final ...	76500 — Executive Co...	General Op...		10000 — Checki...	2,154.22	7,554.22
Check	05/04/22	2777	Richard Jackson	Hyatt Pike final ...	76500 — Executive Co...	General Op...		10000 — Checki...	1,590.98	9,145.20
Check	05/04/22	2777	Richard Jackson	EC Dinner 4/21...	76500 — Executive Co...	General Op...		10000 — Checki...	565.29	9,710.49
Total 76500 — Executive Committee Meeting Exp										
<b>76000 — Executive Committee Travel Exp</b>										
Check	04/01/22	2767	San Diego State Univ. R...	M Goetz Aug & ...	76000 — Executive Co...	General Op...		10000 — Checki...	800.10	800.10
Check	04/01/22	2768	CSU Chico Associated St...	San Krater CSU ...	76000 — Executive Co...	General Op...		10000 — Checki...	459.56	1,259.66
Check	05/09/22	2779	San Francisco State Univ...	C Johansson 4/...	76000 — Executive Co...	General Op...		10000 — Checki...	777.51	2,037.17
Check	06/07/22	2784	CSU Chico Associated St...	San Krater Apri...	76000 — Executive Co...	General Op...		10000 — Checki...	926.69	2,963.86
Check	06/07/22	2785	Lorlie Leetham	Lorlie L EC Apri...	76000 — Executive Co...	General Op...		10000 — Checki...	407.78	3,371.64
Check	06/07/22	2786	CSU, Sacramento Associ...	S Gallardo Apri ...	76000 — Executive Co...	General Op...		10000 — Checki...	554.11	3,925.75
Total 76000 — Executive Committee Travel Exp										
<b>75500 — COGR Dues Expense</b>										
Check	05/11/22	2782	Council On Government...	FY 22-23 Memb...	75500 — COGR Dues E...	General Op...		10000 — Checki...	11,000.00	11,000.00
Total 75500 — COGR Dues Expense										
<b>71000 — Retainer - Legislative Liaison</b>										
Check	04/01/22	2769	Robert E. Griffin	RGriffin Leg aler...	71000 — Retainer - Leg...	General Op...		10000 — Checki...	4,200.00	4,200.00
Total 71000 — Retainer - Legislative Liaison										
<b>70500 — S/T Travel &amp; AOA Office Expense</b>										
Check	04/01/22	2766	AT&T	3/19/22 - 4/18...	70500 — S/T Travel & A...	General Op...		10000 — Checki...	244.68	244.68
Check	05/01/22	2774	AT&T	4/19/22 - 5/18...	70500 — S/T Travel & A...	General Op...		10000 — Checki...	245.19	489.87
Check	05/04/22	2777	Richard Jackson	RJ Travel EC Apr...	70500 — S/T Travel & A...	General Op...		10000 — Checki...	508.22	998.09
Check	06/07/22	2783	AT&T	5/19/22 - 6/18...	70500 — S/T Travel & A...	General Op...		10000 — Checki...	262.90	1,260.99

**Auxiliary Organizations Association (AOA)**  
 Custom Transaction Detail Report  
 April 1 through June 9, 2022

Type	Date	Num	Name	Memo	Account	Class	Clr	Split	Amount	Balance	
Total 70500 — S/T Travel & AOA Office Expense										1,260.99	1,260.99
<b>70000 — Contacted Service – Sec/Treas</b>											
Check	04/05/22	2770	Richard Jackson	RJ Service Contr...	70000 — Contacted Ser...	General Op...		10000 — Checki...	3,689.67	3,689.67	
Check	05/04/22	2777	Richard Jackson	RJ Service Contr...	70000 — Contacted Ser...	General Op...		10000 — Checki...	3,689.67	7,379.34	
Total 70000 — Contacted Service – Sec/Treas										7,379.34	7,379.34
Total Expense										69,027.84	69,027.84
Net Income										102,937.16	102,937.16





## ***Education and Training Series***

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**AOA is pleased to announce that the 2022 Education and Training Series is open for proposal submission. As a 2022/23 Business Partner Sponsor, you are invited to submit webinar program topics that may be selected for the 2022 education series. Live webinars and pre-recorded content formats are both welcome.**

Educational sessions have long been the foundation of the AOA conference. We are excited to expand our AOA member benefits to include a series of online professional development events that will take place between the annual AOA conferences.

***We are interested in filling some early webinar slots so initial proposal review will begin March 31. Proposals will continue to be accepted through April 30 for the 2022 year. Webinars will be hosted via AOA's zoom platform, unless other means provided by business partner.***

### **What are we looking for?**

CSU auxiliary organizations oversee a broad range of services and functions. These include research administration, philanthropic development and endowment management, student services, recreation centers, student government, housing, property management, campus dining, bookstores and other commercial operations, and administrative support services like human resources, marketing, financial operations, and others. AOA business partners are invited to submit educational webinar proposals that demonstrate expertise and insights into any of the many program areas relevant to auxiliaries.

Preference will be given to webinar content that demonstrates innovative solutions, best practices and shared experiences that impact student success, enhance campus partnerships, and grow entrepreneurial endeavors, with stated learning outcomes for attendees. A mix of formats, whether single or multi-presenter formats, panel discussions, case studies, and inclusion of experts from across business and higher education, are encouraged.

### **How to submit:**

Please submit your proposal in an outline format to [admin@csuaoa.org](mailto:admin@csuaoa.org) with subject line "Webinar Proposal". All submissions should include organization name, session title, presenter(s) name, title and bio, subject matter, and a minimum one to two paragraph description of the session, including learning outcomes.

If you have existing pre-recorded webinar programs that may be a fit for the AOA Education and Training Series, you are welcome to submit those for review and inclusion in the library of programs that will be made available to our membership.

Thank you! We look forward to hearing from you!

## Executive Committee Report to the AOA Membership

This report briefly alerts the membership to key discussions and actions at the last Executive Committee meeting on April 22, 2022 as well as matters on the agenda for the upcoming EC meeting to be held on June 17, 2022.

### **2023 AOA Conference**

Everyone is looking forward to getting together again in-person, after a two-year pandemic-inflicted hiatus, at one of our favored conference sites – the Hyatt Regency in downtown Sacramento. Paid Conference Registrations made for the cancelled 2022 conference have been rolled forward to the 2023 conference (unless refunds were requested), and the conference registration site will be opening soon.

We are experimenting with a shortened format for the 2023 conference, which will begin on Sunday at noon, as usual, but end at 2 pm on Tuesday afternoon in time for people to travel home. Shortening the conference by a day is something members have suggested in recent years, and we think we can creatively offer a similar range of content and networking opportunities while shortening the time people are away from their campuses.

### **Chancellor's Office Policies Affecting Auxiliaries**

The four Liaisons from the CO who participate in EC meetings have been asked to alert the Board regarding CSU policies under consideration or development that may affect auxiliaries. At the last meeting, they mentioned an update to the Elections Handbook (e.g., advocating for candidates and issues), the University Endorsements policy (e.g., when an employee can give testimonials, distinguished from advertising), an update to the policy on discrimination and retaliation, the sustainability policy, and a draft policy on retreat rights.

### **CSU Audit Update**

Vlad Marinescuc, CSU Vice Chancellor & Chief Audit Officer, delivered a short PowerPoint presentation on the CSU's current campus/auxiliary Audit program which assesses risks/controls in identified key areas, and the Advisory Services program which offers specific guidance to campuses upon request. He listed the types of audits planned for 2020 -2023, and the top risk priorities CSU-wide:

- Information Security (identify key risks and mitigations)
- Vendor Masterfile (best practices to prevent vendor fraud, 3rd party impersonations, control failures)
- Financial Statements (material internal control weaknesses)

### **AOA Service Providers**

As you may know, AOA contracts with a number of retired auxiliary professionals as Independent Contractors to do AOA staff work. An initiative of the AOA's Long-Range Planning Committee, with a view to succession planning in mind, is to

develop a “bench” of potential future Service Providers we might alert when a job opening occurs. With this in mind, a message is being sent to the AOA membership seeking expressions of interest in a paid post-retirement role as an AOA Service Provider. Following are the general business areas we currently staff:

Annual Conference Development and Support:

- Overall Conference coordination and administration
- Soliciting and managing Business Partner sponsorships
- Overseeing Conference session development

Business Manager

Website Support

### **Education and Training Series**

An EC initiative this year is to provide professional development webinars delivered virtually to the AOA membership over the course of the year. One planned program is a refresher on the provisions on the McKee Act regarding public records requests. AOA’s Business Partners have been invited to make proposals for virtual presentations in their areas of expertise on topics such as revenue development, equitable access, emerging issues, wellness, abuse prevention, etc.

### **Quick Reminders**

- AOA maintains up-to-date rosters listing the current Auxiliary Executive Officer, Chief Financial Officer, and Human Relations Director at each CSU auxiliary  
Contact: [rtjackson@csuchico.edu](mailto:rtjackson@csuchico.edu).
- AOA’s contract with its Compliance Consultant, Robert Griffin, provides for an initial free hour of consultation to auxiliary executives on a range of subject matter: legislative and governance matters, compliance with regulation, auxiliary policy development, management practices, etc. Contact: [grifr@aol.com](mailto:grifr@aol.com).

**The Agenda for the EC meeting** on June 17, 2022 is attached. If anyone wishes to see any or all of the attachments to the Agenda, please send an email to [rtjackson@csuchico.edu](mailto:rtjackson@csuchico.edu).

The EC welcomes input from the AOA membership, and a roster of contact information is available to facilitate that. If a member wishes to address the EC at the August meeting, please send an email to [rtjackson@csuchico.edu](mailto:rtjackson@csuchico.edu).

### **Attachments:**

*AOA Executive Committee Agenda for June 17, 2022*

*Minutes of the April 22, 2022 Executive Committee meeting*

## **Special Project -- Update to Website Member Directory Information**

### **PROGRESS REPORT JANUARY 1 – MAY 31, 2022**

#### **Tasks Completed**

1. Identify Those Individuals Filling the Roles of:
  - Primary Contact Person for the Auxiliary (Executive Director or Other)
  - Chief Financial Officer
  - HR Director
  - Auxiliary Administrator
  
2. Reviewed and Researched Current Data Using the Following Resources:
  - AOA Website – Connect/Member User Accounts
  - Auxiliary Organizations of The CSU - Utilizing each CSU Website – Campuses Link – Reviewed and Identified Contact Information for Those Individuals with Titles of Executive Director, Human Resources Director and Chief Financial Officer.
  - AOA 2022 Conference Registration Database - Reviewed and Identified all Attendees with Titles of Executive Director, Human Resources Director, Chief Financial Officer
  
3. Researched, Identified, Contacted and Confirmed Those Individuals Performing the Roles of:
  - Primary AOA Contact for the Auxiliary
  - Executive Director/Chief Executive Officer/OR Other As Designated by Auxiliary
  - Chief Financial Officer or Other Designated by Auxiliary
  - Human Resources Director or Other Designated by Auxiliary
  - Auxiliary Administrator
  
4. Reviewed/Updated AOA Website Database (Add/Modify Auxiliaries) with Legal Name, Address, Phone Number and URL Addresses for all Auxiliaries that are listed in good standing for 2022. Tested all URL links.
  
5. Recorded Updated Information (Working spreadsheet Entitled AOA Special Projects Working Spreadsheet). Spreadsheet Contains Four

Tabs (Auxiliary ED's, Auxiliary CFO's, Auxiliary HR Director and Auxiliary Administrator) with each Tab Containing The Following:

- Name of Auxiliary
- Campus
- Email of Contact
- Phone Number of Contact
- Name of Contact
- Title of Contact
- Misc. Notes (if applicable)

6. Contacted Each Auxiliary Executive Officer and Auxiliary Administrator:

- Provided Current Member Directory for their Review
- Provided Instructions for Members/Auxiliary Administrators
- Assisted with creating new member profiles
- Provided follow up reminders and additional assistance as needed
- Received responses from all with the following exceptions:
  - ✓ CSU Bakersfield Foundation
  - ✓ Chico State Enterprises
  - ✓ Donald and Katherine Loker Student Union
  - ✓ CSU East Bay Associated Students
  - ✓ Cal State East Bay Educational Foundation
  - ✓ CSU East Bay Foundation
  - ✓ Cal Maritime Corporation
  - ✓ Cal Maritime Academy Foundation
  - ✓ CSU San Bernardino Associated Students
  - ✓ Aztec Shops, LTC
  - ✓ Sonoma State University Foundation
  - ✓ CSU Stanislaus Foundation

7. Reviewed Member Profiles that had NO Auxiliary Affiliation (87 members) and NO Campus/University Affiliation (16 members) Researched and corrected as necessary.

- Researched campus directories for current campus email
- Contact/Provide Information to Auxiliary Administrators and Members
- Provided follow up inquiries as needed

8. Review Website Directory for Duplicate Member/Email Accounts:
  - Researched AOA Member Directory. No individuals were identified as Holding Duplicate Member Profiles
  
9. Total Number of Auxiliaries Reviewed To Date - 88 (Average number of Auxiliaries at each campus = 3.67)
  - Chancellor's Office - 2 auxiliaries
  - CSU Bakersfield – 4 auxiliaries
  - Channel Islands – 3 auxiliaries
  - Chico – 3 auxiliaries
  - Dominguez Hills – 4 auxiliaries
  - East Bay – 3 auxiliaries
  - Fresno – 6 auxiliaries
  - Fullerton – 3 auxiliaries
  - Humboldt – 4 auxiliaries
  - Long Beach – 4 auxiliaries
  - Los Angeles – 4 auxiliaries
  - Maritime Academy – 3 auxiliaries
  - Monterey Bay – 3 auxiliaries
  - Northridge – 5 auxiliaries
  - Pomona – 3 auxiliaries
  - Sacramento – 5 auxiliaries
  - San Bernardino – 4 auxiliaries
  - San Diego – 4 auxiliaries
  - San Francisco – 3 auxiliaries
  - San Jose – 5 auxiliaries
  - San Luis Obispo – 3 auxiliaries
  - San Marcos – 3 auxiliaries
  - Sonoma – 3 auxiliaries
  - Stanislaus – 4 auxiliaries

**Subject:** Re: Master Sponsorship Agreement - Chartwells Higher Education (next steps?)  
**Date:** Tuesday, March 8, 2022 at 1:09:50 PM Pacific Standard Time  
**From:** Lorlie Hull Leetham <lleetham@calpoly.edu>  
**To:** Richard T Jackson <RTJackson@csuchico.edu>, Sharleen Lowry Krater <skrater@csuchico.edu>, Kauppinen, Monica <mkauppi@csus.edu>  
**CC:** Rasheedah Shakoor <rshakoor@csudh.edu>  
**Attachments:** image001.png, image002.png

Good morning! Richard, Thank you for giving me an opportunity to share my thoughts. First, I wanted to let you know that I received a request yesterday from Ivy Kusler of Chartwells, asking me to connect her with the AOA marketing and communications contact. When pressed for more information, she indicated it was for use of the logo in their marketing. I put her in touch with Aaron Elimelech but have since asked that they hold off on taking any action until the AOA officers have reviewed and made a decision. Ivy did copy Tawny in on her email this morning so at least now those dots have been connected.

Without making this too long, I am of two minds here and will keep it to the main points. I can't tell from the email exactly how the logo is intended to be used so am making some assumptions here that it is to be used on the Chartwells website shown on the link, and tied loosely to what I understand to be a non-exclusive master agreement for dining services across the CSU. If that is the case, it's interesting that the agreement referenced in this discussion is called a Master Sponsorship Agreement - that was unexpected, at least on my end. Is it for the dining services agreement or a separate or sub-agreement tied to only to sponsorship?

Starting with the positives, I do believe it is a good thing for AOA and its auxiliaries to have visibility as a key partner when services provided by auxiliary organizations are being highlighted, contracted, etc., in the CSU, or when a sponsor wishes to include AOA on a list or their website as an organization they do business with as a sponsor. Obviously AOA's relationship with Chartwells is not exclusive so we would afford the right to promote AOA sponsorship to all of our sponsors who want to do so.

On the downside, and this is not necessarily a showstopper, the AOA logo included in the agreement could imply that AOA as an organization is party to the agreement with Chartwells, meaning AOA has a business relationship beyond a sponsorship with Chartwells, and that is not the case. AOA is not a signer nor a party in any legal sense to the dining services agreement (if that's what this is for). If AOA is used only to imply participation of campus auxiliaries, not sure the AOA organizational logo is the way to represent that - why wouldn't the individual campus auxiliary logos be included?

In summary, I think the visibility is good and am not concerned about business partners wanting to market their sponsorship/relationship with AOA (that's good for AOA, in my mind) but AOA officers will probably want to review exact use of the logo and approve how it's portrayed on the website to be sure it doesn't imply AOA is a party to the agreement, or that it's exclusive, but does appropriately imply that AOA and Chartwells are partners, through Chartwells business partner relationship with campus auxiliaries, and their sponsorship and support of AOA and its conference.

The agreement name threw me off a bit so hopefully I didn't miss the mark. I certainly understand everyone's concerns and there's not an absolute right or wrong here.

**Subject:** NACAS meeting and proposal  
**Date:** Thursday, March 24, 2022 at 3:58:37 PM Pacific Daylight Time  
**From:** Lorie Hull Leetham <lleetham@calpoly.edu>  
**To:** Jackson, Richard (Retired) <RTJackson@csuchico.edu>  
**Attachments:** AOA & NACAS Partnership 03242022.pdf

Hi, Richard. Last week I had a zoom meeting with Kennedy Turner and Matt Marciel (CEO) from NACAS. We talked about how AOA and NACAS can work together to provide education and other benefits to our members, for example by sharing educational content, and on business partner development. You may recall that Matt and Kennedy had plans to attend the AOA conference and we were going to meet to discuss these issues.

They also planned to present the attached proposal for how to get more AOA members access to the NACAS resources - meaning having all CSU campuses be NACAS members and the total annual cost to have a NACAS Institutional membership for every CSU campus. NACAS membership access would apply to all AOA and state/university employees, since auxiliary service roles cross over to university side, for example, with housing, parking, etc.

As you probably know, NACAS is ahead of AOA when it comes to on-going (non-conference) professional development and educational sessions, live and recorded, and is working to grow that even further. Access to this could be another addition to the education and training options available to AOA members.

I don't know if this proposal is of interest to AOA to champion on behalf of the CSU and its auxiliaries, and is a question for the AOA officers and executive committee. Obviously how to fund it is a question and I understand the timing is not ideal because of the financial impact of the 2022 conference cancellation on AOA. However, there may be other thoughts as to how to distribute the NACAS membership cost, if there is interest.

My role here is to forward the proposal to you, and extend Kennedy's offer to have him and his membership director present it to the Executive Committee at a future meeting. It would be nice to give NACAS the opportunity to talk directly to AOA leadership, in recognition and furthering the relationship between our organizations, but will leave it to you to work with Shar and the other officers to decide.

Thanks and let me know if questions!

Lorie

Lorie Leetham  
Retired CEO, Cal Poly Corporation  
CSU AOA Business Partner Liaison  
Cell (805)610-3303  
lleetham@calpoly.edu



# NACAS & AOA Partnership Proposal

# NACAS

# NACCAS Overview

As the leading organization supporting all campus auxiliary services, NACCAS is the community-of-choice for strategic leaders who advance campus environments to improve the quality of life for students. NACCAS is where campus service visionaries and top solution innovators converge.

Every day, thousand of members and Business Partners collaborate to create customized service solutions that are meaningful to each school's community; solutions that generate reinvested revenue and empower students with advantages and the richest bank of data, resources, educational experiences, leadership development, connections, and progressive business models to fuel this high—level collaboration.

# NACAS Members in AOA Today

## NACAS MEMBERS

CSU Monterey Bay  
CSU East Bay  
Sonoma State\*  
Humboldt State  
CSU Dominguez Hills  
CSU San Bernardino  
CSU Los Angeles\*  
CSU Pomona\*  
CSU Sacramento  
CSU San Luis Obispo  
CSU Fullerton  
CSU Long Beach  
San Diego State

## Non-NACAS Members

CSU Maritime Academy  
CSU Channel Islands  
CSU Stanislaus  
CSU Bakersfield  
CSU San Marcos  
CSU Chico  
CSU Fresno  
CSU Northridge  
San Francisco State  
San Jose State

\*Individual is actively on NACAS National or West  
Region Board of Directors

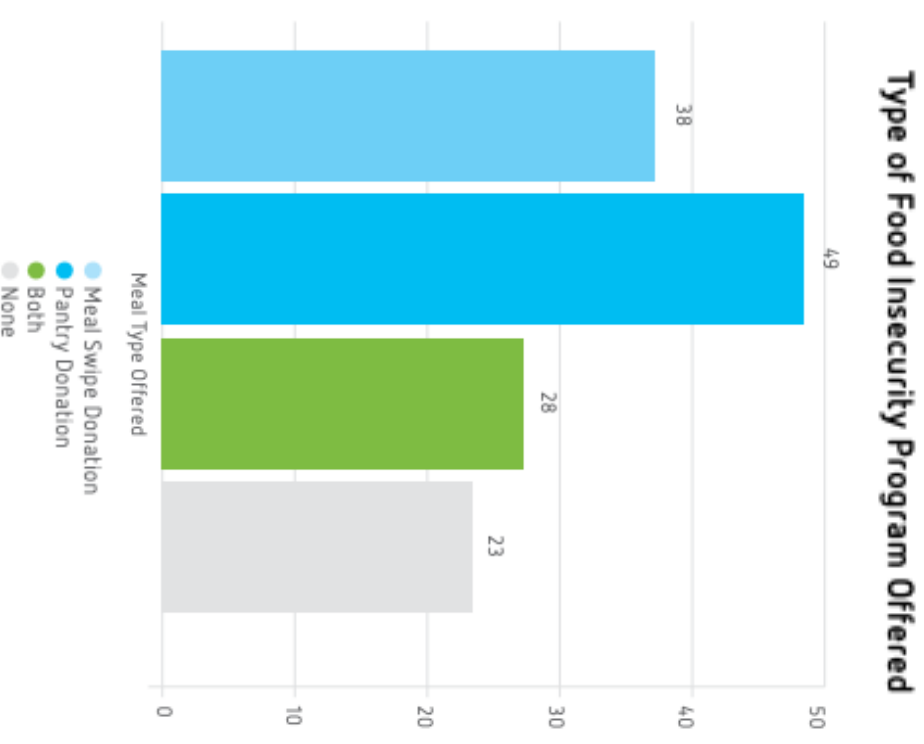
# Membership Benefits

All 23 schools in that are apart of AOA and would receive full NACAS Member benefits. Full benefits are provided in the NACAS Member Benefits Guide and include:

- Online Education: Free participation in weekly webinars and roundtables
- NACAS Lounge: An online community where industry professionals ask questions and share solutions
- College Services Magazine: A quarterly magazine with peer-driven articles

# Membership Benefits

NACAS Benchmarking programs collect data from NACAS members and helps college service leaders unlock key findings and help establish your mark. Spring 2023 will be the next NACAS Benchmarking data collection period.



# C3X Annual Conference & Expo

Let's Talk Business - hosted annually, C3X is the pinnacle event for the campus auxiliary services industry. C3X convenes leaders from higher education institutions and industry Business Partners to showcase the most inclusive and modern perspective of how auxiliary services enrich the campus experience.



AOA would receive:

- Two (2) full registrations

# Investment

Investment Total

June 1, 2022 – May 31, 2023      \$26,095

*Breakdown of current engagement:*

<i>Current Members</i>	\$15,600
<i>New AOA Schools</i>	\$10,495

**Solutions.** To enrich experiences and quality of life for students.

**Resources.** To inform our members' decisions on campus transformation.

**Counsel.** To build our Business Partners' brands within campus communities.

**Innovation.** To improve the financial health of higher education institutions.

**Leadership.** To advance and sustain campus environments worldwide.

# MACAS