A regular meeting of the Board of Trustees of Maharishi University of Management was held on February 2, 2012 in the Trustees Board Room in the Argiro Student Center situated on the MUM campus. There were 18 Trustees present and a quorum was determined to exist.

MEMBERS PRESENT, ARGIRO BOARDROOM
Dr. Tom Stanley, Vice Chair
Mrs. Toby Lieb
Mayor Ed Malloy
Dr. Keith Wallace

MEMBERS PRESENT, CONFERENCE CALL
Dr. Bevan Morris, President
Dr. Jeffrey Abramson, Chair
Mr. Bob Brown
Dr. Larry Chroman
Dr. Bruce Currivan
Mr. Bob Daniels
Raja Michael Dillbeck
Dr. Susan Dillbeck

MEMBERS ABSENT
Dr. Vincent Argiro, Vice Chair
Dr. Ramani Ayer
Dr. Rogers Badgett
Mr. Marsh Belden
Mr. Jim Danaher
Mr. Michael Dimick
Dr. Paul Gelderloos
Dr. Christopher Hartnett
Dr. Vernon Katz
Mr. Bud Liebler
Mr. Ted McLaughlin
Dr. Ravi Patel
Dr. Bobby Roth
Dr. Steve Rubin
Mr. Eric Schwartz
Ms. Petra Stanley
Dr. Robert Wynne

OTHERS PRESENT
Dr. Craig Pearson, Executive Vice-President
Mr. Tom Brooks, Chief Operations Officer
Dr. Bill Goldstein, General Counsel
Dr. Cathy Gorini, Dean of Faculty
Dr. Ellen Jones, Dean of Student Affairs
Dr. Brad Mylett, Dean of Admissions
Dr. Nick Rosania, Co-Director of Development
Dr. Sandra Rosania, Co-Director of Development
Dr. Michael Spivak, Treasurer
Dr. David Streid, Chief Administrative Officer
The meeting began at 1:00 p.m.

1. Welcome

Vice Chairman Stanley welcomed the Trustees to the meeting and thanked Chairman Abramson for arranging for every Trustee to receive the book “The Nonprofit Boardroom.” He reported that the optional morning session on exploring strategic vision to fulfill the founding goals of the University was very productive.

2. Budget Report

Trustees had reviewed Michael Spivak’s Budget Report on their own. He said he had only one issue to discuss and that was making sure there were enough funds raised to cover Endowment Campaign expenses. The Trustees discussed this point and agreed that at year end overages on the Annual Fund donation goal could be applied to these expenses. Also, after further discussion Mayor Malloy made the motion and Mrs. Lieb seconded the motion and the Trustees unanimously,

RESOLVED, that unless a Trustee instructs otherwise, up to 20% of all Trustee donations to the Endowment Campaign may be designated for the Endowment Campaign and Institutional Advancement expenses.

3. Institutional Advancement Report and Workshop

Historically, all Trustees are expected to spend time on public relations and fundraising with fundraising as the main focus, Mayor Malloy said. Graham Pelton’s Ms. Marion Brenner will continue to work one half day per week and will help train staff and Trustees in the strategies for approaching donors and receiving donations.

Ms. Brenner began the workshop by reviewing the progress to date of 32 solicitations that have yielded $4,275,000. This was dependent on a few individuals and now it is time for all Trustees to become involved, to give their contacts, to cultivate relationships and bring them to fulfillment in donations. In
her presentation, Ms. Brenner reviewed the necessary steps for cultivating donors. The Trustees are the key to conveying the mission and goals of the University and the importance of MUM to their prospective donor contacts. People give to people. She will help train everyone. Each Trustee needs to find 5 or more donors. Mr. Rosania will coordinate the contacts and meetings. The Trustees discussed all these points at length.

Mayor Malloy will meet with each Trustee to learn of their contacts. The goal would be to have 100% Trustee participation by May. Participation is 54% now.

The Trustees discussed ways the donors could be appreciated and thanked for their donations by designated Trustees calling 2-3 times per year. The role of students and faculty in helping to cultivate donors was discussed.

Mayor Malloy thanked Ms. Brenner for the very instructive workshop.

4. Academic Departments

Three Academic Departments met with the Board to express concerns, challenges and plans. Trustees briefly reviewed the surveys included in the report or put together by Dr. Pearson.

Business Department — Dr. Scott Herriott, Dr. Victoria Alexander Herriott and Dr. Andy Bargerstock met with the Trustees. Concerns were summarized about having 9 different degree programs including the PhD. Program and only 17 faculty. Ideas were mentioned of online courses, a summer conference to make MUM a center of new thinking with a deep green MBA and a certificate program for sustainable investment with certification (now only available in Canada). The Trustees discussed the ideas presented.

ESL Department — Mr. Mark Ellinghaus and Mrs. Laura Tejada presented their concerns. They need more students at the different levels of learning to have a better learning environment. The Trustees discussed ways to help this situation.
Mr. Ellinghaus explained that it is very difficult to do academic work in a second language and it can take 6 months to 1 year to have the necessary English language skills.

**Literature Department** — Dr. Terry Fairchild and Mrs. Nynke Passi met with the Trustees and expressed the need for faculty in creative writing, college composition. With more faculty a Masters Program could start. The Trustees discussed their requests.

5. **Travel Reports**

Bill Goldstein has just returned from 2 months in India, China, Nepal, Bhutan and Mongolia. He saw great potential for expansion in these countries that could bring immediate cash flow.

Dr. Morris then reported on his successful travels to Ghana and Ivory Coast. He will travel to several more African countries in the coming weeks. All expenses have been covered by donations.

6. **Adoption of the Minutes**

After brief discussion, Dr. Wallace made the motion and Mrs. Lieb seconded the motion and the Trustees unanimously,

RESOLVED, that the minutes of the meeting held on November 12, 2011 were adopted as read.

7. **Trustee Resolutions**

After brief discussion, Dr. Wallace made the motion and Dr. Stanley seconded the motion and the Trustees unanimously,
RESOLVED, that Mr. Bob Daniels be appointed Chair of the Finance Committee and that Mrs. Toby Lieb be appointed Chair of the Student Affairs Committee and a member of the Executive Council.

The resignation of Dr. Joni Kimberlin from the Board for personal reasons took place in November 2011. The Trustees wished to honor her with a special resolution. After brief discussion Dr. Wallace made the motion and Mrs. Lieb seconded the motion and the Trustees unanimously,

RESOLVED, that the Board of Trustees wishes to express its sincere gratitude, appreciation and admiration to Dr. Joni Steele Kimberlin for her dynamic leadership and inspiration to all the Trustees in so many areas; for her wisdom, experience, creativity and many excellent ideas; her sweet and nourishing care for the Board, the students, the faculty, the staff and the University as a whole; her flowing generous nature and charm that spearheaded many successful fundraising sessions among the Trustees; her great organizing power, time and energy for the Argiro Student Center fundraising campaign, naming opportunities and the millions of dollars of support from Joni and her husband, Mr. Kevin Kimberlin, for the Argiro Student Center including the important landmark of Dalby Hall as well as their very generous yearly giving to the Annual Fund and many other gifts; and the Board expresses the heartfelt wish that when time allows that Dr. Kimberlin would consider re-joining the Board.

8. Next Meeting

The next regular meeting(s) will be held from May 23-25th just before Graduation with Graduation on Saturday, May 26th.

There being no further business, the meeting adjourned at 4:25 p.m.

Respectfully submitted,
Susan Tracy, Secretary
**Action Points from the Meeting with May 2012 Status Updates**

Meet each Trustee and learn their contacts. (Dr. Wallace)

STATUS – The goal was set for the Institutional Advancement Office to meet with every Trustee before the May meeting. The Office will report with how many Trustees these meetings took place, and the prospects for Trustee follow-through to cultivate prospective donors.

Each Trustee needs to find 5 or more contacts for the campaign. (Ms. Brenner)

STATUS – see above

Have 100% Trustee participation in making pledges to the endowment campaign by May. (Ms. Brenner)

STATUS – The goal was set for all Trustees to make a pledge to the endowment campaign before the end of the May meeting. The Institutional Advancement Office will report on whether this goal has yet been achieved. (Note: some Trustees have made deferred gifts or bequests in lieu of more substantial immediate endowment pledges. Even in these cases, our consultants at Graham-Pelton advise that at least small endowment pledges be made, in order to demonstrate 100% current participation.)

Trustees organize with Sandra Rosania for Trustees to appreciate and thank donors 2-3 times per year. (Ms. Brenner and Trustees)

STATUS – The Institutional Advancement Office will give its advice on how we can institutionalize this practice.

Provide our best materials, including video clips of students and alumni expressing their experiences at MUM, to Trustees and others promoting the endowment campaign. (Dr. Stanley)

Discuss the surveys and the University’s responses to them in the May meeting. (Dr. Stanley)
STATUS – This is on the agenda for the May meeting as a major topic on Thursday morning.

Bring more money to Business Department through grants, foundations and departmental earning. (Dr. Morris)

STATUS – This will be taken up by our grants office when the person starts in June.

ESL use CBE lesson structure to have more successful classroom experience for the different levels of learning among the students. (Dr. Susie Dillbeck)

STATUS – Dr. Gorini has communicated this to the ESL faculty.

Dr. Susie Dillbeck should teach a lesson on CBE lesson structure for the Trustees in May. This could be done the day before the meeting. (Dr. Stanley)

STATUS – This is on the agenda for the May meeting on Wednesday morning.

For ESL, consider stronger English skills before students come from China and if not strong the students come early. (Dr. Morris)

STATUS – The ESL department has adopted the “Focal Skills” curriculum, a very efficient mastery learning approach. All students will also take the TOEFL. Students will sign a learning contract and both students and the ESL faculty will know before students come what level of competence students much reach, and the time this is likely to take, to demonstrate readiness for mainstreaming.

IA Course participants with high level of professional competence could be paid to tutor and grade papers for Literature Department. (Dr. Morris)

STATUS – At the moment we don’t have any need for this but are keeping this in mind.