

**MINUTES OF THE BOARD OF DIRECTORS OF THE
CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION**
A California Nonprofit Public Benefit Corporation

March 3, 2022

Directors present: Sarah Aragon (virtually), Jessica Berger, Kyle Casement, Sam Clarke, Dan Epstein, Tommy Friedrich (virtually), Emilie Hersh, Tony Jackson (Advisory Council Director), Julie Jameson, Nathaniel Keifer-Wheals, Carleen Kreider, Simon Kuo (virtually), Barbara Mannino, Lou Monville (virtually), President Neufeldt, Esther Phahla, Taylor Sutherland (virtually), Steve Wagner and Leon Wyden

Directors absent: Jack Raymond (Emeritus Director) and Jason Simmons

Staff present: Donna Day, Claire Hill, Mike Helé, Jocelyn Wyndham

Guests attending: Provost Carl Kemnitz; Dean Jackie Trischman of CSTEM (College of Science, Technology, Engineering and Math); Hamed Nademi, Assistant Professor, CSTEM; Danna Kai Gozos, student; Natalia Gonzales, student; Peter Smits and Richard Tollefson, Phoenix Philanthropy; Larry Salinas (virtually), Interim Vice Chancellor of University Relations and Advocacy for the CSU; Aswad Allen, Chief Diversity Officer; Margaret Chantung, Chief Communications Officer

Proceedings:

On March 3, 2022, and pursuant to California Corporations Code Section 5211(a)(6) a business meeting of the California State University San Marcos Foundation Board of Directors was called to order at 12:40 pm by Steve Wagner, Chair of the Board. The meeting was followed by a retreat.

- I. **Welcome, Updates & Announcements:** Chair Wagner welcomed all to the meeting including the guests. He provided an overview of the day including the structure for the retreat.

Business:

- II. **Consent Agenda:** Chair Wagner requested a motion to approve the consent agenda which included the previous meeting minutes and Committee Reports. He noted that the Finance & Investment Committee will meet at the end of March. Following that meeting Mr. Sutherland will provide the Board with the Investment Performance, Financial Statements, Quarterly Report and 2022/23 spending allocation recommendations. The Board will be asked to vote on these items via AGB OnBoard. Mr. Keifer-Wheals also requested a correction to the date for the minutes. There being no further discussion; it was moved by Mr. Keifer-Wheals with including the corrected date and seconded by Vice Chair Hersh and approved by all.

• NOTE ADDED APRIL 20, 2022:

- Endowment Spending Allocation Fiscal Year 2022/23: Following the March 28, 2022 Finance and Investment Committee meeting, the Committee recommended approving the 2022/23 fiscal year endowment spending allocation at 3.5 % based on a three year (12 quarter) moving average market value. On April 4, 2022 the motion was presented on behalf of Finance and Investment Chair, Taylor Sutherland, to the Foundation Board via AGB OnBoard. After some discussion; it was moved and approved by 15 Directors. The motion passed on April 20, 2022. 4 Directors abstained from voting.

III. Governance Update:

- A. Vetting Prospective Directors:** Due to timing, Vice Chair Hersh requested a motion to defer the review of prospective Directors to a yet-to-be scheduled meeting. It was moved by Ms. Kreider and seconded by Ms. Mannino and approved by all.

ACTION ITEM: Staff to convene an optional time for Directors to review prospective Directors being vetted for election.

Retreat:

IV. President's Remarks:

President Ellen Neufeldt provided the following update:

- Message of thanks: President Neufeldt thanked all for committing the time to begin the discussion on campaign planning during the Board's retreat.
- Chancellor update: She shared that On February 17, 2022, Chancellor Joseph I. Castro notified the Board of Trustees of the California State University of his resignation as Chancellor, effective immediately. The Board of Trustees accepted his resignation. A succession plan to replace Dr. Castro is being finalized by the Board of Trustees. Executive Vice Chancellor and Chief Financial Officer, Steve Relyea, will serve as acting chancellor until an interim chancellor has been named.
- Advocacy Day: Earlier this year the CSU opened up the option to allow campuses to request direct support from elected officials. During CSU Advocacy Day, President Neufeldt, VP Berger, VP Wyden and several students from Associated Students Inc., advocated on behalf of CSUSM requesting support for the integrated science and engineering building as well as the affordable housing project.
- Black Student Center: Celebrating the 5th anniversary of the Black Student Center, President Neufeldt had the opportunity to co-sign a joint memorandum of understanding with the Black and African American Coalition for Education – a group of regional spiritual, civic, non-profit and K-12 organizations. The agreement aims to support Black and African American students in pursuing their dream of a college degree. As a part of this agreement, any student who is connected to the Coalition will have guaranteed admission to CSUSM if they meet the minimum CSU admission requirements.
- Conclusion: With a focus on social mobility, today's retreat is geared to launch the planning for the next comprehensive campaign. President Neufeldt concluded with much appreciation for the work done previously and the work being done now to continue the journey.

V. Integrated Science and Engineering Building Presentation:

Dr. Carl Kemnitz, Provost and Vice President for Academic Affairs, led the presentation detailing the next steps for the new Integrated Science and Engineering Building. Presenters included:

- Jackie Trischman, Dean College of Science, Technology, Engineering and Math
- Hamed Nademi, Assistant Professor, College of Science, Technology, Engineering and Math
- Simon Kuo, Foundation Board Director
- Danna Kai Gozos '23, Software Engineering
- Natalia Gonzalez '23, Electrical Engineering
- Jessica Berger, Executive Director, Foundation
- Jocelyn Wyndham, Associate Vice President Philanthropy
- Mike Hele, Director of Philanthropy

At the conclusion of the presentation, Foundation Board Directors were encouraged to share their ability on hosting a salon focused on the Integrated Science and Engineering building at their

home/business as well as share names of those in their network that could help support the philanthropic efforts.

ACTION ITEM: Foundation Board Directors to share their interest and/or ability to host salon style focused events to share updates and opportunities surrounding the Integrated Science and Engineering building and other CSUSM priorities with Executive Director Berger.

ACTION ITEM: Foundation Board Directors to share names of those in their network that could help support engagement and philanthropic efforts in expanding the Integrated Science and Engineering building, as well as learn more about CSUSM's important mission, with Executive Director Berger.

VI. Advancement: CSUSM Campaign – A look back and forward: Jessica Berger, Executive Director and Jocelyn Wyndham, Associate Vice President Philanthropy, provided an overview of the past campaign and goals for the future campaign.

VII. The Role of the Foundation Board and Advocacy at the CSU: Mr. Larry Salinas, Interim Vice Chancellor of University Relations and Advocacy for the CSU, and Foundation Board Director Lou Monville, provided an overview on how Advancement teams in the CSU are being encouraged to advocate for their own funding. Moving forward, Mr. Monville will provide a deeper dive into what the Foundation Board can do to advocate to elected officials.

ACTION ITEM: Staff to initiate a Foundation 101 session focused on Advocacy.

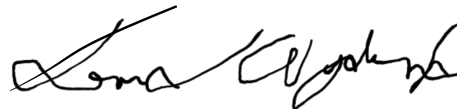
VIII. Conversation of the Quarter: The Role of the Foundation Board during a Campaign: Peter Smits and Richard Tollefson of Phoenix Philanthropy, provided the board with an overview of what Board Directors can do to support a university's comprehensive campaign.

IX. Mission and Vision: Chair Wagner; Vice Chair Hersh; Executive Director Berger; Aswad Allen, Chief Diversity Officer; and Margaret Chantung, Chief Communication Officer lead an exercise for the Board to review the university's new strategic plan and compare how the current mission and vision of the Foundation could be updated to better align with this new plan.

Adjournment: There being no further business, the meeting and retreat adjourned at 5:11 pm.

Minutes submitted by: Donna Day

Dated: March 7, 2022



Leon Wyden
Secretary
07/20/2022 09:20 PDT