



MINUTES OF THE BOARD OF DIRECTORS OF THE CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION

A California Nonprofit Public Benefit Corporation

December 13, 2022

Directors present: Jessica Berger, Jasmin Casas '25, Kyle Casement '11, Kristin Crellin, Dan Epstein (virtually), Ingo Hentschel, Emilie Hersh, Nathaniel Keifer-Wheals '09, '21, Carleen Kreider, Barbara Mannino, Damian McKinney, Lou Monville (virtually), President Neufeldt, Annie Norviel '09, Esther Phahla (virtually), Raj Pillai, Brian Reyes (virtually), Jason Simmons, Taylor Sutherland (virtually), Stephen Tsui, Steve Wagner and Leon Wyden

Directors absent: Tommy Friedrich, Tony Jackson (Advisory Council Director), Simon Kuo, Jack Raymond (Emeritus Director) and Alisha Wilkins

Guests present: Aswad Allen, Christine Andersen (virtually), Margaret Chantung, Dean Jennifer Fabbi, Dean Liora Gubkin, Mike Helé, Provost Carl Kemnitz, Dean Jennifer Ostergren, Dean Ron Ramirez, Dean Jackie Trischman (virtually) and Vien Walker

Staff present: Donna Day, Christa Koen and Jocelyn Wyndham

Optional – *An opportunity to network with fellow Board Directors was offered prior to meeting.*

Call to Order – 3:00 pm

- I. **Welcome, Updates & Announcements** – Chair Wagner welcomed all to the meeting including Directors, the President's Administrative Team, Academic Deans, Directors of Development, and staff assisting with the meeting logistics. Chair Wagner acknowledged this year's record-breaking success during Giving Day and shared President Neufeldt's Giving Day recap [video](#). He invited Directors to join on campus next year to participate in the excitement and engagement on campus.
- II. **President's Remarks** – President Ellen Neufeldt provided the following updates:
 - President Neufeldt reflected on the start of 2022 which began virtually and remarked on the successful return of students to in-person learning
 - Giving Day: Offered gratitude for record breaking success of Giving Day and commended Mr. Nathaniel Keifer-Wheals for his leadership of this event.
 - Social Mobility Ranking: In November, we learned that we ranked first nationally on the Social Mobility Index, published by CollegeNet, measuring access and affordability, retention, and graduating students into well-paying jobs. CSUSM is continuing to look at ways to reduce student barriers to success, increase community and industry partnerships, and align our programs and services with the needs of our region, as we embrace our mission every single day.

- **Integrated Science and Engineering Building:** This expansion is critical as we build CSUSM's capacity to serve our region and develop a diverse talent pipeline.
- **Childcare Grant:** CSUSM will continue work to remove barriers for our non-traditional students with a four-year, \$3 million grant that will cover childcare fees on a sliding scale based on need at our on-campus childcare facilities.
- **Military:** Recognizing that one in nine CSUSM students are military affiliated, we are continuing with weekly follow up meetings after our roundtable in August 2022 to increase our presence and partnerships in the community.
- **Awards:** Former Foundation Board Chair, Maj General Tony Jackson, was recognized by SDMAC with a Lifetime Achievement Award. Physics student, Ashley Corey, was awarded best research as an undergraduate student at the America Physical Society Far West Section's Annual Meeting with research funded by Hologic as part of a pilot program helping students continue their Summer Scholars research into the academic year.
- **Center for Contemplative Practices:** Last month we dedicated a new center focused on mindfulness which was inspired by Mindful CSUSM, an initiative established in 2017 to support our work to create a more contemplative and compassionate campus community.
- **President Neufeldt** shared a final note of gratitude for all in attendance volunteering of their time and supporting our students to meet them where they are, ensure access and help them graduate.

III. Consent Agenda – Chair Wagner asked if there were any items to remove from the consent agenda. Hearing none, Chair Wagner requested a motion to approve all items which included the previous meeting minutes, Committee Reports, Investment Performance, and Financial Statements; it was moved by Ms. Kreider, seconded by Ms. Hersh, and approved by all.

IV. Limited Power of Attorney – Finance and Investment Committee Chair, Taylor Sutherland, shared the recommendation by the Finance & Investment Committee to approve the Limited Power of Attorney option by Canterbury Consulting. Mr. Sutherland noted the committee's due diligence in researching best practices among partner institutions. Chair Wagner requested a motion to approve including the Limited Power of Attorney in the Canterbury contract; it was moved by Mr. Wyden, seconded by Mr. Simmons, and approved by all.

V. Student Update – Ms. Casas provided her report including:

- The final Student Philanthropy Council meeting of fall semester was last week and discussion was opened regarding hosting an event during spring semester called Thank CSUSM Day with a goal to rally students during a U-Hour to write thank you cards to donors, as well as CSUSM faculty or staff. They are partnering with the University Advancement Donor Relations team and will share event details next semester.
- On behalf of the SPC and the entire student body at CSUSM, Ms. Casas shared gratitude for Foundation Board Directors' support of Giving Day and provided giving statistics.
 - The Student Philanthropy Council will begin preparing for the next Giving Day and asked Directors to save the date, November 28, 2023

VI. Alumni Update – Mr. Keifer-Wheals shared his perspective of being on campus during Giving Day and reiterated the invitation for others to join next year. He shared Giving Day statistics ranking participation of the university's volunteer councils, as well as CSUSM's ranking in comparison to other CSU's Giving Day fundraisers. Mr. Keifer-Wheals noted the impact our students will see from our Giving Day funds given campus size and how funds are stewarded.

- Ms. Berger shared an overview of CSU peer group rankings and celebrated CSUSM's

elevation as a leader among our peer institutions.

- Mr. Keifer-Wheals announced he will be hosting a Friends Event in February 2023 for alumni donors offering an opportunity for President Neufeldt to engage with the alumni community, invigorate additional alumni participation and their engagement with campus.

VII. Advancement Updates – Executive Director Berger shared updates on the Integrated Science and Engineering Building including Mr. Epstein’s challenge. Ms. Berger provided a quarterly report along with fundraising progress and recent engagement opportunities. She shared a campaign planning update and notable awards recently earned by the University Advancement team. Ms. Berger closed by highlighting engagement opportunities coming in 2023.

- Mr. Monville provided insight into the budget process. He noted that with the creation of the new Advocacy Committee, additional information will be forthcoming on how Directors can support advocacy efforts in 2023.
- Ms. Wyndham shared the recent Friends Events introduced CSUSM to more than 100 leaders within the region. She provided updates on Advancement staffing, notable philanthropic gifts, as well as a campaign update.

VIII. Campus Plans: Introducing President’s Administrative Team – Provost Carl Kemnitz introduced the campus leaders who serve on the President’s Administrative Team (PAT) and led discussion around the timeline for university priorities. Members of PAT were asked to share overviews for their areas.

IX. Conversation of the Quarter: Introducing Academic Deans – Provost Kemnitz introduced CSUSM’s academic leadership and led a panel discussion with opportunity for Directors to learn about Academic Deans and their priorities for their colleges and program areas.

X. Closing – Chair Wagner thanked the special guests and wished everyone a wonderful holiday season.

Adjournment – There being no further business, the meeting adjourned at 5:00 pm.

Minutes submitted by: Christa Koen

Dated: December 13, 2022



Leon Wyden
03/30/2023 15:05 PDT

Secretary