



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

A California Nonprofit Public Benefit Corporation

June 28, 2023

Directors present: Jessica Berger, Jasmin Casas '25 (virtual), Kyle Casement '11 (virtual), Kristin Crellin, Dan Epstein, Alisha (Wilkins) Franklin (virtual), Tommy Friedrich (virtual), Emilie Hersh, Tony Jackson (Advisory Council Director), Nathaniel Keifer-Wheals '09, '21, Carleen Kreider, Simon Kuo, Damian McKinney, Lou Monville (virtual), President Neufeldt, Annie Norviel '09 (virtual), Esther Phahla (virtual), Raj Pillai, Jason Simmons, Stephen Tsui, Steve Wagner and Leon Wyden

Directors absent: Ingo Hentschel, Brian Reyes and Taylor Sutherland

Guests present: Derek Wilson, '14, Director of Veterans Services and Gail Cole-Avent, Associate Vice President of Student Life

Staff present: Donna Day, Mike Helé, Christa Koen, Patricia Prado-Olmos and Jocelyn Wyndham

Members of the Public: None

Optional – *Networking available for Foundation Board Directors prior to the meeting*

Call to Order – 8:30 am

I. Public Comment – Chair Wagner acknowledged no members of the public in attendance.

II. Welcome, Updates & Announcements – Chair Wagner reflected on leading his last meeting as Chair. He recognized the passing of CSUSM Foundation Board Director, Barbara Mannino. Chair Wagner celebrated the success of the recent Blue & Silver Fundraising Dinner acknowledging 100% Foundation Board Director participation. Chair Wagner welcomed guests to the meeting who will be sharing updates on veterans initiatives: Derek Wilson, '14, Director of Veterans Services, Gail Cole-Avent, Associate Vice President of Student Life, and Mike Helé, Director of Philanthropy.

- **Question of the Quarter** – Chair Wagner asked Directors to share how they have recently engaged with the university.

III. President's Remarks – President Ellen Neufeldt provided the following updates:

- President Neufeldt reflected on the culmination of her fourth year at CSUSM sharing gratitude for the Foundation Board's accomplishment over the past years including their role in the success of the recent Blue and Silver Fundraising Dinner.
- President Neufeldt highlighted the work of the University Advancement team and Executive Director Berger's impact as she approaches her two-year anniversary with CSUSM.

- President Neufeldt reflected on Commencement and the Honorary Degrees bestowed upon Director Simon Kuo, as well as Satia Austin, President of the North County Chapter of the NAACP, and Nancy Sasaki, CEO of United Way. 57 percent of CSUSM's graduating class was first in their family to graduate college, with graduate ages ranging from 19 to 75.
- President Neufeldt shared her recent travel to Washington D.C. related to advocacy efforts for both CSUSM and the CSU.
- The second annual Social Mobility Symposium focused on the future of social and economic mobility will take place at CSUSM on October 5-6 with CSU Trustee Wenda Fong returning as emcee. CSUSM has completed a case statement for support of social mobility.
- Announcement of a new CSU Chancellor will be made at the July Board of Trustees meeting.
- The affordable housing and dining facility received Board of Trustees' approval in May. The project is moving forward and projected to house over 550 students along with a dining hall.
- Spring athletics teams ended the season on a high note with softball, golf, and track and field teams all competing at Nationals. CSUSM scholar-athletes ended the year with an average 3.3 GPA for the spring semester, and 30 athletes achieving a perfect 4.0. For the first time, CSUSM won the Commissioner's Cup given to the CCAA member institution with the highest aggregate ranking.
- The CSU Title IX assessment has been completed with a report available in July. In 2021 CSUSM began work with an external auditor to review current structures and offer recommendations for improvement. The university will examine the recommendations to move forward in a thoughtful and coordinated way.
- President Neufeldt shared gratitude and appreciation for the faculty, student, and advisory council representatives of the Foundation Board. She also recognized Steve Wagner and Emilie Hersh's significant work as Chair and Vice Chair.

IV. Prospective Emeritus Director – Executive Director, Jessica Berger, shared that Steve Wagner has been nominated as CSUSM Foundation Board Emeritus Director, upon review of his extraordinary service and tremendous impact to both the Foundation Board and the University. Executive Director Berger requested a motion to approve appointing Steve Wagner as an emeritus director; it was moved by Mr. Keifer-Wheals, seconded by Ms. Hersh, and approved by all. Chair Wagner was presented with a token of appreciation for his service to the Foundation Board.

Business

V. 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, Financial Statements, Quarterly Report and Annual Signature Items and Documentation; it was moved by Ms. Kreider, seconded by Mr. Wyden, and approved by all.

ACTION ITEM: Directors to complete the [Confidentiality Agreement via AGB OnBoard](#).

ACTION ITEM: Directors to complete the [Conflict of Interest form via AGB OnBoard](#).

ACTION ITEM: Directors to take the [annual survey via AGB OnBoard](#).

VI. Annual Meeting Business –

- A. Succession Planning: Chair/Vice Chair – The Governance and Executive Committees have provided a recommendation to approve Ms. Hersh as Chair and Mr. Kuo as Vice Chair, effective July 2023. Chair Wagner requested a motion to approve Chair and Vice Chair for the next two years; it was moved by Dr. (Wilkins) Franklin, seconded by Ms. Kreider, and approved by all.
- B. Class of 2023 Term Renewal – The Governance and Executive Committees have provided a recommendation for approval to renew terms for Alisha (Wilkins) Franklin, Emilie Hersh, Carleen Kreider, and Esther Phahla. Chair Wagner requested a motion to approve the Class of 2023; it was moved by Mr. Kuo, seconded by Dr. Pillai, and approved by all.
- C. Appointments
 - 1. Faculty
 - President Neufeldt has appointed the following people to serve a one (1) year term as the faculty Representatives:
Stephen Tsui – reappointed for (1) year term
Ching-Ming Cheng – appointed for (1) year term
Justin Peron – will participate as a faculty representative shadow in 23/24 while Dr. Tsui is on sabbatical
 - 2. Student
 - President Neufeldt has appointed Jasmin Casas to serve as the student representative for an additional one (1) year appointment.
 - 3. Advisory Committee Representation
 - President Neufeldt has appointed MajGen Tony Jackson to serve as the Advisory Committee representative from the Military Advisory Council for an additional one (1) year term. Chair Wagner requested a motion to approve MajGen Jackson to serve as the Advisory Committee representative, and a non-voting director for one (1) year; it was moved by Mr. Epstein, seconded by Ms. Hersh, and approved by all.
- D. Prospective Elected Directors – The Governance and Executive Committees have provided a recommendation for approval of prospective elected director, Bob Westfall. Chair Wagner requested a motion to approve the prospective elected director; it was moved by Mr. McKinney, seconded by Mr. Kuo, and approved by all.
- E. Proposed Campaign Committee – The initial Campaign Planning Committee will be transitioned to a formal committee with Directors being instrumental in the upcoming campaign. Nathaniel Keifer-Wheals and Steve Wagner will serve as co-chairs, and Dan Epstein will serve as Honorary Chair. Chair Wagner requested a motion to approve the creation of a Campaign Committee of the CSUSM Foundation Board; it was moved by Mr. Simmons, seconded by Dr. (Wilkins) Franklin, and approved by all.
- F. Expectations for CSUSM Foundation Board Directors – Directors were asked to complete one copy of the Expectations detailing their Personal Commitments and mail it to staff. Staff will place those Commitments in the lock box and return it at the 2024 annual meeting in their sealed envelope. A second copy was provided for Director records.

ACTION ITEM: Foundation Board Directors to mail Expectations detailing their Personal Commitments to staff in a sealed envelope.

VII. Revised Public Comment Memo – Vice Chair Hersh shared staff’s research of public comment procedures as dictated by the California Education Code §§ 89920-28. The Governance and Executive Committees have provided a recommendation for revisions to the Public Comment

Memo. Chair Wagner requested a motion to approve the revised Public Comment Memo; it was moved by Ms. Kreider, seconded by Ms. Crellin, and approved by all.

VIII. Finance and Investment Update

- A. Draft Fiscal Year 2023/24 Budget – The Finance & Investment and Executive Committees have provided a recommended budget for approval. Chair Wagner requested a motion to approve the 23/24 budget; it was moved by Dr. (Wilkins) Franklin, seconded by Mr. Wyden, and approved by all.
- B. ESG (Environmental, Social, Government) Investing – Ms. Berger shared the Finance & Investment and Executive Committee’s exploration of ESG evaluation via Ethic’s Values Screen. While there is no mandate from the Chancellor’s Office, staff plan to meet with Canterbury Consulting to discuss next steps.

ACTION ITEM: Staff to meet with Canterbury Consulting to discuss next steps when considering ESG investing.

IX. Student Update – Jasmin Casas, ’25 provided the following updates:

- The Student Philanthropy Council (SPC) hosted their final meeting on May 11 with several seniors graduating and discussed recruitment plans for Fall.
- Ernest Cisneros, ’24 was awarded the Cathy Baur Student Philanthropy Award and will also be serving as the incoming ASI President.
- One CSUSM Day raised over \$70k for scholarships with an overall increase in donors and ambassadors. The largest beneficiary was the general scholarship fund.
- CSUSM and CSU Long Beach were the only two campuses to hold two (2) days of giving this year.
- Ms. Casas reflected on speaking at the Blue and Silver Fundraising Dinner and thanked Dan Epstein for his matching donation. She congratulated Steve Wagner on his service as Chair and thanked him for his support of the SPC scholarship endowment.

X. Conversation of the Quarter – Derek Wilson, ’14, Director of Veterans Services shared a presentation providing updates on Veterans Services at CSUSM.

XI. Advancement Updates –

- A. Fundraising Update – Ms. Berger thanked all for their support of the Blue and Silver fundraising dinner, sharing the impact of both loyal and new supporters resulting in the highest dollars raised in CSUSM history at a fundraising event. She spoke about the national trends in fundraising, noting that CSUSM is on track for a record-breaking year.
- B. Ms. Wyndham shared notable gifts, staffing updates, and next steps in University Advancement’s campaign planning and preparation.
- C. Draft Resolution – The Executive Committee has provided a recommendation for approval of a resolution in support of the work of the President and the University that in order to successfully fundraise, resources need to be utilized that allow for the President to travel, host events and gatherings and connect through various engagement opportunities and venues. Chair Wagner requested a motion to approve the resolution; it was moved by Mr. Epstein, seconded by Ms. Hersh, and approved by all.
- D. Social Mobility Next Steps – After discussing the need to scale publicity, outreach, and connections to garner additional support for social mobility initiatives, Directors were encouraged to assist fostering connections with larger local foundations. All were invited to

attend the Social Mobility Symposium being held on October 5th and 6th., as well as the pre-conference Behavioral and Mental Health Symposium on October 4th in partnership with the Burnham Center for Community Advancement.

ACTION ITEM: Foundation Board Directors to share connections with larger local foundations in support of Social Mobility.

ACTION ITEM: Foundation Board Directors are encouraged to attend the Social Mobility Symposium being held on October 5th and 6th.

XII. Take Away – Chair Wagner thanked everyone for a great final meeting as Chair.

Adjournment – There being no further business, the meeting adjourned at 10:16 am.

Minutes submitted by: Christa Koen

Dated: June 28, 2023



Secretary

Leon Wyden
09/22/2023 08:29 PDT