

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

A California Nonprofit Public Benefit Corporation

September 17, 2020

**Directors Present:** Sarah Aragon, Joe Bear, Sam Clarke, Kyle Casement, Tommy Friedrich, Ron Gerevas, Emilie Hersh, Neal Hoss, Tony Jackson, Julie Jameson, Nathaniel Keifer-Wheals, Carleen Kreider, Barbara Mannino, Lou Monville, President Neufeldt, Tony Pack, Esther Phahla, Toni Ritchey, Jason Simmons, Taylor Sutherland, Sarah Villarreal, Steve Wagner and David Wilson

**Emeritus Director Present:** Jack Raymond

**Staff Present:** Sean Briner, Margaret Chantung, Donna Day, Tere Mendoza, Clint Roberts and Jocelyn Wyndham

**Guests Present:** Lorena Checa, Gail Cole-Avent

## Proceedings:

On September 17, 2020, 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 8:34 am by Major General Anthony Jackson, Chair of the Board.

Prior to the start of the meeting Chair Jackson requested a moment of silence to remember the passing of a former Foundation Board Director, Esther Calac.

### I. Call to Order:

- Chair Jackson welcomed everyone to the meeting including new Interim VP for University Advancement, Tere Mendoza.
- Dr. Jameson and Dr. Clarke shared their brief bios with the Board.
- Chair Jackson asked the question of the quarter:
  - How have you engaged with the University since our last meeting?

**II. President's Remarks:** President Neufeldt provided a campus update noting that this September marks the 30-year anniversary for CSUSM. She provided a welcome to interim Vice President of University Advancement, Tere Mendoza, and a fond farewell to Interim Executive Director, Neal Hoss who will be retiring at the end of December.

President Neufeldt also shared that at the start of fall semester 8% of classes were being offered on campus with remaining classes being held virtually. 250 students are living on campus in single rooms vs. the almost 2,000 typically housed. The campus is taking an active role in preventing the spread of Covid 19, sharing updates with the campus community via [www.csusm.edu/csusmasone](http://www.csusm.edu/csusmasone) and is a host site for a county-operated, walk-up coronavirus testing at the Viasat Engineering Pavilion.

Campus has become a venue for the California Center for the Arts' Drive-In Performing Arts Series. Jack Raymond challenged the Board to consider ways to leverage the numerous first-time visitors to campus.

President Neufeldt also shared that through her listening and learning tour she has identified several key priorities that will be the focus for fundraising efforts including:

- **Social Justice and Equity:** To ensure that diversity and inclusion is woven in to all that is accomplished at CSUSM, recruitment for a Chief Diversity Officer is underway. This person will report directly to the President.
- **Student Success and Social Mobility:** To ensure students are making progress toward graduation, staff is focusing more resources on first-year students and offering coaching throughout the student life cycle.
- **Innovation:** Work is underway to identify academic programs, that can emerge or grow in this type of environment, across disciplines and with external partners.
- **Veterans:** The University is continuing to build partnerships throughout the region to support our veteran population.
- **Engineering:** The University is continuing to build out the engineering program to increase access not just for CSUSM, but for the workforce of the region and state.

These priorities will help shape the next 30 years for the University and a strategic planning process will begin over the fall semester.

### **III. Governance Update:**

- A. **Prospective Elected Director:** Vice Chair Wagner provided an overview of the bio for prospective Foundation Board Director, Leslie Braun. Chair Jackson requested a motion to approve electing Leslie Braun to the Board, it was moved by Ms. Mannino, seconded by Mr. Monville and approved by all. Leslie Braun will serve as an Elected Director of the Foundation Board.
- B. **Pause in Call for Future Prospective Elected Directors:** In an effort to ensure that all Directors are meaningfully involved in the fundraising priorities and well versed in the strategic plan, the Board agreed to take a pause in active recruitment.

**IV. Consent Agenda:** Chair Jackson requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance and Quarterly Report; it was moved by Mr. Wagner and seconded by Ms. Hersh and approved by all. The consent agenda was approved.

**V. Student Relief Fund Task Force:** Ms. Kreider provided an overview of the philanthropic support allocated to the Student Relief Fund (SRF). She welcomed Vice President Lorena Checa and Associate Vice President Gail Cole-Avent to share the accomplishments of Student Affairs. VP Checa provided an overview of the successes based on the philanthropic gifts notating the wrap around student services. AVP Cole-Avent shared the holistic outreach for black student success and support. Ms. Kreider thanked them for their services and asked to assure the College of Business Administration is part of the planning for the coaching program.

**ACTION ITEM:** Vice President Lorena Checa to connect College of Business Administration with coaching program.

### **VI. Advancement Update:**

- A. **Fundraising Priorities for upcoming Academic Year:** Ms. Mendoza shared an overview of the fundraising priority setting process. Discussions with the Provost and Deans around student success & social mobility, veterans, diversity, innovation and engineering will help identify the university's needs for support.

- B. **Virtual Fundraising Event Taskforce:** Call for Director Participation in Brainstorming Taskforce: Mr. Wagner shared a concept for a new taskforce to brainstorm ideas on what a virtual fundraising event could look like. University Advancement staff will lead a one-day brainstorming meeting to collect ideas and will secure a recommendation from President Neufeldt. Those on the taskforce will also support the event by encouraging Board and constituent participation: purchase sponsorships, identify raise-the-paddle plants, fill "seats". During the meeting the following Directors volunteered to support the taskforce: Sam Clarke, Emilie Hersh, Tony Jackson, Nathaniel Keifer-Wheals, Carleen Kreider and Barbara Mannino.

**ACTION ITEM:** Staff to initiate a one-day Virtual Fundraising Event Taskforce to brainstorm with Sam Clarke, Emilie Hersh, Tony Jackson, Nathaniel Keifer-Wheals, Carleen Kreider and Barbara Mannino.

**VII. CSUSM Giving Day:** Chair Jackson and Mr. Briner facilitated a flipped board room where homework was assigned for Directors to watch the CSUSM Giving Day video and come prepared to discuss:

1. How would you like to help thank our Giving Day donors?
  - a. Director and student created thank you notes/videos to donors. Impact reporting. Alum impact updates. Video tours of new spaces.
2. Should we keep a 1:1 Match AND Frontline Matches OR pool together to create a single 1:1 Match?
  - a. Keep Frontline Matches to build affinity with constituent groups. Offers advantage for personalized giving and connections. Funding areas should create well thought out assessment to showcase their needs for support. Is pre-load giving from constituents a possibility?

**ACTION ITEM:** Staff to determine if the new platform to be utilized on Giving Day can accept and hold gifts prior to December 1.

3. What can we do to ensure 100% Board Director participation?
  - a. With an 83% participation rate for the 2019 Giving Day, Chair Jackson made a call for participation expecting 100% of philanthropic support on December 1<sup>st</sup> from each CSUSM Foundation Board Director. Directors are to share their intentions with Ms. Day prior to September 30, 2020.

**ACTION ITEM:** Directors to share Giving Day intentions with Ms. Day by September 30, 2020.

**VIII. Student Update:** Ms. Aragon shared that the Student Philanthropy Council (SPC) held its first virtual meeting on September 1<sup>st</sup> with 15 students, the largest club participation rate. The current council is making a concerted effort to engage with SPC alums to help in celebrating the 10<sup>th</sup> anniversary. During the October 6<sup>th</sup> meeting, Steve Wagner, Vice Chair of the Foundation Board and long-time supporter of SPC, will join the virtual meeting. Ms. Aragon concluded with a thank you to the Directors for their active discussion to support CSUSM Giving Day.


**IX. Take Away:** Due to the lateness of the meeting, Chair Jackson asked a few Directors to share their most impactful take away.

Prior to the end of the meeting, Mr. Hoss shared his gratitude for the leadership, the Directors and staff for their support over the many years he has served on the Foundation Board.

**Adjournment:** There being no further business, the meeting adjourned at 10:33 am.

Minutes submitted by: Donna Day

Dated: September 17, 2020

  
Mary Stephens 12/15/2020 13:50 PST  
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Secretary