



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

A California Nonprofit Public Benefit Corporation

September 20, 2023

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

Directors absent: Alisha (Wilkins) Franklin, Ingo Hentschel and Steve Wagner (Emeritus Director)

Staff present: Sean Briner, Margaret Chantung, Donna Day, Matias Farre, Carl Kemnitz, Christa Koen, Justin Perron, and Jocelyn Wyndham '04, '16

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 Hersh acknowledged no members of the public in attendance.

II. Welcome, Updates & Announcements – Chair Hersh welcomed all to the meeting. She asked Directors to write thank you notes to recent CSUSM employee donors. She welcomed two new CSUSM Foundation Board Directors, Ching-Ming Cheng and Bob Westfall, asking them to introduce themselves. Chair Hersh noted the resignation of Director Brian Reyes. Chair Hersh welcomed guest Carl Kemnitz, Provost and Vice President of Academic Affairs, to the meeting who will be partnering in the conversation of the quarter, along with Justin Perron who will be serving shadowing Dr. Tsui as faculty representative for the Foundation Board. Chair Hersh shared her and Vice Chair Kuo's excitement for the work of the Board this year.

- **Question of the Quarter** – Chair Hersh 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 shared CSUSM will be hosting a Behavioral Health Symposium on October 4 in partnership with Burnham Center for Community Advancement, and immediately following is the Social Mobility Symposium on October 5-6.
- President Neufeldt provided updates from the recent CSU Board of Trustees (BOT) meeting:

- CSUSM's Integrated Science and Engineering Building is the number one academic building on the approved BOT capital project list, and the university will continue seeking private funds to continue moving the project forward.
- The BOT approved a multi-year tuition proposal that will increase tuition by 6 percent per year for 5 years. President Neufeldt shared that approximately 60 percent of CSU students' tuition is fully covered through grants, scholarships, waivers, and other aid. 84 percent receive some form of aid and 14 percent pay full tuition.
- President Neufeldt noted the CSU is bargaining with all employee unions. She noted that all bargaining takes place at a system level.
- President Neufeldt expressed her gratitude for the work of Directors sharing the vision of CSUSM with their networks noting that that connections are key to spread the word about the work the university is doing.
- CSUSM saw a record-number of first-time student applications with a 50 percent increase over 5 years. The university has over 2,000 residential students with the recent opening of North City units in Block C. The university has an affordable housing complex on the horizon along with North City's plans to build additional residential housing.
- President Neufeldt opened the semester with New Student & Family Convocation with nearly 2,000 attendees.

Business

IV. Consent Agenda – Chair Hersh asked if there were any items to remove from the consent agenda. Hearing none, Chair Hersh requested a motion to approve all items which included the previous meeting minutes, Committee Reports, Investment Performance, Financial Statements, Quarterly Report, Proposed Campaign Committee Charge, Revised Investment and Distribution of Endowment and Similar Funds Policy Statement, Proposed Roster for Board and Committee Assignments, and the Proposed 2024 Meeting Schedule; it was moved by Vice Chair Kuo, seconded by Ms. Kreider, and approved by all.

V. Governance Update –

- A. Vetting Process for Elected Directors – Vice Chair Kuo reminded Directors to review the process for vetting Elected Directors as they consider recommendations for prospective Directors.
- B. Results of Skills, Attributes and Demographics – Vice Chair Kuo mentioned the process of reviewing the makeup and representation of the current board which is used to determine opportunities of representation to align the makeup of the board with CSUSM's student demographic and the region.
- C. Call for Nominations – Directors were encouraged to share recommendations with staff. While not all prospective Directors will be put forward to the full Board, staff will assess where best they could serve on campus in an alternate capacity. Staff will schedule a Foundation 101 in Spring to review prospective directors.

ACTION ITEM: Directors to reference the Call for Nominations and share recommendations of prospective directors with staff.

ACTION ITEM: Staff will schedule a Foundation 101 in Spring to review prospective directors.

VI. Finance and Investment Update

- A. ESG (Environmental, Social, Governance) Investing Update – In continued discussion from the last meeting on Environmental, Social, Governance investing options, Mr. Sutherland noted that following CSU Chancellor's Office best practice recommendations, it is suggested that the Foundation include a Socially Responsible Statement in the investment policy statement. Mr. Sutherland reviewed the draft language with the Board. He shared that he, along with Canterbury Consulting, is drafting a brief survey to assess the interest of pursuing ESG investing options and the survey will be sent to the full Board.

ACTION ITEM: Mr. Sutherland and staff to send a survey to assess Board's interest in pursuing ESG investing options.

VII. Student Update – Jasmin Casas, '25 provided the following updates:

- Before Ms. Casas report, Chair Hersh shared that North County Philanthropy Council will recognize Jasmin Casas as CSUSM's Volunteer of the Year in November. This award is presented to an individual who through on-going involvement has made a significant impact on the success of the university.
- Ms. Casas shared excitement that student life on campus has increased exponentially this year. There are numerous events each day, and students have commented that it feels like a true college campus experience.
- The Student Philanthropy Council's (SPC) had their first meeting of the academic year and meets five times per semester. SPC students also volunteer at events and will be at the Taste of Rancho Santa Fe which supports a number of non-profit beneficiaries.
- With CSUSM Giving Day only 70 days away, Ms. Casas shared:
 - Over \$2.5 million has been raised during our first eight Giving Days, with Foundation Board Director support of this event as a big part of that success.
 - Ms. Casas highlighted success from last year noting 50 campus partners participated, \$561,378 was raised, and CSUSM was #3 among the 23 CSU institutions, with 2,539 total gifts ranking CSUSM #2 out of all CSU's for number of gifts.
 - Ms. Casas asked directors to share their intentions of an advance gift that can be used as incentive in the form of a frontline match, challenge, or bonus, with staff by Tuesday, October 31.

ACTION ITEM: Directors to share their intentions of supporting CSUSM Giving Day with an advance gift by Tuesday, October 31.

- Ms. Berger recognized Sean Briner - Director of Annual Programs, and his colleague Noelle Reed - Alumni Engagement Specialist, for the *Integrating Social Media Advertising into Giving Day Fundraising* article they wrote that will be published in the October Journal of Education Advancement & Marketing.

VIII. Survey Results – Chair Hersh provided a brief overview of the survey noting that results were positive and actionable with some suggestions received already put into place during the meeting. She welcomed all to continue providing feedback, in particular on how to best offer engagement opportunities to fellow Directors. Ms. Kreider suggested sending the survey to Directors separately from other Board materials to increase survey participation.

ACTION ITEM: Staff to send annual survey to Foundation Board Directors independently of other Board materials to increase survey participation.

IX. Conversation of the Quarter – Chair Hersh, Nathaniel Keifer-Wheals, Jessica Berger, Provost Kemnitz and Jocelyn Wyndham shared a presentation on the role that Foundation Board Directors play in a campaign.

- A. Foundation Board Director Expectations – Mr. Keifer-Wheals reviewed the five expectations, what they mean, and how they can be supported by engagement with the university. He shared a framework on how to translate expectations into actions that make a meaningful impact.
- Cost of Tuition and Fees: annual philanthropic support from each Director is requested to begin at the level of CSUSM tuition and fees.
 - 100% Philanthropic Participation Discussion: there is an expectation for 100% philanthropic participation from each Director geared towards the cause that is most meaningful to them, in addition to the following signature programs:
 - Giving Day / One CSUSM
 - Blue & Silver Fundraising Dinner
 - Integrated Science & Engineering Building: Philanthropic efforts in support of the ISE building is a high-priority for the university. 100% Foundation Board Director philanthropic support towards the ISE building is encouraged in whatever way is meaningful for each Director. Directors were reminded of the dollar-for-dollar challenge match available to leverage/encourage their giving.

ACTION ITEM: 100% philanthropic participation is expected of each Director to begin at the level of CSUSM tuition and fees, geared towards the cause that is most meaningful to them, in addition to the following signature programs; Giving Day / One CSUSM, Blue & Silver Fundraising Dinner, Integrated Science & Engineering Building. Directors are asked to share their intentions with staff.

- B. Elevator Speech – Chair Hersh shared the importance of refining talking points when Directors are presented with an opportunity to inform the community about CSUSM. She asked Directors to craft their own CSUSM elevator speech and share with another Director for feedback. Staff will pair up Directors to share their elevator speech.

ACTION ITEM: Directors to craft an elevator speech in support of their role on the Foundation Board and share with a fellow Director. Staff to pair up Directors prior to the December Board meeting.

- C. Planning for March Retreat – Ms. Berger provided a summary of campaign planning progress and noted next steps looking forward to the March Foundation Board Retreat, including an opportunity to review National Foundations supporting Social Mobility with Directors via a Foundation 101. Provost Kemnitz discussed the participation of the Academic Deans in a campaign.

ACTION ITEM: Staff will schedule a Foundation 101 focused on National Foundations supporting Social Mobility to determine meaningful connections and opportunities.

X. Advancement Updates –

- Fundraising Update – Ms. Berger recognized the impact of relationship building which resulted in record breaking philanthropic gifts despite a challenging year seen in philanthropy across the nation.
 - Ms. Berger shared a current endowment will be transferred to a local non-profit.
- Ms. Wyndham shared notable gifts, staffing updates, and next steps in University Advancement’s campaign planning and preparation.

XI. Take Away –

- Chair Hersh shared a [video](#) created by Vice Chair Kuo made for his colleagues at Viasat advocating for philanthropic support of CSUSM.
- Dr. Tsui provided an update on the recent Quantum Design lab naming.
- Chair Hersh thanked everyone for their continued support of the students and campus.

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

Minutes submitted by: Christa Koen

Dated: September 20, 2023



Leon Wyden
01/03/2024 13:26 PST

Secretary