



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

A California Nonprofit Public Benefit Corporation

March 20, 2024

**Directors present:** Jessica Berger, Jasmin Casas '24, Ching-Ming Cheng, Kristin Crellin, Dan Epstein, Tommy Friedrich, Ingo Hentschel, Emilie Hersh, Nathaniel Keifer '09, '21, Carleen Kreider, Simon Kuo, Damian McKinney, President Neufeldt, Annie Norviel '09, Esther Phahla, and Steve Wagner (Emeritus Director)

**Directors absent:** Kyle Casement '11, Tony Jackson (Advisory Council Director), Lou Monville, Justin Perron, Jason Simmons, Taylor Sutherland, and Leon Wyden, Jr.

**Staff present:** Donna Day, Matias Farre, Christa Koen, Haley Wonsley, and Jocelyn Wyndham '04, '16

**Guests:** Ali Ahmadinia, Christine Andersen, Ranjeeta Basu, Zach Bunshaft, Jennifer Fabbi, Godfrey Gibbison, Liora Gubkin, Mike Helé, Carl Kemnitz, Mary Oling-Sisay, Jennifer Ostergren, Ronald Ramirez, Karina Ramirez Gonzalez, Tyanna Tran, Jackie Trischman (virtual), Kris Vasquez, and P. Vien Walker

**Members of the Public:** None

### Call to Order – 1:01 pm

I. **Welcome** – Chair Hersh welcomed Directors, staff, and guests to the meeting and provided an overview of the Retreat agenda. She asked Directors to write thank you notes to recent donors.

II. **Public Comment** – Chair Hersh acknowledged no members of the public in attendance.

### III. Business

- A. 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, Update to Campaign Committee Charge, appointment of Annie Norviel, '09 to serve on Finance and Investment Committee, and appointment of Justin Perron as a Faculty Director; it was moved by Mr. Keifer, seconded by Ms. Kreider, and approved by all.
- B. Endowment Spending Allocation Fiscal Year 2024/2025
  - o Executive Director Berger provided updates on the endowment market value and rate of return comparisons within the CSU.

- After discussion of the Finance & Investment Committee’s recommendation for a fiscal year 2024/2025 endowment spending allocation of 4.0% based on a three year (12 quarter) moving average market value, Chair Hersh requested a motion to approve the spending allocation rate of 4.0%; it was moved by Ms. Kreider, seconded by Ms. Crellin, and approved by all.

#### IV. Roadmap to Campaign (Retreat)

- A. University’s Campaign
  - President Neufeldt advised attendees will hear from academic leaders about campaign priorities and noted there will be a second meeting to learn about priorities from leadership of campus programs and centers. She also reflected on recent University milestones and accomplishments highlighting CSUSM Women’s Basketball advancing to the Elite Eight, last year’s fundraising successes, historic philanthropic gifts, CSUSM’s role as a leader in social mobility, and the foundational work for the next philanthropic campaign.
- B. Timeline
  - Executive Director Berger shared that a feasibility study has been completed, reviewed a projected timeline, reflected on the University’s fundraising history, and discussed steps to explore potential for a blended campaign.
- C. Fundraising Status
  - Executive Director Berger and Ms. Wyndham shared an overview of recent fundraising activity.
- D. Campaign Strategy
  - Provost Kemnitz shared how campaign planning efforts are situated within the University’s strategic planning.
- E. 2022 - 2026 CSUSM Priority Schedule
  - Provost Kemnitz spoke about the Comprehensive Fundraising Campaign Plan as one priority of CSUSM’s strategic plan along with Strategic Enrollment Plan, Diversity, Equity and Inclusion Inventory Plan, Long-Range Academic Master Plan, and Facilities Master Plan.
- F. Long-Range Academic Master Plan (LAMP)
  - Vice Provost Oling-Sisay discussed how CSUSM is positioned as a leader in higher education and taskforce work to create ten Pillars of Excellence within the Long-Range Academic Master Plan to drive the future of the University.

**ACTION ITEM:** Staff will schedule a Foundation 101 for a presentation on CSUSM’s Long-Range Academic Master Plan (LAMP)

- G. Priority Setting
  - Executive Director Berger shared a framework of the campaign priority setting process.
  - Deans individually shared information about their respective areas and potential campaign priorities.
    - College of Education Health and Human Services (CEHHS) – Dean Jennifer Ostergren, Ph.D.
    - College of Science, Technology, Engineering and Math (CSTEM) – Dean Jackie Trischman, Ph.D. and Professor Ali Ahmadinia, Ph.D.
    - College of Business Administration (CoBA) – Dean Ron Ramirez, Ph.D.

**Mindfulness Exercise** – *Ranjeeta Basu, Economics Professor, College of Humanities, Arts Behavioral Social Sciences*

Priority Setting Continued

- Deans individually shared information about their respective areas and potential campaign priorities.
  - College of Humanities, Arts, Behavioral and Social Sciences (CHABSS) – Dean Liora Gubkin, Ph.D.
  - Library – Dean Jennifer Fabbi, Ph.D.
  - Extended Learning – Dean Godfrey Gibbison, Ph.D.

**V. Fire Side Chat**

Chair Hersh, Vice Chair Kuo and President Neufeldt led a discussion with Board Directors reflecting on the priorities shared, current challenges, and interdisciplinary opportunities across the university that will drive student success.

Chair Hersh invited all to continue the conversation of next steps and the work ahead.

**Adjournment** – There being no further business, the meeting adjourned at 5:08 pm.

Minutes submitted by: Christa Koen  
Dated: March 20, 2024



Leon Wyden  
2024-06-13 17:59 UTC

Secretary