



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

A California Nonprofit Public Benefit Corporation

June 12, 2024

**Directors present:** Jessica Berger, Jasmin Casas '24, Kyle Casement '11 (virtual), Ching-Ming Cheng, Dan Epstein (virtual), Alisha (Wilkins) Franklin (reappointment at meeting), Tommy Friedrich (virtual), Ingo Hentschel, Emilie Hersh, Carleen Kreider, Simon Kuo, Lou Monville (virtual), President Neufeldt, Annie Norviel '09 (virtual), Itsarely Palma Castillo '26, Esther Phahla (virtual), Karina Ramirez Gonzalez '25 (shadow student) (virtual), Jason Simmons, Taylor Sutherland and Leon Wyden, Jr.

**Directors absent:** Kristin Crellin, Anthony (Tony) Jackson (Advisory Council Director), Nathaniel Keifer '09, '21, Damian McKinney, Justin Perron, Tyanna Tran '27 (shadow student) and Steve Wagner (Emeritus Director)

**Staff present:** Alison Aragon, Zach Bunshaft, Evan Crockett, Donna Day, Chuck De Leone, Stacy Slagor '19, Kris Vasquez, P. Vien Walker, 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 were in attendance.

**II. Welcome, Updates & Announcements –** Chair Hersh welcomed all to the meeting including guests Chuck De Leone, Dean of Graduate Studies and Research, Evan Crockett, Administrative Coordinator for Development, along with Directors of Development: Alison Aragon, Stacy Slagor '19 (MBA) and P. Vien Walker. Chair Hersh also welcomed students Itsarely Palma Castillo and Karina Ramirez Gonzalez who both provided introductions. Chair Hersh reminded all of the Blue & Silver Fundraising Dinner scheduled for Saturday, June 15, 2024 which is co-hosted by Foundation Board and President Neufeldt; reminding all of the goal to achieve 100% Foundation Board Director participation. She asked Directors to write thank you notes to recent donors.

- **Question of the Quarter –** Chair Hersh asked Directors to share how they have engaged with the university this past quarter.

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

- President Neufeldt commended the support of the Foundation Board and staff for their contributive efforts towards fundraising on behalf of the University.

- President Neufeldt reflected on the challenging budget year ahead for the state of California, highlighting the Governor's released May revise which includes cuts to operations, program reductions, and new investment pauses, requiring the CSU to implement ongoing contingency plans to address fiscal challenges, and ensure financial stability and predictability. She thanked Vice President Wyden for hosting budget forums for staff, faculty, and students. She thanked Board Directors and the Advocacy Committee for advocating on behalf of CSUSM in Sacramento.
- President Neufeldt provided Commencement highlights including the achievements of 4,000 graduates in 2023-24 academic year concluding with 6 commencement ceremonies in May 2024.
  - More than 55% of graduates were first in their families to earn a bachelor's degree.
  - Ages ranging from 18-76 years old.
  - She highlighted honorary degree recipients Jim Gruny (Doctor of Humane Letters degree during the College of Business Administration ceremony) and Jerri-Ann Jacobs (Doctor of Humane Letters degree in the College of Education, Health and Human Services ceremony).
- President Neufeldt outlined upcoming travel, which includes visits to various foundations in San Francisco. These visits are a follow-up to a recent "Foundation 101" discussion focused on outreach to national foundations. The goal is to share and highlight the university's success in social mobility.
- President Neufeldt shared gratitude and appreciation for the faculty, students, and advisory council representatives of the Foundation Board that were being appointed. She also recognized student representative Jasmin Casas '24, who is terming off of the Board upon her graduation.

## 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, and Annual Signature Items and Documentation including: Conflict of Interest Statement, Confidentiality Agreement, Donor Bill of Rights, Code of Ethical Standards, Annual Survey, and Committee Assignments; it was moved by Mr. Monville, seconded by Vice Chair Kuo, 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](#).

## V. Annual Meeting Business

- Class of 2024 Term Renewal – The Governance and Executive Committees have provided a recommendation for approval to renew terms for Jason Simmons, Lou Monville, Dan Epstein, Simon Kuo, Kristin Crellin, Ingo Hentschel. Chair Hersh requested a motion to approve the Class of 2024; it was moved by Mr. Wyden, seconded by Ms. Kreider, and approved by all.
- Appointments
  - Faculty: President Neufeldt has appointed the following people to serve a one (1) year term as the Faculty Representatives:

- Ching-Ming Cheng (reappointment)
  - Justin Perron (reappointment)
- Students: President Neufeldt has appointed the following people to serve a one (1) year term as the Student Representatives:
  - Itsarely Palma; appointment
  - Karina Ramirez Gonzalez; shadow with appointment beginning July 1
  - Tyanna Tran; shadow
- Advisory Committee Representative: 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 Hersh 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. Sutherland, seconded by Ms. Casas, and approved by all.
- Prospective Elected Directors: The Governance and Executive Committees have provided a recommendation for approval of prospective elected directors Alisha (Wilkins) Franklin (reappointment), and Julian Parra. Chair Hersh requested a motion to approve the prospective elected directors; it was moved by Ms. Kreider, seconded by Mr. Sutherland, and approved by all.
- Expectations for CSUSM Foundation Board Directors: Vice Chair Kuo is collaborating with staff to reimagine the process for vetting the expectations with Directors.

## VI. Finance and Investment Update

- A. Draft Fiscal Year 2024/25 Budget: The Finance & Investment and Executive Committees have provided a recommended budget for approval. Chair Hersh requested a motion to approve the 2024/25 Budget; it was moved by Vice Chair Kuo, seconded by Mr. Wyden, and approved by all.
- B. Reporting Transparency: Mr. Sutherland shared that the Foundation's Investment Policy Statement has been posted to the Foundation's "Reporting Transparency" website. He highlighted that the policy includes the Socially Responsible Statement approved by the Board last year. This statement emphasizes the Foundation's mission to inspire inclusive and transformational philanthropy in support of student success at California State University San Marcos. Additionally, it underscores our commitment to the prudent management of resources, ensuring the endowment can provide perpetual annual support for student financial aid, faculty teaching and research, facility improvements, and academic programs. Staff were asked to share the website with the Board.

**ACTION ITEM:** Staff to share the [Foundation's Reporting Transparency](#) website which includes the [Foundation's Investment Policy Statement](#).

## VII. Student Update – Jasmin Casas, '24 provided the following updates:

- Ms. Casas expressed her positive experience and appreciation for serving as a Foundation Board Director, along with her gratitude for the support she received from the Foundation Board throughout her appointment as a student representative.
- She shared that the final Student Philanthropy Council meeting of the year was May 21, where they reflected upon the efforts in fundraising for the Student Philanthropy Endowed Scholarship.
- Austin Contreras received the Cathy Baur Student Philanthropy Award for his outstanding contributions to the Men's Lacrosse team. He helped raise over \$31,000 through Giving Days and Cougar Crowdfunding projects over the past two years. Additionally, he organized the inaugural

“prospect camp,” which brought over 60 local high school students to tour CSUSM and play on the Mangrum Field, generating \$3,000 and recruiting prospective students to CSUSM.

- Ms. Casas asked all to save the date for the 10th CSUSM Giving Day which will be held on Tuesday, December 3.

**VIII. Advancement Updates** – Ms. Berger expressed her appreciation for Ms. Casas and her active involvement on campus. She also acknowledged the contributions of the University Advancement team and the Foundation Board's engagement in the community, which have furthered the university's mission. Additionally, she expressed gratitude for President Neufeldt's tenacity and leadership.

- A. Fundraising Update: Ms. Berger provided an overview of the fundraising efforts to date, highlighting the success of the \$10 million dollar-for-dollar match offered by the Epstein Family Foundation. This matching initiative has been instrumental in raising funds, contributing to another record-breaking year.
- B. Campaign Planning Update: Ms. Berger provided an overview of the current status of the fundraising campaign, including total funds raised, donor engagement metrics, and progress towards campaign goals, highlighting the following points:
  - The philanthropic campaign includes all gifts received since July 1, 2021.
  - The feasibility study conducted by Campbell & Company recommended a \$100 million campaign focused on People, Places, and Programs.
  - During the Board retreat in March, an overview of Academic Deans' initiatives was provided, which will align under the categories of People (endowed faculty/positions), Places (ISE and other centers), and Programs (arts, athletics, military, etc.) over the summer.
  - Phase 2 is underway, with whiteboarding sessions planned for the summer and fall, and further updates will be shared with the Board in the winter.
- C. Blended Campaign Update
  - In an effort to inspire connections across all areas of campus and to celebrate the impact comprehensively, CSUSM is considering a blended campaign to leverage the impact of all support which would include sources not typically included in comprehensive philanthropic campaigns such as faculty research grants, government agencies and tribal nations.
  - Ms. Berger provided an overview of what external funding would look like should campus pursue a blended campaign.
  - Dr. De Leone expressed confidence and excitement about leveraging the efforts of the Office of Graduate Studies and Research that can be amplified and complimented with the work of philanthropic gifts.
- D. Draft Quasi Endowment Request
  - Spicer Loan Fund: Sent as a recommendation for approval by the Executive Committee, Chair Hersh requested a motion to approve the adjustments outlined in the memo concerning this quasi-endowment; it was moved by Mr. Wyden, seconded by Mr. Hentschel and approved by all.
- E. Ms. Wyndham shared notable gifts, staffing updates, and next steps in University Advancement's campaign planning and preparation.

**IX. Leaving a Legacy at CSUSM** – Director of Planned Giving, P. Vien Walker presented information around opportunities to leverage planned gifts during a campaign.

## X. Aha Moment

- Chair Hersh asked Directors to share an 'aha' moment from this meeting or in a recent interaction with CSUSM.
- Prior to the conclusion of the meeting, Chair Hesh provided the following event reminders:
  - Blue and Silver Fundraising Dinner – June 15 (in-person)
  - Foundation 101 ~ CSUSM's Long-Range Academic Master Plan (LAMP); June 21 (virtual)
  - Foundation 101 ~ Budget Planning at CSUSM; July 18 (virtual)
  - Foundation Board meeting – September 18 (virtual)
  - President's Report to Community – September 19 (in-person)

**Adjournment:** There being no further business, the meeting adjourned at 10:18am.

Minutes submitted by: Evan Crockett

Dated: June 12, 2024



Secretary

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Leon Wyden  
2024-09-24 17:15 UTC