

**MINUTES OF THE BOARD OF DIRECTORS OF THE  
CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION**  
A California Nonprofit Public Benefit Corporation

September 29, 2021

**Directors present via video:** Sarah Aragon, Joe Bear, Kyle Casement, Sam Clarke, Dan Epstein, Tommy Friedrich, Tony Jackson (Advisory Council Director), Carleen Kreider, Simon Kuo, Esther Phahla, Taylor Sutherland and Leon Wyden

**Directors present in-person:** Jessica Berger, Emilie Hersh, Julie Jameson, Nathaniel Keifer-Wheals, President Neufeldt and Steve Wagner

**Directors absent:** Barbara Mannino, Lou Monville, Jack Raymond (Emeritus Director) and Jason Simmons

**Staff present:** Donna Day and Jocelyn Wyndham

**Guests attending:** Ranjeeta Basu, Sean Briner, Margaret Chantung, Carl Kemnitz

**Proceedings:**

On September 29, 2021, 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 8:31 am by Steve Wagner, Chair of the Board.

**I. Welcome, Updates & Announcements:**

- Chair Wagner welcomed everyone to the meeting.
- He recognized the contributions of Luanne Bas, a previous Foundation Board Director who recently passed away.
- Chair Wagner shared that he has appreciated meeting with each Director during the “reflective conversations”. He stressed his focus over the next several months will be on the fundraising priorities and repopulating the Board. He advised that Tony Pack and Toni Ritchey have resigned from the Foundation Board.
- Getting Acquainted through Brief Bios: Dan Epstein, Simon Kuo and Jessica Berger shared their brief bios with the Board.

**II. President’s Remarks:** President Ellen Neufeldt provided the following update:

- Message of thanks: President Neufeldt thanked the Foundation Board Directors for their continued support.
- Welcome: She welcomed all to the meeting in particular those new to the Board
  - Jessica Berger who is serving as the Vice President of University Advancement and as the Executive Director of the CSUSM Foundation Board.
  - Dan Epstein who has been influential in supporting student veterans and recently received an honorary doctorate from CSUSM.
  - Simon Kuo who has been influential in assisting with launching the university’s engineering program.
- Craven Taskforce: Carleen Kreider and Tony Jackson will be serving on the Craven taskforce as Foundation Board representatives.

- Annual Report to Community: The report will be held on Thursday, September 30<sup>th</sup> and provide an overview of the university's strategic plan including the mission of student success and being a national leader in social mobility.
- Integrated Sciences & Engineering Building: With \$2 million allocated from the Chancellor's Office to begin this initiative, philanthropy will play a key role in funding the construction of a new building.
- Second Comprehensive Philanthropic Campaign: As the university's strategic plan is being finalized the next step will be to focus on refreshing the academic plan and launching a second comprehensive philanthropic campaign.
- Fall Semester: An inaugural student convocation was held in August to welcome students back to Fall semester. Approximately 11,000 of the almost 17,000 students will be taking at least one class in person this semester. Campus is one of eight CSU campuses participating in a C-SUCCESS program providing incoming freshman with a bundle of technology.
- Kudos: Campus was selected to receive the following awards:
  - 2021 American Association of State Colleges and Universities (AASCU) Excellence and Innovation Award for Student Success for the innovative student coaching program that was launched last year.
  - 2021 Higher Education Excellence in Diversity (HEED) Award from INSIGHT into Diversity magazine, for the 8th year in a row.

**III. Speaker of the Quarter:** The University's Strategic Plan Steering Committee Co-Chairs, Dr. Ranjeeta Basu, Professor of Economics and Dr. Carl Kemnitz, Provost and Vice President of Academic Affairs provided an in-depth look at the draft strategic plan.

**Business:**

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

**V. Executive Committee Update:** Chair Wagner shared background on the following topics:

A. Annual gift: With a goal of providing clearly defined annual philanthropic expectations of Directors, the Committee discussed a growing level of support each year that mirrors the cost of tuition and local fees, which currently total \$7,712. A step-up program will be available for young alumni and Directors. The Executive Director will review philanthropic goals with each Director annually.

**ACTION ITEM:** Executive Director to review annual philanthropic goals with each Director.

B. Committee Structure and Assignments: AGB will be providing an assessment of the existing Committee makeup. With expectations to incorporate other committees, the makeup of the Executive Committee will be transitioned to include only the Chairs of each Committee. Current Committee structure includes: Executive, Finance & Investment, Governance and the Joint Audit Committee. Chair Wagner reviewed a list of preliminary Committees for future consideration.

C. Board Meetings:

1. Speakers: With an effort to offer Board Directors additional engagement opportunities during Board meetings, the Committee discussed inviting a Director to lead/present portions of the meeting such as 'Speaker of the Quarter'.
2. Timing: Meetings will continue to be held quarterly for 2-hours beginning at 8:30 am with the December 14, 2021 meeting being held in the afternoon and conclude with a reception.

3. Retreat: A retreat is being planned for the March 3, 2022 meeting to include discussion around the Board's strategic plan including the vision, mission and expectations.
4. Flip the meeting (homework before): This best practice will continue when possible so that Directors may review materials before the meeting and come prepared for discussion.

#### **VI. Giving Day, Tuesday, November 30, 2021:**

A [presentation](#) was provided in advance for each Director to review. Mr. Keifer-Wheals provided an overview of Giving Day including his challenge gift that will be matched by his employer. He requested Directors to consider company matching gifts for themselves and their significant other.

**ACTION ITEM:** Foundation Board Directors to consider company matching gifts for themselves and their significant others.

Mr. Keifer-Wheals challenged the Foundation Board to once again strive for 100% Director participation in CSUSM's Giving Day on November 30 to show the campus community that the top philanthropic board is leading by example.

**ACTION ITEM:** Foundation Board Directors to make a gift on CSUSM Giving Day to assist with 100% Director participation.

Mr. Keifer-Wheals shared the ambassador concept of peer-to-peer solicitations amongst constituents. As an incentive to consider this type of outreach, he pledged \$1,000 to the Foundation Board Director's fund of choice for whomever raises the greatest number of gifts.

**ACTION ITEM:** Foundation Board Directors to sign up as Ambassadors of CSUSM Giving Day.

Mr. Keifer-Wheals concluded with the importance of sharing advance gift intentions for matches, challenges, bonuses, etc. to staff by October 29<sup>th</sup>. Mr. Epstein announced that he will match up to \$50k given by Foundation Board Directors.

**ACTION ITEM:** Foundation Board Directors to share CSUSM Giving Day gift intentions for matches, challenges, bonuses, etc. to staff by October 29<sup>th</sup>.

**VII. Advisory Council Update:** As the Chair of the Cougar Athletic Council (CAC), General Jackson referenced the great work of student athletes notated in the [presentation provided by Ms. Aragon](#), student representative of the Foundation Board. With the great success of student athletes, the CAC is looking for opportunities to recruit an Athletic Director of Communications to assist sharing highlights with media outlets.

**VIII. Faculty Update:** Professor Jameson shared the success of the Summer Scholars program, highlighting that 53 students (doubled from last year) participated this year with virtual programs and in-person laboratory hands-on experience. The program continues to be a great success thanks to philanthropic support and boasts a 100% retention rate to STEM focused majors, over 250 alums, 30-40% attending graduate school and all others beginning careers in industry. After some discussion about promotion of the program within the community, President Neufeldt requested her Chief Communications Officer look into possible avenues to share the success.

**ACTION ITEM:** Staff to create a media advisory highlighting the success of the Summer Scholars program.

#### **IX. Timely Updates from Advancement:**

- A. Fiscal Stewardship 101: A presentation to the Board will be held on November 1<sup>st</sup> to share steps President Neufeldt has taken with her commitment to fiscal stewardship including the streamlined efforts in structure between University Advancement, CSUSM Corporation and Office of Graduate

Studies and Research. Mr. Wyden shared that a Memorandum of Understanding (MOU) is being drafted between University Advancement and CSUSM Corporation to support the management of grants.

- B. Fundraising Update: Ms. Berger shared a fundraising progress vs. cash in report.
- C. Sponsorship Opportunity Update: Ms. Berger will be meeting yearly with each director to review their annual philanthropic commitment and will review sponsorship opportunities.
- D. CARES Act Funding: Ms. Wyndham provided an overview of the once-in-a-lifetime opportunity known as the CARES Act philanthropic incentive. She encouraged all to consider how a gift to CSUSM could benefit them this year.

**ACTION ITEM:** Foundation Board Directors to consider CARES Act philanthropic incentive and how a gift to CSUSM could benefit them this year.

- X. **Take Away:** At the conclusion of the meeting Chair Wagner requested a final thought from a fellow Foundation Board Director.

**Adjournment:** There being no further business, the meeting adjourned at 10:30 am.

Minutes submitted by: Donna Day

Dated: September 29, 2021



Leon Wyden  
9/29/2021 09:23 PDT