

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

December 10, 2020

Directors Present: Sarah Aragon, Joe Bear, Sam Clarke, Kyle Casement, 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, Jason Simmons, Mary Stephens, Taylor Sutherland, Steve Wagner and David Wilson

Directors Absent: Leslie Braun, Tommy Friedrich and Toni Ritchey

Emeritus Director Present: Jack Raymond

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

Public Present: Zameer Karim

Proceedings:

On December 10, 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 8:32 am by Major General Anthony Jackson, Chair of the Board.

I. Welcome, Updates & Announcements:

- Chair Jackson welcomed everyone to the meeting and thanked all Directors, Ad-Hoc Committee Directors and Staff of the Foundation for their support of CSUSM Giving Day. Each person participated with a philanthropic gift.
- Chair Jackson welcomed Interim Vice President for Finance and Administrative Services and Interim Secretary and Treasurer of the Foundation Mary Stephens. VP Stephens shared her brief bio with the Board.

II. President's Remarks:

- Welcome and Giving Day Success: President Neufeldt provided a holiday greeting. She shared in Chair Jackson's gratitude for the support of each Foundation Board Director's CSUSM Giving Day gift to help raise over \$284,000 in the 24-hour period. In particular, she thanked Jack Raymond for funding several bonuses and the Mystery Power Hour, Steve and Laura Wagner who funded the challenges, as well as Tony Jackson, Carleen Kreider, Emilie Hersh, Toni Ritchey and Dave Wilson who all funded frontline matches.
- Fall/Spring Updates: As fall semester is wrapping up, plans for spring semester continue to unroll. With the current stay-at-home order, nearly all in-person/hybrid courses have shifted to fully virtual since the Thanksgiving break. Only those employees who absolutely need to come to campus are approved to be on campus for critical business needs or research. Residential students are part of a mandatory COVID-19 testing program, being tested every two weeks. The on-campus testing facility is receiving about 1,600 visits per day. Kaiser Permanente has asked for a similar partnership for a drive-thru testing.
- Athletics: Spring 2021 will look similar to fall 2020 with athletic competitions on hold. A Cougar Athletic Council will be launched next year, chaired by Tony Jackson, to support student athletes and philanthropic efforts

- Budget/Enrollment: The three campus guiding priorities continue to be: our people, our students' success and the ongoing sustainability of our organization. The Chancellor's Office has extended the admissions window for fall 2021 to December 15. A call-center is being created to help those interested in applying.
- University Advancement Vice President Recruitment: President Neufeldt thanked Ms. Mendoza for her current leadership of University Advancement. A search has begun for a permanent vice president. Included on the search committee will be vice chair of the Board, Steve Wagner.
- Looking Forward: President Neufeldt shared that during the last three decades the campus has grown beautifully into a university of place and regional anchor. Now is time to ask what will make the university distinctive moving forward. The pandemic has reaffirmed the mission to widen doors of educational opportunity and recommit to the mission of access, student success, and academic and inclusive excellence.
 - Strategic Planning: The process has begun to outline the next strategic plan. The outcome will result in a set of institutional priorities that will position the university for success. Part of the process is evaluating what is being done well and invest to further leverage our efforts. These efforts will need philanthropic support, and President Neufeldt requested the Board support these efforts.
 - Social Mobility/Student Success: Student success, a core pillar of CSUSM, is something President Neufeldt has built her career on. While higher education is often called out as having created the socioeconomic divide in our country, CSUSM is committed to providing access to an affordable, quality education, for students of all backgrounds. CSUSM was ranked 28th out of almost 1,500 schools in the annual Social Mobility Index by CollegeNet, moving forward 8 points since last year. A new student success coaching model was launched supporting all first-time freshman with success coaches and academic mentors. CSUSM is positioned to be a national model in student success but it will take innovation and philanthropic resources to bring the initiative to full fruition. With shining examples from the College of Business Administration, in order to institutionalize across our university, infrastructure is needed along with partnerships with philanthropic supporters.
 - Innovation: Campus was founded on innovation and it is time to take it to the next level by nurturing an innovation ecosystem. The focus is to create a virtual and physical space that brings resources, education, and support across the disciplines together for students, faculty and our community to engage in problem solving. Help is needed in bringing people and partners together who can support the cause philanthropically.
 - Workforce Development: Focusing on student success and innovation is key not only for the individual and generational impact it has on students and their families, but also because our region is looking to CSUSM to support the workforce needs of the future. With the passing of AB 1460 efforts will be aligned to advance Ethnic Studies to help assure all students become well rounded.
 - Philanthropic Support: To move these initiatives forward and help lessen the socioeconomic divide, President Neufeldt asked for philanthropic support and connections.
- In Closing: President Neufeldt expressed deep gratitude for the Board's support. Amid dealing with the immediate term emergency of COVID-19 and the public health crisis it has presented, she encouraged all to keep looking to the future and the pivotal role the university will play in fostering socioeconomic mobility, innovation and economic recovery.
- Concluding her remarks, President Neufeldt answered questions around the launching of a dual factor authentication, as well as classes to support the veteran population that transfers to the university.

Prior to beginning the business portion of the meeting, Chair Jackson shared brief remarks about the Cougar Athletic Council and invited Foundation Board Directors interested in learning more to contact Ms. Day.

ACTION ITEM: Foundation Board Directors interested in learning more about the Cougar Athletic Council contact Ms. Day.

III. Consent Agenda: Chair Jackson requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance, Quarterly Report, Hospitality Policy Update and Joint Audit Committee Charge Revised; it was moved by Ms. Hersh and seconded by Mr. Keifer-Wheals and approved by all. The consent agenda was approved.

IV. Advancement Update:

- Ms. Mendoza shared that the philanthropic support received to date is a little over halfway to the \$5 million fiscal year goal.
- Staffing Update: A Director of Advancement Services has been hired and will join the Development department in January 2021.
- Special Events: Report to Community and the Gala will be held virtually this year.
- Presidential Priorities: In partnership with the vice presidents and senior managers, Ms. Mendoza is shaping the president's priorities outlining fundraising needs to further the initiatives. The Board will be asked for feedback in the new year.

V. Student Update: Ms. Aragon and Mr. Briner shared an overview of the success of CSUSM Giving Day.

Prior to the final agenda item, Chair Jackson welcomed a member of the public whom was attending the meeting, offering an opportunity to directly address the Board. Mr. Karim addressed the Board. Chair Jackson thanked him for his presentation and requested a copy of Mr. Karim's comments if available in writing.

ACTION ITEM: Mr. Karim to provide a copy of his comments in writing, if available.

VI. Take Away: Chair Jackson asked the Directors to share their most impactful take away along with the question of the quarter: How have you engaged with the University since our last meeting.

Adjournment: There being no further business, the meeting adjourned at 10:24 am.

Minutes submitted by: Donna Day

Dated: December 11, 2020



Mary Stephens 04/30/2021 16:44 PDT
Secretary