California State University SAN MARCOS | The Foundation

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

March 27, 2025

Directors present: Jessica Berger, Kyle Casement '11, Ching-Ming Cheng, Kristin Crellin, Dan Epstein, Alisha (Wilkins) Franklin, Ingo Hentschel, Emilie Hersh, Nathaniel Keifer '09, '21, Carleen Kreider, Simon Kuo, Lou Monville, President Neufeldt, Annie Norviel '09, Itsarely Palma Castillo '26, Julian Parra, Justin Perron, Karina Ramirez Gonzalez '25, Jason Simmons, Taylor Sutherland, Tyanna Tran '28 (student shadow), Steve Wagner (Emeritus Director) and Leon Wyden, Jr.

Directors absent: Tommy Friedrich, Esther Phahla

Staff present: Lori Brockett, Zach Bunshaft, Debby Clark, Donna Day, Chuck De Leone, Matias Farre, Godfrey Gibbison, Liora Gubkin, Claire Hill, Christa Koen, Mary Oling-Sisay, Ron Ramirez, Melissa Teetzel, Jackie Trischman, P. Vien Walker and Jocelyn Wyndham '04, '16

Guests present: Richard Armenta, Denise Garcia, CTREE Students Biance Delia and Nicholas Mendez

Members of the Public: None

Call to Order – 8:32 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, and announced that Major General Tony Jackson and Damian McKinney have resigned from the Board. Chair Hersh welcomed Richard Armenta, Associate Professor of Kinesiology. Later in the meeting he will be joined by his colleague Denise Garcia, Professor of Biology and CTREE director, along with CTREE student representatives. Chair Hersh also welcomed Debby Clark, Director of Campaign Communications.
   - **Question of the Quarter** – Chair Hersh asked Directors to share insights.
     - How can we amplify the story of higher education as a pathway to social mobility? *Board Directors were invited to watch the National Social Mobility Symposium keynote presentation by Dr. Nate Hilger, author of The Parent Trap (link), held on February 20th and come prepare to share key takeaways and impactful messaging that can strengthen how we communicate CSUSM's role in advancing social mobility and transforming lives through education.*

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

- President Neufeldt shared CSUSM's work with K-12 school districts in the region and how the university has become a leader in developing innovative programs resulting in early engagement with CSUSM.
- President Neufeldt addressed the current climate, free speech on campus and recent activity acknowledging challenging times as higher education navigates federal actions and policies. She shared CSUSM remains grounded in our mission of student success while ensuring safety is the foremost priority.
- President Neufeldt shared that Super STEM Saturday, a STEM fair for K-12 students and families, was held March 7 with record-breaking attendance of more than 21,000 people.
- President Neufeldt noted March 19 was CSU Advocacy Day and a CSUSM team traveled to Sacramento to meet with legislators, sharing the vital role the university plays in our region and urging them to advocate on our behalf. CSUSM representatives will also be traveling to Washington DC for continued advocacy efforts.
- President Neufeldt provided a budget update reminding Directors of the Governor's proposed 7.95% cut to all CSUs in 25/26, as well as the proposed deferral of the CSU Compact, which will impact CSUSM's ability to serve our students, faculty, staff and community.
- President Neufeldt presented at the January CSU Board of Trustees (BOT) meeting about SWIFT – the Scholars in Wellness and Innovation Fast Track program, alongside Karina Dominguez, a student from Rancho Buena Vista High School who is dually enrolled at CSUSM.
- Additionally, President Neufeldt had the opportunity to participate in a Board of Trustees panel discussion on philanthropy, alongside other CSU Presidents and leaders from the Chancellor's Office, where she was proud to highlight that CSUSM leads our Peer Group 1 in fundraising. CSUSM also raised the second highest amount in Peer Group 2 which includes universities with more resources and larger Advancement teams.
- President Neufeldt alerted Directors to save the date for upcoming Commencement ceremonies in May.

Business

IV. Approval of 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 Appendices Update in the Investment Policy Statement; it was moved by Mr. Monville, seconded by Mr. Keifer and approved by all.

V. Call for Advocacy: Letter-Signing Initiatives – Mr. Monville reflected on the proposed state budget cuts. He reported that Advocacy Committee members reached out to Foundation Board Directors to explore existing connections with elected officials. Mr. Monville shared appreciation for the work fellow directors will do to support the advocacy of CSUSM and highlighted a timely opportunity to join the university by signing letters in support of state budget funding. Mr. Bunshaft shared letter templates with Directors.

ACTION ITEM: Directors can contact Mr. Bunshaft if interested in participating in the advocacy letter-signing initiative.

VI. Finance and Investment Committee Update

A. 2023-24 CSU Donor Support Appendix Tables

1. See page 18 for CSUSM's story of giving highlighting Price Philanthropies Foundation's $10 million grant to create a groundbreaking three-year accelerated bachelor's degree and workforce pipeline specifically for behavioral and mental health which a portion was matched by the Epstein Family Foundation's $10 million gift
2. See page 40 for Philanthropic Productivity
3. See page 48 for Endowment comparisons

B. Approval of 2025/2026 Endowment Spending Allocation

The Finance and Investment Committee recommends a fiscal year 2025/2026 endowment spending allocation of 4.0 % based on a three year (12 quarter) moving average market value.

- After discussion of the Finance & Investment Committee's recommendation for a fiscal year 2025/2026 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 Mr. Keifer, seconded by Mr. Wyden, and approved by all.

C. Continuation of the Periodic Review of the Investment Policy Statement (IPS)

- Approval of Proposed Taskforce:
  Evaluation of the Socially Responsible Statement (SRS) in the Foundation's Investment Policy Statement (IPS)
  The Executive Committee and Finance and Investment Committee recommend establishing a Taskforce focused on evaluating the Socially Responsible Statement (SRS) within the Foundation's Investment Policy Statement (IPS).
- In alignment with the periodic review of the IPS and informed by recent discussions with campus stakeholders, the Executive Committee and the Finance and Investment Committee support the formation of this Taskforce which will be composed of Finance & Investment Committee members and open to Foundation Board Directors including the student representatives serving on the Board.
- Chair Hersh requested a motion to approve convening a Taskforce to evaluate the Socially Responsible Statement included in the Foundation's Investment Policy Statement; it was moved by Dr. Franklin, seconded by Mr. Parra and approved by all.

ACTION ITEM: Staff will provide additional information to Directors interested in joining the taskforce to evaluate the Socially Responsible Statement included in the Foundation's Investment Policy Statement.

VII. Campaign Committee Update – Mr. Keifer noted a change in graphics now reflecting both the campaign goal and timeline along with combined sponsored research and philanthropy totals. Executive Director Berger shared confidence in the proposed timeline and goals.

A. Funding Progress
B. Goal and Timeline
C. Branding and Theme– Deferred to next meeting
   Questions for focus groups

VIII. CSUSM's Campaign Launch Celebration

Save the Date

- **Date:** Friday, September 26, 2025
- **Time:** Morning
- **Location:** CSUSM Campus

- **Expectation:** Foundation Board Directors expected to sponsor the event, attend and fill tables
    - Chair Hersh reviewed expectations of Directors for their role in the Campaign Launch. She noted opportunities to host intimate gatherings to steward university donors as well as invite new individuals to learn more about CSUSM's important work. Chair Hersh thanked those Foundation Board Directors who have already committed to hosting events.
    - Ms. Wyndham shared sponsorship levels.

IX. Student Update

A. Student Organizations Crowdfunding Month (link)
    - Ms. Tran shared that March is student organization crowdfunding month, facilitated by University Advancement's Annual Giving department. This year, 25 student organizations are participating, each aiming to raise between $1,000 and $10,000 to support their programs, events, and activities. The campaigns will close on April 2nd.

B. One CSUSM for Scholarships
    - Ms. Ramirez Gonzalez reflected on the honor of being the student voice on the Foundation Board and acknowledged the student advocacy that has been happening on campus. CSUSM students have been growing as advocates, using their voices to spread awareness of both global and national issues.
    - Ms. Ramirez Gonzalez shared One CSUSM, also hosted by Annual Giving, is a social media driven fundraising campaign for scholarships which will take place April 8-14. Ms. Ramirez Gonzalez noted One CSUSM is a 7-day event this year, rather than a 24-hour campaign as in year's past. Two academic years ago, CSUSM was able to award over $2.2M in philanthropy scholarships and last academic year that number increased to nearly $3.1M.
    - Mx. Palma Castillo shared that they and Executive Director Berger were featured on KUSI to promote this event and highlight the impact of student scholarships.

C. Student Philanthropy Council's "Thank CSUSM Day"
    - Mx. Palma Castillo announced the Student Philanthropy Council (SPC) will be on campus April 15th during U-Hour encouraging students to strengthen their engagement with philanthropy and express gratitude by writing thank you cards to donors, faculty and staff.

X. Glimpse into Campaign Readiness

- College of Humanities, Arts, Behavioral and Social Sciences
- College of Business Administration
- Executive Director Berger welcomed Liora Gubkin, Dean of the College of Humanities, Arts, Social and Behavioral Sciences, and Ron Ramirez, Dean of the College of Business, to share progress on development of campaign priorities for their respective colleges.

XI. Success Stories

A. Philanthropy – Deferred to next meeting

B. Sponsored Research – Dr. De Leone welcomed Center for Training, Research, and Educational Excellence (CTREE) representatives to discuss the center's work to enhance educational and research opportunities and support student success across campus. CTREE Students Biance Delia and Nicholas Mendez shared their personal experiences in the program

noting the invaluable mentorship received, research opportunities and internships, as well as the importance of stipends. Dr. Armenta and Dr. De Leone commented on the uncertainty and delay of federal grant funding which provides financial support for students and shared gratitude for recent philanthropic support which funded student stipends through April.

Time Certain: 10:15 am Guest Presentation:

Center for Training, Research, and Educational Excellence (CTREE)

To familiarize yourself with the work of our guests, please review this article:

CTREE Helping Students Achieve and Surpass Goals

- *Denise Garcia, Biology Professor/CTREE Director*
  College of Science, Technology, Engineering, and Mathematics
- *Richard Armenta, Kinesiology Associate Professor/Associate Director*
  College of Education, Health & Human Services
- *Students of CTREE*

C. Alumni Engagement & Annual Giving Programs Update – Deferred to next meeting

XII. Aha Moment – Deferred to next meeting

Adjournment: There being no further business, the meeting adjourned at 10:29am.

Minutes submitted by: Christa Koen
Dated: March 27, 2025

Secretary

Leon Wyden
2025-07-10 22:33 UTC