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

June 26, 2025

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

Directors absent: Ingo Hentschel, Nathaniel Keifer '09, '21, and Jason Simmons

Staff present: Christine Andersen (virtual), Alison Aragon, Sean Briner, Lori Brockett, Debby Clark, Donna Day, Chuck De Leone, Liora Gubkin, Carl Kemnitz, Christa Koen, Megan Muret, Mary Oling-Sisay, Jennifer Ostergren (virtual), Ron Ramirez, Juliana Rodriguez '23, Stacy Slagor '19 (MBA), Jackie Trischman, Kris Vasquez, P. Vien Walker and Jocelyn Wyndham '04, '16

Guests present: Richard Armenta, Carol Lazier, Mitch Kuvinka '24, '26, and Mac Sinclair

Members of the Public: None

Call to Order – 3:01 pm

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, acknowledged Directors who have recently been recognized in the community, and shared parting thoughts during her final meeting as Chair of the Foundation Board. Chair Hersh welcomed guests Carol Lazier, Ad-Hoc Director of Campaign Committee, Richard Armenta, Associate Professor of Kinesiology, Mitch Kuvinka '24 '26, and Mac Sinclair, Associate Director of Research Advisory Services at EAB Global, Inc. Chair Hersh encouraged attendees to review the placemat with important university updates and asked the Directors to complete their gift acknowledgement notecards.

III. **President's Remarks** – President Ellen Neufeldt provided the following updates:
- President Neufeldt reflected on Commencement ceremonies last month celebrating 4,000 graduates during six ceremonies over two days. During Commencement she also had the honor to recognize three outstanding individuals:
    - Mark Cafferty, president and CEO of the San Diego Regional Economic Development Corporation, was awarded the Doctor of Humane Letters. Allison Price, co-leader of the

Price Philanthropies Foundation, received the Doctor of Humane Letters. And Major General Anthony Jackson, USMC (Ret.), received the 2025 Presidential Medal of Honor.

- President Neufeldt shared recent Athletics highlights noting CSUSM's softball team hosted the NCAA Division II West Super Regionals, and women's golf team competed at nationals with Madison Murr winning the individual National Championship, becoming CSUSM Golf's second-ever NCAA Division II National Champion in university history. Megan, along with Rasha Badrani, who won the women's 400-meter race at the NCAA Division II national indoor track and field championships in March, were honored at a recent Padres game.
- President Neufeldt shared that she recently joined Southwestern College President, Mark Sanchez, in announcing a new partnership to expand access to four-year degrees in the South County region. This partnership, in addition to the important work still being done in Southwest Riverside County, demonstrates what is possible when institutions collaborate to expand access and opportunity.
- President Neufeldt shared budget updates including the release of Governor Newsom's May revise. While CSUSM is awaiting the final state budget and direction from the CSU system, the university remains diligent in proactive planning and united in efforts to advocate for higher education and student success.
- During times of uncertain funding, President Neufeldt reminded all that the generous philanthropy of our partners, sponsors, and donors is more important than ever. She shared a notable gift of $3 million from Yuhaaviatam of San Manuel Nation to CSUSM's California Indian Culture and Sovereignty Center affirming the power of tribal-university partnerships to build a more inclusive future. This $3 million endowment is amplified by a $1 million matching contribution from the Epstein Family Foundation and continues momentum toward CSUSM's Blueprint for the Future campaign goal.
- President Neufeldt invited Directors to the groundbreaking of the Integrated Science and Engineering building this summer and thanked Directors who have been instrumental in championing this facility that will shape the future of science and engineering in the region.
- President Neufeldt recognized several Directors:
    - Dr. Ching-Ming Cheng, Karina Ramirez Gonzalez '25, and Tyanna Tran '28 who have completed their terms.
    - Itsarely Palma Castillo '26 will renew her appointment as a student representative.
    - Mitch Kuvinka '24, '26 is joining the Board as new student representative.
    - Dr. Justin Perron will renew his appointment as a faculty representative.
    - Dr. Richard Armenta is joining the Board as a new faculty representative.
    - Finally, President Neufeldt recognized Emilie Hersh for serving as Chair of the Foundation Board for the past two years. Ms. Hersh will have one more year serving on the Foundation Board.

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 Annual Signature Items and Documentation including: Conflict of Interest Statement, Confidentiality Agreement, Mission, Vision, Expectations, Donor Bill of Rights, Code of Ethical Standards, Annual Survey, and Committee Assignments; it was moved by Vice Chair Kuo, seconded by Dr. Franklin and approved by all.

ACTION ITEM: Directors to visit AGB OnBoard to complete the Conflict of Interest form, Confidentiality Agreement and take the annual survey.

V. Annual Meeting Business –

- Succession Planning: Chair/Vice Chair – The Executive Committee has provided a recommendation for approval to nominate Simon Kuo to serve as Board Chair and Kristin Crellin to serve as Vice Chair beginning July 1, 2025. Chair Hersh requested a motion to approve the succession planning of Chair/Vice Chair; it was moved by Dr. Franklin, seconded by Ms. Kreider, and approved by all.
- Class of 2025 Term Renewal – The Governance and Executive Committees have provided a recommendation for approval to renew terms for Kyle Casement '11, Tommy Friedrich, Nathaniel Keifer '09, '21, Annie Norviel '09, Julian Parra, and Taylor Sutherland. Chair Hersh requested a motion to approve the Class of 2025; it was moved by Vice Chair Kuo, seconded by Dr. Franklin, and approved by all.
- Prospective Elected Director – The Governance and Executive Committees have provided a recommendation for approval of prospective elected director Carol Lazier. Chair Hersh requested a motion to approve the prospective elected director; it was moved by Ms. Kreider, seconded by Dr. Franklin, and approved by all.
- Appointments
  - Students: President Neufeldt has appointed the following people to serve a one (1) year term as Student Representatives:
    - Itsarely Palma Castillo '26 (reappointment)
    - Mitch Kuvinka '24, '26 (appointment)
  - Faculty: President Neufeldt has appointed the following people to serve a one (1) year term as Faculty Representatives:
    - Justin Perron (reappointment)
    - Richard Armenta (appointment)

VI. Finance and Investment Committee Update

- Draft Fiscal Year 2025/26 Budget: The Finance & Investment and Executive Committees have provided a recommended budget for approval. Chair Hersh requested a motion to approve the 2025/26 Budget; it was moved by Ms. Crellin, seconded by Vice Chair Kuo, and approved by all.
- Review of Taskforce Framework: Socially Responsible Statement (SRS) within the Investment Policy Statement (IPS) – Mr. Sutherland provided an overview, progress to date and next steps.

VII. Student Update

- Mx. Palma Castillo welcomed student representative Mitch Kuvinka '24, '26 to the Board.
- Student Philanthropy Council (SPC) – Mx. Palma Castillo shared that Annual Giving has implemented a recommendation from a recent Senior Experience project which Mr. Casement led – to ask each Dean to appoint a student from their college to the SPC.
- Giving Day – Ms. Ramirez Gonzalez shared CSUSM's Giving Day results and comparisons across the CSU:
  - 19 of the 23 CSUs hosted a Giving Day (also called Day of Giving)
  - The $748,362 raised in 2024 was a CSUSM record
  - CSUSM was #4 in dollars raised and #4 in gifts acquired
  - CSUSM was #1 in dollars raised and #1 in gifts acquired among our peer Group I institutions

- Now post-graduation, Ms. Ramirez Gonzalez reflected on her time at CSUSM and is now preparing for her journey to law school, noting that she cherished her experience on Board.
- Ms. Tran closed by reflecting on her time as student shadow on the Board and shared gratitude for the opportunity.

VIII. Campaign Committee Update – Ms. Wyndham provided a report on funding progress through May 31, 2025, and welcomed Dean Gubkin to share details about a potential gift and the university's hope to find a matching donor.

IX. Foundation Board Highlights: Celebrating Impact Through Service

- Vice Chair Kuo reflected on the success and accomplishments of the past year highlighting collective momentum across university leadership, the Foundation Board and the community in alignment with CSUSM's mission and strategic priorities. Vice Chair Kuo encouraged Directors to stay connected with one another in their work to support CSUSM students.

X. Storytelling and Success in Today's Campaigns

- Mac Sinclair, Associate Director of Research Advisory Services at EAB Global, Inc., provided a presentation for Directors discussing their role as campaign ambassadors within the community. Mr. Sinclair led a storytelling exercise integrating key messaging preparing Directors to confidently and consistently communicate the campaign's vision and impact.

XI. Aha Moment

- Chair Hersh asked Directors to share an 'aha' moment from this meeting.

Adjournment: There being no further business, the meeting adjourned at 4:56pm.

Minutes submitted by: Christa Koen
Dated: June 26, 2025



Leon Wyden
2025-10-06 21:45 UTC

Secretary