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

December 12, 2024

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

Directors absent: Nathaniel Keifer '09, '21, Damian McKinney

Staff present: Donna Day, Matias Farre, Christa Koen, and Jocelyn Wyndham '04, '16

Guests present: Alison Aragon (virtual), Carin Barber, Sean Briner, Lori Brockett, Zach Bunshaft, Chuck De Leone, Liora Gubkin, Mike Helé, Carl Kemnitz, Megan Muret, Jennifer Ostergren, Ron Ramirez, Stacy Slagor '19 (MBA), Melissa Teetzel, Jackie Trischman, and P. Vien Walker

Members of the Public: None

Optional – *Networking available for Foundation Board Directors prior to the meeting*

Call to Order – 8:31 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, encouraged attendees to review the placemat with important university updates, and asked the Directors to complete their gift acknowledgement notecards. Executive Director Berger noted the year-end gifts provided for each Foundation Board Director as a token of gratitude for their support and Board service. Chair Hersh welcomed Carin Barber, Director of Strategic Projects, and Megan Muret, Associate Director of Corporate and Foundation Relations. Chair Hersh reflected on the excitement of CSUSM's 10th annual Giving Day success and thanked Directors for their matching contributions, as well as congratulated Carleen Kreider and Dick Lansing on being recognized by the North County Philanthropy Council as CSUSM's Volunteers of the Year.
- **Welcome New Director** – Chair Hersh welcomed new Director, Julian Parra, and invited him to provide a brief introduction.
    - Julian Parra, National Head of Commercial Banking, Western Alliance Bank

- **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:

- Giving Day: President Neufeldt shared the results of the 10th CSUSM Giving Day noting the university raised a record-breaking $748,362, and offered special thanks to Dan Epstein, Emilie Hersh, Kristin Crellin, Kyle Casement '11 and Steve Wagner for their generous matching gifts, and to all for their continued support.
- Integrated Science & Engineering (ISE) Building Approval: President Neufeldt reminded Directors that the CSU Board of Trustees (BOT) unanimously approved the new ISE Building at their November meeting, which is the first state-supported academic building at CSUSM in more than a decade.
    - The approval of this project is a direct result of CSUSM's enrollment growth and will play a vital role in strengthening our region's future workforce. This state-of-the-art facility will have profound impact on our students' lives providing much-needed collaboration, research and learning spaces, and allowing CSUSM to respond to the critical need to accommodate future enrollment growth and expand programs across campus.
    - With the CSU's financial commitment as well as external philanthropic support, no existing university operating funds are being used for this project. CSUSM is poised to break ground in summer 2025, with the building opening its doors to faculty, staff and students in fall 2027.
    - President Neufeldt thanked university leadership, Deans, facilities teams and more, for their work behind the scenes to make this project a success.
- EdSource Article: President Neufeldt shared that EdSource's higher education reporter published an article last month highlighting the factors driving CSUSM's enrollment growth, even as other universities face declines. The article provided an opportunity to address the impact of impending budget cuts, showcase CSUSM's partnerships with local school districts and community organizations, and emphasize its role as the only public four-year comprehensive university serving North San Diego, Southwest Riverside, and South Orange counties.
- President Neufeldt offered the following reflections on the previous year:
    - As CSUSM approaches its 35th anniversary, the university is on the brink of a profound period of transformation within our campus history with this year marking the beginning of the next evolutionary chapter. Even facing budget constraints, CSUSM has never wavered from its mission.
    - President Neufeldt shared just a few in a series of strategic initiatives that will propel CSUSM forward as a leader of transformative education and societal progress:
        - We are in the midst of planning our very first strategic enrollment plan;
        - We launched our new long-range academic master plan;
        - We received $20M in external grant awards, surpassing records for the second year in a row;
        - We received the $5.5M from the County of Riverside to support program development at CSUSM Temecula;
        - We had a record-breaking fundraising year raising $26.6M;
        - Schematics for our new Integrated Science & Engineering Building was approved;
        - Our students voted to pass a referendum to build a new recreation center.

- Social Mobility Symposium: President Neufeldt invited Directors to attend the in-person National Social Mobility Symposium to be held at CSUSM on February 20-21, 2025. This year's symposium theme is "Driving Social and Economic Mobility: Evolving Rankings, Shaping Policy and Building a Workforce for the Future", and it will be a gathering of local and national experts sharing insights and exploring innovative approaches to supporting student success through partnerships with businesses, K-12 school districts, nonprofits and the broader community.
- Fall Commencement: CSUSM is preparing for fall commencement on December 15th. This is only the second year the university is offering a fall commencement, and the demand is high with nearly all four ceremonies at capacity.
- President Neufeldt closed by sharing her gratitude and wishing everyone a wonderful and restful holiday season.

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, and Quarterly Report; it was moved by Mr. Monville, seconded by Ms. Crellin and approved by all.

V. Student Update

A. CSUSM Giving Day Recap
   - Mx. Palma Castillo shared the Student Philanthropy Council had their final meeting of the year and brainstormed ideas to bring back a "Thank CSUSM Day" which offers students a chance to express gratitude for support they receive from the university and highlight CSUSM's culture of care.
   - Ms. Ramirez Gonzalez thanked everyone for their role in the success of CSUSM's 10th Giving Day on December 3rd and shared the following highlights:
     - Grand total was $748,362 which is the most ever raised;
     - 259 gifts were made by students;
     - 91 percent of all gifts were less than $250, up from 88 percent last year;
     - CSUSM's Cougarbot was used to promote the Student Digital Wallet U-Hour Challenge where student gifts using a digital wallet like Venmo or PayPal could unlock a $1,000 challenge. Students made 124 gifts during U-Hour, including 78 via a digital wallet and Cross Country/Track & Field won the $1,000 challenge gift.
   - In addition to Directors who supported with a gift on the day of, a special thank you was offered to Dan Epstein, Kristn Crellin and SchoolsFirst Federal Credit Union, Steve and Laura Wagner, Kyle Casement '11, and Emilie and Mark Hersh for supporting matches, frontline matches, and challenges.

B. Mx. Palma Castillo shared they have a role with the CSUSM Cougar Fund serving as the Marketing Director where they have been able to collaborate with the Finance Society on guest speaker events and update the website to showcase what students are working on.

C. Ms. Ramirez Gonzalez shared she is working in a county office thanks to support from Advancement's Director of Government Relations, Zach Bunshaft, and she continues to serve as an engagement ambassador on campus.

D. Ms. Tran thanked Mx. Palma Castillo and Ms. Ramirez Gonzalez for serving as role models this year. She thanked the Foundation Board for this opportunity to represent CSUSM students.

E. Executive Director Berger applauded the student's engagement and their work on Giving Day. She recognized Sean Briner, Director of Annual programs, for his strategic leadership and efforts to secure matching gifts and bonuses that double the impact and inspire campus partners to engage in new ways each year. Executive Director Berger shared CSUSM now serves as model for our work and success in Giving Day within the CSU system and across the nation as well.

VI. Timely Updates

A. CSU Updates – *Jessica Berger*
   - Executive Director Berger shared the Board's work to support ongoing conversations related to the university's investment portfolio and providing education to CSUSM students on the function of endowments.
   - Executive Director Berger thanked Mr. Sutherland for his thoughtful participation at the Foundation F&I Chairs Summit on September 28th where CSUs gathered to share best practices and engage in timely conversations.

B. Investment and Distribution of Endowment and Similar Funds Policy Statement Review – *Taylor Sutherland*
   - Mr. Sutherland commented on his time at the Foundation F&I Chairs Summit praising CSUSM's outstanding work communicating with students.
   - Mr. Sutherland shared the F&I Committee conducted a periodic review of the Investment Policy Statement (IPS) ensuring the Foundation's investment strategies continue to support the university's goals.
   - Mr. Sutherland provided highlights of CSUSM's endowment performance.

i. Foundation 101 ~ Investment Strategy (virtual); Wednesday, January 15 from 1 – 2 pm
   - Mr. Sutherland encouraged Directors to attend the Foundation 101 where there will be an opportunity to hear directly from the Foundation's investment manager, Canterbury Consulting, about the portfolio along with their conceptual and strategic decision-making process.

C. Call for Nominations**:** Elected Directors on the Foundation Board – *Vice Chair Kuo*
   - Vice Chair Kuo commended everyone at CSUSM for the incredible work happening on campus and praised his fellow Directors who serve with passion to further the mission of the university.
   - Vice Chair Kuo shared there are currently four vacancies and asked Directors to submit recommendations via the Call for Nominations of individuals representative of the region who might want to join in this important work to support CSUSM's mission of student success.

1. Foundation 101 ~ Prospective Foundation Board Director Review (virtual); Wednesday, February 26 from 10:30 am – 11:30 am
   - Vice Chair Kuo encouraged Directors to attend the Foundation 101 to review prospective Foundation Board Elected Director candidates.

VII. Campaign Updates – *Jessica Berger*

A. Progress Update: Executive Director Berger shared an overview of campaign progress.
   - Executive Director Berger shared the Campaign Committee will be evaluating scenarios to determine the campaign goal as well as the appropriate fundraising levels before publicly launching.

B. Public Launch

- Initial plans include a public campaign launch in fall 2025, along with a campus rally, ensuring both serve as inclusive opportunities to bring the community together to join CSUSM's campaign efforts.

ACTION ITEM: Staff to send save the date for campaign launch event in fall 2025.

- In lieu of a Blue & Silver Fundraising Dinner, sponsorship opportunities tied to the launch will play a crucial role and Executive Director Berger encouraged Directors to share and support these sponsorship efforts.
- Smaller intimate gatherings hosted by university friends and supporters will complement the public launch with opportunities to celebrate those who have played an instrumental role as well as invite new community members to learn about CSUSM.

C. Time Sensitive Opportunities

1. Social Mobility Center – *Carin Barber*
   - Dr. Barber provided an overview of the work CSUSM is doing to advance social mobility in the region and across the nation. After sharing an overview of the newly updated website, she invited all to learn more by attending the Social Mobility Symposium.

ACTION ITEM: Directors are encouraged to RSVP for the Social Mobility Symposium and offer sponsorships via this link.

   - Dr. Barber pointed out an article in Washington Monthly titled California State Universities; "A Launchpad for the Middle Class" which included an interview with President Neufeldt and CSU Chancellor Garcia.
2. Integrated Science and Engineering Building – *Jessica Berger*
   - Executive Director Berger provided additional updates following the CSU Board of Trustees (BOT) approval.
     - University Advancement has an updated informational sheet Directors can use to share this exciting news with their networks and foster interest in ongoing philanthropic opportunities.

D. Success Stories

1. Philanthropy – *Jocelyn Wyndham and Jennifer Ostergren*
   - Dr. Ostergren provided highlights of the Price Philanthropies Foundation's gift in action since inception one year ago with an overview of the program now named Scholars in Wellness and Innovation Fast-Track (SWIFT) Health Programs.
2. Planned Giving – *P. Vien Walker*
   - Ms. Walker highlighted planned giving vehicles with a goal of helping donors and the public understand that planned giving is a realistic option in any stage of life and wealth.
3. Sponsored Research – *Chuck De Leone*
   - Dr. De Leone provided an overview of grants and contracts at CSUSM highlighting several awards that have been funded across campus.

VIII. Aha Moment – *Chair Hersh*

- 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, Ms. Crellin shared a reminder for Directors to participate in a listening session with fellow Foundation Directors from all CSU campuses as part of the CSU's strategic planning process.

ACTION ITEM: Staff to send email reminder for CSU strategic planning listening session.

Adjournment: There being no further business, the meeting adjourned at 10:37am.

Minutes submitted by: Christa Koen
Dated: December 12, 2024

Leon Wyden
2025-03-28 20:23 UTC

Secretary