



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

June 29, 2022

**Directors present:** Sarah Aragon (virtually), Jessica Berger, Kyle Casement, Dan Epstein (virtually), Tommy Friedrich (virtually), Emilie Hersh, Tony Jackson (Advisory Council Director), Julie Jameson, Carleen Kreider, Barbara Mannino (virtually), Lou Monville, President Neufeldt, Jason Simmons, Taylor Sutherland (virtually), Steve Wagner and Leon Wyden

**Directors absent:** Sam Clarke, Nathaniel Keifer-Wheals, Simon Kuo, Esther Phahla and Jack Raymond (Emeritus Director)

**Staff present:** Sean Briner, Margaret Chantung (virtually), Donna Day, Matias Farre, Mike Helé, Patricia Prado-Olmos, Kris Vasquez and Jocelyn Wyndham

**Guests present:** Jasmin Casas (incoming Student Director), Stephen Tsui (incoming Faculty Director), Alisha Wilkins (incoming Elected Director)

**Proceedings:**

On June 29, 2022, 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 all to the meeting including the guests. He provided a recap of more than 40 engagement opportunities Directors participated in since the last meeting. He also encouraged others to consider hosting or inviting constituents to Friends Events that will continue telling the Power of CSUSM story.
- II. **President's Remarks:** President Ellen Neufeldt provided the following update:
  - Thank you to the Foundation Board for co-hosting A Toast to the Power of CSUSM.
  - Thank you to outgoing faculty and student for their service: Sarah Aragon, Sam Clarke, Julie Jameson and welcomed incoming student and faculty that were in attendance: Jasmin Casas (student) and Stephen Tsui (faculty).
    - Presented The Cathy Baur Student Philanthropy Award to Sarah Aragon who graduated in May with her business degree and served as chair of the Student Philanthropy Council for the last two years lending her leadership to engage fellow students in philanthropy.
  - Current activities on campus include: hosting new student orientations, the Early Start programs, prepping for New Student and Family Convocation (a new tradition started last

year), planning for Weeks of Welcome, and a new dining hall / affiliated housing opening in August.

- Commencement and Honorary Degree: There were more than 4,400 graduates over six ceremonies that celebrated commencement this May. The 2022 graduating class had the highest percentage to date that were first in their families to earn a four-year degree (nearly 60%). Honored Carol Lazier and Juanita P. Cooke (post humous) with Doctor of Humane Letters (L.H.D.) degrees.
- National Social Mobility Symposium: The symposium was held the week prior to the Board meeting, on campus and hosted nearly 15 colleges and universities from across the country.
- Budget: The Governor and legislature announced an agreement for a state budget of \$300 billion with \$365 million increase to the CSU including \$211 million in unallocated funding and \$81 million for enrollment growth.
  - While the total amount allocated to CSUSM is pending, much focus will be on mission-critical priorities including affordable housing and increasing compensation to bring staff more in line with market-rate salaries.
  - Integrated Science and Engineering Building: While the design is fully funded, the building is still ranked 3<sup>rd</sup> on the CSU priority list and 1<sup>st</sup> on the academic building list. Securing philanthropic support of \$20 million will demonstrate community support when presenting to the Board of Trustees later this year.
- Recruitment Updates:
  - Government Relations Director: Ryan Maxon has recently been appointed to this role.
  - Senior Director of Military Relations: Sights are set on a new position that will serve as a liaison between campus and the military community in the region.
- Craven Taskforce: The committee is reviewing a final draft of their report. Once provided, our focus will be on how we move forward positively, together.

## Business

**III. Consent Agenda:** Chair Wagner requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Investment Performance and Financial Statements; it was moved by Mr. Monville, seconded by Vice Chair Hersh, and approved by all.

## IV. Annual Meeting Business

- A. Class of 2022 Term Renewal: Chair Wagner requested a motion to approve renewing a three-year term for the Class of 2022 which included: Kyle Casement, Tommy Friedrich, Nathaniel Keifer-Wheals, Taylor Sutherland. The motion was moved by Mr. Wyden, seconded by Vice Chair Hersh, and approved by all. Chair Wagner welcomed them as the incoming Class of 2025.
- B. Appointments
  1. Faculty: Chair Wagner shared that President Neufeldt appointed Raj Pillai and Stephen Tsui to serve a one (1) year term as Faculty Representative.
  2. Student: Chair Wagner shared that President Neufeldt appointed Jasmin Casas to serve a one (1) year term as Student Representative.
  3. Advisory Committee Representation: Chair Wagner shared that President Neufeldt appointed Anthony Jackson to serve a one (1) year term as the Advisory Committee Representative of the inaugural Military Council. The appointment is a non-voting director, that requires a vote by the full Board. Chair Wagner requested a motion to approve Anthony Jackson to serve as the Advisory Committee representative, and a non-

voting director for one (1) year; it was moved by Mr. Monville, seconded by Mr. Wyden, and approved by all.

- C. Prospective Elected Directors: Chair Wagner requested a motion to approve the following people as Elected Directors: Kristin Crellin, Ingo Hentschel P'17, P'20, Damian McKinney, Annie Norviel '08, Brian Reyes and Alisha Wilkins; it was moved by Mr. Monville, seconded by Vice Chair Hersh, and approved by all.
- D. Recruitment of new Directors: With the successful election of Directors, there will be 2 vacancies on the Board. Directors were encouraged to complete the Skills / Attributes / Demographics Survey to self-identify areas they will support the Foundation. The data collected will be utilized to identify opportunities when creating a call for nominations.

**ACTION ITEM:** Foundation Board Directors to self-identify their [skills, attributes, and demographics via the survey provided](#).

- E. Advocacy Committee draft charge: Chair Wagner requested a motion to approve the charge for the Advocacy Committee; it was moved by Mr. Monville, seconded by Dr. Jameson, and approved by all.
- F. Elected Director Assignment: While the Board is aligning with the University's Strategic Plan through the Mission / Vision exercise there is a pause in election of Director assignments.
- A. Annual Signature Items: The annual signature items and documents are available on AGB OnBoard.

1. Conflict of Interest Statement

**ACTION ITEM:** Staff will send the Conflict of Interest Statement to each Foundation Board Director via AGB OnBoard.

2. Confidentiality Agreement

**ACTION ITEM:** Staff will send the Confidentiality Agreement to each Foundation Board Director via AGB OnBoard.

3. Personal Commitments: For those that attended last year's annual meeting, Personal Commitments were handed out at the meeting. For those attending virtually, Commitments will be mailed to you.

**ACTION ITEM:** Staff to mail Personal Commitments to virtual attendees.

4. Expectations for CSUSM Foundation Board Directors: Directors were asked to complete one copy of the Expectations detailing their Personal Commitments and mail it to staff. Staff will place those Commitments in the lock box and return it at the 2023 annual meeting in their sealed envelope. A second copy was provided for Director records.

**ACTION ITEM:** Staff to mail Expectations to virtual attendees.

**ACTION ITEM:** Foundation Board Directors to mail Expectations detailing their Personal Commitments to staff in a sealed envelope.

5. Donor Bill of Rights: A copy was provided via AGB OnBoard.

6. CASE Principles of Practice for Fundraising Professionals at Educational Institutions: A copy was provided via AGB OnBoard.
7. Annual Survey: The annual survey will be administered through AGB OnBoard.

**ACTION ITEM:** Foundation Board Directors to provide their input via the [Annual Survey](#) administered through AGB OnBoard.

**I. Finance and Investment Update:** Mr. Sutherland provided an overview of current market trends as well as:

- A. Endowment Spending Allocations: While previously approved with the recent rise in inflation Mr. Sutherland provided further reasoning for lowering the spending allocation by .25%.
- B. Draft Fiscal Year 2022/23 Budget: After some discussion about the proposed budget, a motion to approve the draft budget for fiscal year 2022/23 was made; it was moved by Vice Chair Hersh, seconded by Mr. Wyden, and approved by all.

**II. Student Update:**

- A. Giving Day Recap: Ms. Aragon provided her final report as the Student Director including many thanks to the Foundation Board and staff for support over her term of service. She concluded with highlights of the success of CSUSM Giving Day as it compares to sister campuses within the CSU system.

**III. Conversation of the Quarter:**

**Mission / Vision and Expectations:** Chair Wagner asked for a motion to approve the Mission / Vision and Expectations. It was moved by Ms. Kreider; seconded by Vice Chair Hersh, and approved by all.

Following the approval, Directors were encouraged to consider including a “why” statement to their bio on the Foundation’s website.

**ACTION ITEM:** Foundation Board Directors to send a “why” statement to staff. Their statement will be added to their bio on the CSUSM Foundation Board [website](#).

As Directors consider their “why” statement, Executive Director Berger provided an overview of three timely and key philanthropic initiatives at CSUSM. Directors were encouraged to consider who in their network could support leveraging the initiatives. Discussion was focused around:

- Social Mobility
- Integrated Science & Engineering Building
- Military Affairs

**IV. Timely Updates from Advancement:** Executive Director Berger provided the following updates:

- A. Fundraising Update: Ms. Berger shared gift commitments vs. cash flow as of June 28, 2022, reflecting a 9.9% increase over FY20/21 and 13.8% increase over FY20/21 respectively.
- B. Toast Success (attachment): The one pagers from A Toast to the Power of CSUSM were provided.
- C. Team Updates: new hires to the team include:
  1. Sr. Prospect Research Analyst: Pete Felix to join University Advancement on July 25.
  2. Director of Planned Giving: P. Vien Walker joined University Advancement in June.
  3. Director of Donor Relations and Stewardship: Kris Vasquez joined University Advancement in March.

V. **Take Away:** At the conclusion of the meeting, Chair Wagner welcomed Ms. Wilkins as a newly Elected Director and asked her to introduce herself.

**Adjournment:** There being no further business, the meeting adjourned at 10:32 am

Minutes submitted by: Donna Day

Dated: June 30, 2022



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Leon Wyden  
Secretary 11/30/2022 10:47 PST