



MINUTES OF THE BOARD OF DIRECTORS OF THE CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION

A California Nonprofit Public Benefit Corporation

December 13, 2023

Directors present: Jessica Berger, Jasmin Casas '25, Kyle Casement '11, Ching-Ming Cheng (virtual), Dan Epstein (virtual), Ingo Hentschel, Emilie Hersh, Carleen Kreider, Damian McKinney, Lou Monville (virtual), President Neufeldt, Annie Norviel '09, Justin Perron, Esther Phahla, Jason Simmons, Taylor Sutherland, Stephen Tsui, and Leon Wyden, Jr.

Directors absent: Kristin Crellin, Tommy Friedrich, Tony Jackson (Advisory Council Director), Nathaniel Keifer-Wheals '09, '21, Simon Kuo, and Steve Wagner (Emeritus Director)

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

Members of the Public: None

Call to Order – 3:04 pm

I. Public Comment – Chair Hersh acknowledged no members of the public in attendance.

II. Welcome, Updates & Announcements – Chair Hersh welcomed all to the meeting. She asked Directors to write thank you notes to recent donors. Chair Hersh welcomed guests Haley Wonsley, University Advancement Communications and Marketing Director, along with Dr. Scott Gross, Associate Vice President of Industry Partnerships and CSUSM faculty fellows including Dr. Carlos Luna Lopez, Matthew Mincey, Dr. Paola Ometto, Judy Opdahl, and Lucy HG Solomon, who will be presenting later in the meeting. Chair Hersh shared that Bob Westfall and Alisha (Wilkins) Franklin have paused their service to the Foundation due to conflicts.

- **Question of the Quarter** – Chair Hersh asked Directors to share their experience partnering with a fellow Director to share their elevator speech describing service on the Board.

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

- President Neufeldt reflected on the growth and development of the Innovation Hub at CSUSM and the University's unique position to center it around social innovation at the nexus of diversity and inclusion.
- The President provided updates on CSUSM's first ever fall commencement anticipating that over 500 students will participate during three ceremonies.
- President Neufeldt shared gratitude for the success of the 9th Giving Day at CSUSM raising nearly \$460,000 in just 24 hours thanks to contributions from over 2,400 donors.

- She commented that the Integrated Science and Engineering building is at the heart of our advocacy and fundraising work as we enter the next campaign. Our students are advocating for a Rec and Wellness Center as well.
- President Neufeldt reflected on the Social Mobility Symposium in October that welcomed CSU Board Chair Wenda Fong, CSU Chancellor Garcia, Dr. Nasser Paydar, assistant secretary of education at the Department of Education, as well as Ben Chida, chief deputy cabinet secretary from the Office of Governor Newsom. There was also a pre-symposium conference in partnership with the Burnham Center for Community Advancement centered on meeting the demands for the mental and behavioral health workforce positioning the University as a thought leader in the region.
- President shared CSUSM is a leader in the state working to fill the urgent need for innovation in developing the workforce of today and tomorrow by working with industry partners and community leaders to develop programs that align with high demand fields. For example:
 - This fall CSUSM launched a new minor in public health, which builds on our master's in public health.
 - In partnership with community colleges, we have a unique transfer pathway where students can enroll concurrently and earn their associate and bachelor's degrees in less time, accelerating their entry into the workforce.
 - We have presented a philanthropic proposal to introduce new accelerated and dual enrollment pathways in the mental health and wellness fields.
 - The CSU Chancellor's Office submitted three proposals to the Governor's Office and two of three are from CSUSM related to Behavioral Health and Software Engineering workforce development.
- Additionally:
 - Music Professor and Department Chair Ching-Ming Cheng was recently inducted into the Steinway & Sons Teacher Hall of Fame for her commitment and passion for teaching piano.
 - Professor of Social Work, Blake Beecher, has secured an impressive \$8 million in grants to provide scholarships, stipends and vital support for our Master of Social Work program. In the last academic year, CSUSM broke a record receiving \$25 million in sponsored research funding.
 - CSUSM was ranked among the top universities for Hispanic/Latinx students according to Hispanic Outlook on Education Magazine. This recognition dovetails with our work to earn the Seal of Excelencia, a national certification that recognizes colleges and universities that serve Latinx students with intentionality.
 - Microsoft published a story for their global audience about CSUSM's efforts to implement a CRM with their product, Dynamics. CSUSM is one of the first universities in the country to use this product to establish a connection with every student along every point of their journey from prospective student to successful graduate.
- President Neufeldt shared her recent honor to present the very first CSUSM Presidential Medal of Honor in memory of former Foundation Board Director, Barbara Mannino, recognizing her achievements and contributions that have made extraordinary progress in the betterment of the University, and the region.

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, Quarterly Report, and revised Gift Fee Policy; it was moved by Mr. Wyden, seconded by Mr. Hentschel, and approved by all.

V. Student Update – Jasmin Casas, '25 provided the following updates:

- Ms. Casas noted appreciation for the staff, faculty and campus facilities supporting students during finals.
- Ms. Casas shared she had the honor of attending the San Diego Business Journal awards where Executive Director Jessica Berger and Foundation Board Director Annie Norviel, '09 were named finalists for Business Woman of the Year.
- The final Student Philanthropy Council (SPC) meeting of the year offered an opportunity to learn about philanthropic fund administration at the University and Ms. Casas shared pride that the SPC scholarship endowment has grown to over \$100,000 in value.
- Ms. Casas shared CSUSM's recent Giving Day success:
 - \$459,638 was raised, the second most ever.
 - 2,410 gifts were received, also the second most ever.
 - 141 funds were supported, a new record.
 - This year 88% of all gifts were less than \$250.
 - The Foundation Board was #1 among all CSUSM boards and advisory councils with 77% participation of making a gift. She noted we do not take this board's support for Giving Day for granted and offered her gratitude.
 - During our nine Giving Days, \$2.9 million has been raised via nearly 15,000 gifts.

VI. Advancement Updates –

- Fundraising Update –
 - Executive Director Berger noted CSUSM's first Giving Day raised \$15,000 and celebrated the growth over the last nine years. CSUSM is projected to have another record-breaking year in philanthropy.
 - Preliminary data from the CSU Chancellor's Office shows the CSUSM Foundation's endowment rate of return for 22/23 when compared to sister CSU campuses and the Chancellor's Office. Our University ranks:
 - 4th in 1-year rate of returns
 - 3rd in 3-year rate of returns
 - 2nd in 5-year rate of returns
 - And for the 3rd year in a row, CSUSM ranked 1st in 10-year rate of returns
- Executive Director Berger remarked on the opportunity to celebrate Barbara Mannino's legacy including a planned gift supporting CSUSM's ACE Scholars Services, Engineering and Military Affairs initiatives and programs.
- Ms. Wyndham shared the foundational work University Advancement leadership and Academic Deans have underway to define philanthropic priorities for each college with the goal of creating a Campaign playbook highlighting philanthropic priorities across campus.

VII. Conversation of the Quarter – Meet the Inaugural Cohort of Innovation Faculty Fellows

- A. Dr. Scott Gross, Associate Vice President of Industry Partnerships, led the Conversation of the Quarter providing an overview of the Innovation Hub and introducing the faculty fellows.
- B. In a resounding affirmation of our commitment to fostering a culture of innovation and entrepreneurial exploration, we proudly unveil the inaugural cohort of the Faculty Innovation

Fellows program, whose guided innovative spirit from 2021 to 2023. This distinguished group stands as a testament to the power of visionary thinking and collaborative endeavor, poised to ignite a dynamic era of transformative change within our academic community and beyond. With unwavering dedication, these leaders will redefine the landscape of innovation. As we introduce this remarkable assembly of minds, we embark on an inspiring journey that heralds a new dawn of creative evolution and impactful engagement.

- C. Dr. Carlos Luna Lopez - Assistant Professor, Biological Sciences
 - o College of Science, Technology, Engineering & Mathematics (CSTEM)
 - o Innovation Project: Development of a face mask with targeted, aerosol-based drug delivery
- D. Matthew Mincey - Lecturer, Nursing
 - o College of Education, Health & Human Services (CEHHS)
 - o Innovation Project: Exploring the Potential of a Mobile Health Clinic
- E. Dr. Paola Ometto – Assistant Professor, Management
 - o College of Business Administration (CoBA)
 - o Innovation Project: Social Enterprises at CSUSM: Creating Opportunities for Social Innovation and for Experimental Learning
- F. Judy Opdahl – Business and Economics Librarian, University Library
 - o University Library
 - o Innovation Project: Entrepreneurial Research and the Embedded Academic Library
- G. Lucy HG Solomon – Associate Professor, Media Design
 - o College of Humanities, Arts, Behavioral & Social Sciences (CHABSS)
 - o Innovation Project: Ocean Biome Box

VIII. Aha Moment –

- Chair Hersh asked Directors to share an 'aha' moment from this meeting or in a recent interaction with CSUSM.

Adjournment – There being no further business, the meeting adjourned at 4:46 pm.

Minutes submitted by: Christa Koen

Dated: December 13, 2023



Leon Wyden
04/23/2024 15:12 PDT

Secretary