



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

A California Nonprofit Public Benefit Corporation

October 27, 2022

Directors present: Jessica Berger, Jasmin Casas '25, Kyle Casement '11, Kristin Crellin (virtually), Dan Epstein (virtually), Tommy Friedrich (virtually), Ingo Hentschel, Emilie Hersh, Nathaniel Keifer-Wheals '09, '21 (virtual), Carleen Kreider, Barbara Mannino, Damian McKinney, Lou Monville (virtually), President Neufeldt, Annie Norviel '09 (virtually), Raj Pillai, Brian Reyes (virtually), Jason Simmons, Taylor Sutherland (virtually), Stephen Tsui, Steve Wagner and Leon Wyden

Directors absent: Tony Jackson (Advisory Council Director), Simon Kuo, Esther Phahla, Jack Raymond (Emeritus Director) and Alisha Wilkins

Guests present: Margie Newman Tsay

Optional – *An opportunity to network with fellow Board Directors was offered prior to meeting.*

- I. **Welcome, Updates & Announcements** – Chair Wagner welcomed all to the meeting and encouraged Directors to continue participating in engagement opportunities. Prior to the meeting, a [slide show](#) providing a glimpse of engagement opportunities from the past quarter. He also referenced the success of several past Friends Events that are helping to invite new friends to the university, and many more coming in 2023.
 - Welcome New Directors, sharing a 1-minute introduction: Chair Wagner asked each new Director to introduce themselves:
 - [Jasmin Casas](#), '25: Student Representative, CSUSM Foundation
 - [Kristin Crellin](#): Senior Vice President, SchoolsFirst Federal Credit Union
 - [Ingo Hentschel](#), P'17, P'20: Senior Vice President & Region Manager CA, Cox Communications
 - [Damian McKinney](#): Principal & Managing Director, Avison Young
 - [Annie Norviel](#), '09: Audit Partner, Moss Adams
 - [Raj Pillai](#): Faculty Representative, CSUSM Foundation, Professor, Management College of Business Administration, CSUSM
 - [Brian Reyes](#): Senior Vice President of Higher Education, C&W Services
 - [Stephen Tsui](#): Faculty Representative, CSUSM Foundation, Associate Professor and Chair of Physics College of Science, Technology, Engineering, and Mathematics, CSUSM
 - [Alisha Wilkins, Ph.D.](#): Owner, Hera Hub Temecula deferred due to absence.
 - Fundraising and Campaign Priorities: As Board Directors and champions of the University's priorities, Chair Wagner reminded the Directors that this is a fundraising Board. He

encouraged his fellow Directors to lead by example. While discussing camping planning with President Neufeldt, Jessica Berger and Dan Epstein, Chair Wagner identified with Social Mobility and provided foundational support.

- Another priority seeking critical fundraising support is for the Integrated Science and Engineering building. To catapult those efforts Mr. Epstein is offering an opportunity to join forces with him to support the Integrated Science and Engineering building with a challenge to the Board. Ms. Berger reviewed the challenge with the Board and Directors are requested to consider how they will support these efforts.

ACTION ITEM: Directors to share with Ms. Berger how they will support the challenge match to catapult the fundraising efforts around the Integrated Science and Engineering building.

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

- Friends Events: President Neufeldt shared gratitude to Mr. Epstein, Chair Wagner, Vice Chair Hersh and others for hosting Friends Events to help share the story of CSUSM.
- Coalition of Urban and Metropolitan Universities: As a member of the executive committee, President Neufeldt participated in the annual conference in San Diego
- Integrated Science & Engineering Building: While still number 3 on the CSU's buildings to build list, and number 1 on the academic building list, the university is leveraging the philanthropic support needed to help share the story about growing capacity to serve the region and build a diverse talent pipeline.
- Affordable Housing: Campus just received \$91 million in state support to build affordable housing with a dining component.
- Childcare Grant: Campus was recently awarded a four-year \$3 million grant that will cover childcare fees on a sliding scale based on need at the on-campus childcare facilities.
- Military: Focusing on the military-connected students, who make up 12% of our student population, a military roundtable discussion was held in August to discuss next steps in creating a military liaison role.
- Kudos to share:
 - At the annual All People's Celebration last Thursday the President's Student Champion Award for Inclusive Excellence and Diversity was awarded to One Reks, a double major in sociology and women, gender and sexuality studies who helped advance an LGBTQA-friendly roommate matching initiative; served as a student mentor to our new tenure-track faculty as a part of the New Faculty Institute; and used TikTok to showcase paths and elevators on campus that can help physically disabled students get around easier... truly an inspiration.
 - At the last CSU Board of Trustees meeting, Johnathan Rodney received the Trustees' Award for Outstanding Achievement, the CSU's highest recognition for a student. Johnathan is a student vet majoring in biochemistry who served for 5 years as a Navy hospital corpsman and currently volunteers with a nonprofit that helps children with disabilities and vets with PTSD.
 - Drs. Ana Hernandez and Annette Daoud, both professors in the school of education, were just awarded a five-year, \$3 million grant from the U.S. Department of Education that will allow them to continue and expand their work to improve the instruction of English learners in our region.
 - Physics Professor, Dr. Gerardo Dominguez, received a three-year, \$1.2 million grant from NASA that will allow him to analyze samples from a mission to a near-Earth

asteroid and try to find answers to some of the biggest questions about the origins of planetary bodies and life in the solar system.

- Biological Sciences professor, Dr. Bianca Mothé, was among a team from CSUSM who were awarded a \$3 million, five-year grant from the California Institute for Regenerative Medicine (CIRM) to further our work to prepare our students for careers in regenerative medicine
- Dr. Sean Newcomer's surfing and wetsuit research in the Department of Kinesiology was featured in the *New York Times*.
- *The Washington Post* had an article that featured the research of Dr. Dustin Calvillo related to the psychology of fake news.

III. Consent Agenda – Chair Wagner asked if there were any items to remove from the consent agenda. Ms. Kreider requested a discussion around the Investment Performance. Chair Wagner removed Investment Performance from the consent agenda and requested a motion to approve the remaining items which included the previous meeting minutes, Committee Reports, Financial Statements and updates to the Investment and Distribution of Endowment and Similar Funds Policy Statement; it was moved by Vice Chair Hersh, seconded by Ms. Kreider, and approved by all.

Chair Wagner opened the floor to Ms. Kreider's inquiry about the Investment Performance. Mr. Sutherland, Chair of the Finance and Investment Committee, provided an overview of the endowment and the Investment Policy Statement. After much discussion, Chair Wagner asked for a motion to approve the Investment Performance; it was moved by Ms. Kreider, seconded by Mr. Simmons and approved by all.

IV. Student Update – Ms. Casas provided her report including:

- Students are happy to be back on campus.
- Student Philanthropy Council (SPC) has met twice this semester. Kris Vasquez, Director of Donor Relations and Stewardship was a guest speaker at one of the meetings sharing the role donor relations and stewardship in University Advancement.
- Several SPC members volunteered at the Taste of Rancho Santa Fe event, which resulted in the Rancho Santa Fe Rotary Club providing a philanthropic gift to support the Student Philanthropy Endowed Scholarship.
- Ms. Casas reminded all that CSUSM Giving Day is on November 29th and that tomorrow (October 28) is the last day to let staff know about plans to make an advanced gift for support.

ACTION ITEM: Directors to share their advanced gift support of CSUSM Giving Day with staff.

V. Annual Survey Executive Summary – Chair Wagner deferred the review of the Executive Summary of the Annual Survey for off-line review.

ACTION ITEM: Directors to review the Executive Summary of the Annual Survey.

VI. Advancement Updates – Chair Wagner deferred the review of the Advancement Updates for off-line review.

ACTION ITEM: Directors to review the Advancement Update.

VII. Conversation of the Quarter: Story Telling Workshop – Margie Newman Tsay of [Intesa Communications Group](#) led the Board in a discussion and workshop on storytelling.

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

Minutes submitted by: Donna Day

Dated: October 27, 2022



Leon Wyden
~~12/14/2022 15:32 PST~~
Secretary