

CSUSB FOUNDATION

Building a Culture of Philanthropy

CSUSB Philanthropic Foundation Board Meeting

Meeting Minutes

Wednesday, September 11, 2024

4:00 – 6:00 pm

Zoom: <https://csusb.zoom.us/j/85352780828>

Members Present: Monica Alejandre, Debbie Brown, Jerrold Coakley, David Dufault-Hunter, Carson Fajardo, Grace Garner, Natalia Hale, Rod Hendry, Cole Jackson, Nefertiti Long, Heidi Marshall, Gary McBride, Matthew Mena, Rafik Mohamed, Lou Monville, Dr. Tomás D. Morales, Kevin Morningstar, Robert Nava, Paz Olivérez, Robin Phillips, Diego Rendon, William Stevenson, Shanthi Srinivas, Becky Sumbera, Sam Sudhakar, Steve Vivian, Ellen Weisser

Members Absent: Lauren Bruggemans, Dorothy Chen-Maynard, Mustafa Milbis, Manish Patel, Elise Traynum, Kiana Webb

Guests: Haakon Brown, John Gutierrez, Latia Harris, Dora Mejia, Jessica Rivera, Ray Watts, Crystal-Wymer Lucero, Marisa Yeager

Welcome and Call to Order

Chair William Stevenson called the Board of Directors meeting to order at 4:04 p.m. and introduced new Board members.

Approval to accept the agenda for the Board of Directors meeting. (Long/Hendry/Unanimous)

Motion Passed

The minutes of the June 5, 2024, Board of Directors meeting was reviewed and approved without objection. (Monville/Long/Unanimous)

Motion Passed

The consent agenda include the following items:

- Report from the Advocacy and Community Relations Committee
- Report from the Alumni Association Board
- Report from the Audit Committee
- Report from the Membership Committee
- Report from the Philanthropy Committee

University Report

President Morales introduced David Dufault-Hunter, Vice President of Strategic Enrollment Management and Marketing and discussed ongoing initiatives for the strategic plan. He also shared his excitement for the upcoming opening of the Staff Enrichment Center and encouraged everyone to attend the grand opening as well as the grand opening for the Alumni Center.

President Morales presented the Wall Street Journal ranks; where CSUSB ranked high for Student Experience, Best Value, Best Colleges and Best Salaries and thanked everyone for their team effort. Additionally, President Morales discussed the projected budget deficits for 2024-25 and 2025-26 throughout the CSU system.

Student Life Report

ASI President Carson Fajardo provided an update on student life. Fajardo announced the success of Coyote Fest on May 3rd, which had 6,000 guests in attendance making this the largest event for ASI. He discussed the 2-day new student orientation held over the summer and mentioned this has been instrumental for student life. Fajardo also discussed the success of several other events on campus which helped engage nearly 9,000 students with campus life. Fajardo concluded by highlighting CSUSB's role in hosting the CSUnity conference over the summer. The event brought together student governments from all 23 CSU campuses, with 150 ASI student leaders in attendance, along with CSU Chancellor Mildred García and Board of Trustees Chair Jack B. Clarke Jr.

Director's Report

Executive Director Robert Nava discussed the projected use of state funding for the capital renovation project of the MSPA building and future plans of establishing an endowment for the MSPA program. He also provided an update on the partnership with Lviv Polytechnic University, announcing that CSUSB hosted 14 Ukrainian female students over the summer, who studied entrepreneurship at JHBC. As part of their program, the students spent four days in Washington, D.C., where they met with congressional members and explored the capital, learning about the U.S. Constitution and governmental structure.

Nava explained a change in the agenda, noting that Dr. Tony Coulson, Executive Director of the Center for Cyber and AI, would be rescheduled for a future in-person meeting.

Additionally, Nava provided an overview of the Board Orientation held on August 21st for new members, where they reviewed the Foundation's mission, purpose, history, structure, and the investment process for endowments. Nava also briefly discussed the plan for conducting a board assessment. He concluded by encouraging both new and existing board members to join a subcommittee.

Campaign Progress

Raymond Watts, Associate Vice President for Philanthropic Giving, provided an update on the campaign's progress, emphasizing that the primary goal for the CSUSB Office of Philanthropic Giving over the next two years is to surpass the \$70 million goal for the comprehensive campaign. He proudly shared that \$50 million has already been secured, along with 7,000 donors reached toward the 10,000-donor goal.

Watts also briefed the board on the "Take a Seat" campaign and presented the strategic plan for promoting seat sales. He concluded by encouraging board members to not only purchase seats but to support the initiative by sharing this naming opportunity on social media.

Committee Report – Investment Committee

Gary McBride, Chair of the Investment Committee, presented the investment committee report. As of June 30, the total value of the endowment portfolio was approximately \$57.8 million, with a 1.3% quarterly return and an 11.5% return over the past year. McBride also provided an update on the RFP process including the different financial structures and announced that the Investment committee would meet again to discuss further before making their selection.

New Business

Board Resolutions for Contract and Banking Authority

Approval to accept the Resolutions of the Board of Directors. Monica Alejandre, Associate Vice President for Advancement Operations and Board Secretary presented the board resolutions for contract and banking authority. Alejandre requested to remove the signing authority of Dr. Douglas R. Freer and further resolved that Robert J. Nava and Samuel Sudhakar are fully authorized and empowered to execute on behalf of the Foundation for as long as they serve as Executive Director or Vice President. (Weisser/Monville/Unanimous)

Motion Passed

2024-25 Annual Budget

Alejandre presented the final 2024-25 Foundation budget.

Approval of the 2024-25 CSUB Philanthropic Foundation Budget. (Weisser/Long/Unanimous)

Motion Passed

Campus Safety and Emergency Preparedness

John Gutierrez, Chief of Police, provided the board with an overview of the University Police Department, emphasizing their increased campus presence and visibility and community involvement, including participation in over 150 events in 2024. He was pleased to announce that CSUSB holds the distinction of having the second-lowest crime rate among all CSU campuses. Additionally, Chief Gutierrez discussed the department's ongoing efforts to achieve IACLEA (International Association of Campus Law Enforcement Administrators) accreditation to continue to strengthen ties within the university community. Chief Gutierrez ended his presentation by introducing Dr. Dora Mejia, Manager for Emergency Management & Business Continuity and her presentation on emergency management. Dr. Mejia introduced CSUSB's enhanced Emergency Operation Plan, outlining detailed procedures for evacuations and responses to natural and manmade disasters at both the San Bernardino and Palm Desert campuses. Dr. Mejia also discussed ongoing training for building marshals, EOC responding staff, as well as the President and his Cabinet. Dr. Mejia concluded by discussing her efforts to collaborate with local city law enforcement to enhance campus safety, as well as her continued involvement in campus events.

Open Discussion

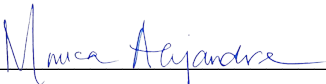
Robin Phillips thanked the President and the Cabinet for their commitment to helping open the Staff Enrichment Center and invited board members to attend the grand opening.

Chair Stevenson made one last invitation to the Alumni Center grand opening on September 18th, as well as an invitation to Homecoming on October 26th.

Stevenson expressed gratitude to the board for their continued active support of the Foundation and the University. The next board meeting is set for Wednesday, December 4, 2024, via zoom.

The meeting adjourned at 6:14 p.m.

Approval of Minutes
CSUSB Philanthropic Foundation
Board Meeting
September 11, 2024
Zoom: <https://csusb.zoom.us/j/85352780828>

Signature: _____  _____ Date: 09/11/2024

Print Name: Monica Alejandre

Board Position: Secretary