

SAN FRANCISCO STATE UNIVERSITY FOUNDATION

Board of Directors Meeting
Thursday, June 20, 2019
Seven Hills Conference Center
San Francisco State University

Board Meeting Minutes

IN ATTENDANCE

K. Brandon	Vice-Chair	J. Wilson	Director/CFO and VP, Admin & Fin., SF State
L. Bridges	Director	L. Wong	Director/President, SF State
D. Corvin	Director		
D. Endo	Director		
N. Fudem	Director		
T. Griggs	Director (via phone)		
J. Gumas	Director		
M. Huss	Director		
C. Johansson	Secretary & Treasurer		
J. Marcus	Director		
D. Nasser	Director		
M. Rosenbaum	Director		
T. Safford	Chair		
D. L. Simon	Director (via phone)		
R. Stanley	Director		
C. Smith	Director		
V. Thompson-Ramsay	Foundation President, VP/Univ. Advancement (Interim), SF State		

ABSENT AND EXCUSED

V. Anicetti	Director
W. L. Brown, Jr.	Director
G. Cosko	Director
V. Dolcini	Director
S. Gen	Director
H. Myers	Director
N. Nobari	Director
D. O'Donnell	Director
W. Rose	Director
D. Serrano Sewell	Chair
D. Simmons	Director
J. Summit	Director/Provost, SF State

OTHERS PRESENT

G. Enriquez	IT Coordinator, University Advancement Services, SF State University
C. Grutzik	Dean, Graduate College of Education, SF State University
T. Frank	Interim Associate Vice President, University Development, SF State University
L. Hong	Vice President for Student Affairs and Enrollment Management, SF State University
Y. Khan	Associate Director of Donor Relations, SF State University
N. Lange	Executive Director, Office of University Events & Protocol, SF State University
V. Lee	Sr. Director, Finance and Operations, SF State University and Director of Finance, SF State University Foundation
N. Lim-Tepper	Director, Government & Community Relations, SF State University
G. Mallimson	Director of Development Communications & Donor Relations, SF State University
S. McLaughlin	Foundation Legal Counsel and Associate Attorney, Adler & Colvin
E. Shindledecker	Sr. Research Analyst, Office of Institutional Research, SF State University
J. Sobol	Manager, University Events, SF State University
S. Sujitparapitaya	Associate Provost, Institutional Analytics, SF State University
L. Way	Dean of Undergraduate Education and Academic Planning, SF State University
Y. Wong	Interim Dean of the College of Business, SF State University
P. Wong	First Lady, SF State University

MEETING CALLED TO ORDER

Chair Safford called the regular meeting of the Board to order at 3:41 p.m. Safford began the meeting by congratulating the directors who were re-elected to the board and thanked them for their continued support during the transition to a new University President.

REVIEW OF AGENDA

Chair Safford asked the board to review the regular meeting agenda, which was provided in the board packet and was distributed in advance of the meeting. He asked if there were any changes to the agenda of which there were none. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board accepts the agenda for the June 20, 2019 board meeting.
Motioned by: Mary Huss Seconded by: John Gumas Motion: Passed

APPROVAL OF CONSENT AGENDA

The board reviewed the consent agenda, which included the March 24, 2019 board meeting minutes. In addition, the consent agenda included proposed board meeting dates for FY2019-2020.

On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the consent agenda, including the March 24, 2019 board meeting minutes and schedule for the FY2019-2020 board meeting dates, as prepared.
Motioned by: Dana Corvin Seconded by: Kimberly Brandon Motion: Passed

PURPLE & GOLD NUGGETS

Vice-Chair Kimberly Brandon presented an update on the following outstanding accomplishments on campus:

Board member Mary Huss had been appointed incoming chair for the Bay Area Council, a public policy advocacy group dedicated to promoting and maintaining the economic health of the region. Her post would begin in summer 2019.

Students from the Apparel Design and Merchandising program hosted KALEIDOSCOPE, a fashion show that focuses on pushing fashion boundaries by showcasing diverse and inclusive apparel. ABC7 ran a TV segment covering the 24th annual event.

Associate Professor of Latina/Latino Studies Jeff Duncan-Andrade was named the 2019 Brock International Prize in Education Laureate. The award is bestowed annually on an innovative educator chosen from an international field of nominees.

SF State students put on a strong showing at the 33rd annual CSU Student Research Competition where three of the 10 Gators in the competition came in first in their category, putting SF State in a four-way tie for first-place winners among all CSUs. Two more SF State students placed second.

Former cinema student Samuel Crossley was part of the Academy Award-winning team behind the mountain-climbing documentary "Free Solo."

School of Music Professor Jassen Todorov was one of the winners of the 2018 Smithsonian Photo Contest. Todorov won in the American Experience category with an aerial photo depicting the aftermath

of the 2017 wildfires in Santa Rosa.

Finally, SF State announced the appointment of two new deans - Amy Sueyoshi as dean of the College of Ethnic Studies and Carmen Domingo as dean of the College of Science & Engineering. Both are the first women to serve in their respective roles.

SAN FRANCISCO STATE UNIVERSITY UPDATE

President Wong presented director Judy Marcus with a framed commendation from the CSU for her generous philanthropic support of the University. He mentioned that Judy and George Marcus was unable to attend the CSU Board of Trustees meeting in May to receive the commendation directly from the Chancellor. Wong also presented Judy with a Letter of Commendation from Governor Gavin Newsom.

President Wong provided a brief update on the April 4th, 2019 BOLD Thinking campaign event. He said the event was a success with nearly 400 SF State supporters, faculty, staff and students in attendance to celebrate the University and the campaign. Wong also mentioned that the Marcus and Larsen gifts were publicly announced that evening and on May 21, 2019, as part of the Larsen gift to SF State, the CSU Board of Trustees approved the plan to name the College of Business the “Lam Family College of Business” – the first naming of a college on campus.

Wong mentioned that the CSU budget for FY19-20 included a permanent line item for Project Rebound, a program initially launched on the SF State campus. Wong said Project Rebound had expanded from nine campuses to 13 or 14 and it was an honor to see the \$3.3 million budget line item for this out of the State’s general fund on a recurring basis.

President Wong mentioned that Lynn Mahoney will serve as the next president of San Francisco State University (SFSU). He said Mahoney currently served as provost and vice president for Academic Affairs for California State University, Los Angeles. Wong said Mahoney became the 14th president of SFSU and the first woman appointed to serve in the role in a permanent capacity. Wong said Mahoney would join the campus in her new capacity on July 15. He said she earned a bachelor’s degree in American Studies from Stanford University and a Ph.D. in history from Rutgers University.

President Wong gave an update on the SF State Athletic programs and the success of the spring sports programs, especially the women’s Track and Field team who won the CCAA Championship! He said both baseball and softball programs qualified for post-season play and both beat UCSD, which was a historic achievement for our program.

Wong also reported that the May 28th Commencement was the largest graduating class ever in SF State’s history with House Speaker, Nancy Pelosi as Commencement speaker. Wong thanked everyone for their participation in making that a wonderful event for our graduates and their families.

Wong also mentioned that the “Forty Years & More: International Conference on Iranian Diaspora Studies” at the end of March 2019 was a big success and Dr. Persis Karim deserved a lot of credit for this event, which drew scholars from across the country.

Wong mentioned that he and First Lady, Phyllis, wanted to thank the board for their support over the past seven years. He mentioned the generous transformative gifts from George and Judy Marcus and Chris Larsen. Wong said the Foundation’s endowment value had doubled and SF State set the standard for fossil fuel divestment. He also mentioned he was appreciative of the support of the SF Giants.

EXECUTIVE COMMITTEE REPORT

Richard J. Barry Trust

Foundation legal counsel, Shirley McLaughlin introduced BOD Resolution #062019-1 to approve an exception to the quasi-endowment policy and direct a portion of the gift for current use for the Richard J. Barry Revocable Trust. The Barry Trust was a revocable trust in which 85% of the remainder trust was originally distributable to the University Corporation to support the Art Department. The University directed the Trust distribution of more than \$2 million in 2019 to the Foundation for ongoing management as a quasi-endowment fund in accordance with the Foundation's policy. McLaughlin mentioned that the Dean of the College of Liberal and Creative Arts requested that 10% of the gift or \$200,000 be made available for current discretionary use for programmatic enhancements, facility and equipment renewal/renovation and student scholarships. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board adopts BOD Resolution #062019-1 to approve an exception to the quasi-endowment policy and direct \$200,000 of the gift for current use for the Richard J. Barry revocable trust endowment.

Motioned by: Kimberly Brandon Seconded by: Don Nasser Motion: Passed

Endowment Establishment & Administration Policy

McLaughlin referred board members to the revised Endowment Establishment and Administration Policy with an effective date of June 20, 2019. The policy was updated to reflect that the board delegated authority to the Executive Committee to approve the establishment of quasi-endowments at their regular meetings. The distribution or spending policy within the Policy was also changed to pay out annually based on 4% of a 12-quarter moving average market value as of December 31 of each year. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves amendment of the Endowment Establishment and Administration Policy delegating authority to the Executive Committee to quasi-endow gifts and to change the endowment spending policy to a 12-quarter moving average of the endowment market value as of December 31st.

Motioned by: Judy Marcus Seconded by: Camilla Smith Motion: Passed

Resolution of Appreciation

McLaughlin and Thompson-Ramsay directed the board to BOD #05312019-1 Resolution of Appreciation for Dr. Leslie E. Wong, which outlined his accomplishments as President of the University and his service with distinction as a representative to the San Francisco State University Foundation Board of Directors. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the motion to adopt the Resolution #05312019-1 Resolution of Appreciation for Dr. Leslie E. Wong.

Motioned by: John Gumas Seconded by: Camilla Smith Motion: Passed

Campaign Update

John Gumas, Chair of the Campaign Cabinet & Development Committee, gave the campaign update. Gumas said an anonymous bequest of \$1.2 million to support the College of Education had just been

made to the Foundation by a couple who were business owners in San Francisco. Gumas said the gift was a sign of appreciation to all the San Francisco State students who frequented the couple's furniture store over the years. Gumas said that with this gift, \$140.3 million had been raised toward our \$150 million campaign goal. This was 94% of goal.

Gumas said that of the total raised, approximately 36% was for current use – while 16% had been raised in planned gifts. Gumas said most of the funding to date, about \$81M, is from alumni. Foundations and other organizations have granted about \$27M, with corporate support at more than \$11.2M. And, friends of the university have given more than \$19.6M.

In May, the BOLD Thinking campaign solicitation appeal (origami) was sent to approximately 12,500 alumni and friends to ask them to join the campaign by making their gift. In less than a month, this appeal has raised nearly \$20,000 with over 154 gifts, to date. Additionally, we've had one individual who has indicated to us that they have named SFSU in their planned giving. We also have individuals increased their last gift. Three additional email blasts are scheduled to go out in the upcoming weeks, encouraging alumni and friends to make their campaign gift before the fiscal year ends on June 30. As a result of the traction on gifts, we have met and exceeded the SF State Fund fundraising goal by 101.2%.

Our team of volunteers, university leaders, faculty and development staff have already secured more than \$58.3M in gifts and pledges to date for this fiscal year that began July 1, 2018!

Gumas mentioned that the College of Business and the College of Liberal and Creative Arts were the top two colleges for fundraising. Gumas thanked George and Judy Marcus for their "game-changing" donations.

The campaign has attracted 7,500 first time donors, created 120 new scholarships, 7 new endowed chairs and increased the overall endowment pool by 208%.

Gumas reflected on the Board Advance meeting in Half Moon Bay three and a half years ago where President Wong cheered the board on to pursue this comprehensive campaign and we are at 94% of goal!

Conflict of Interest Form

Board members are kindly asked to please return their Conflict of Interest Forms to Caroline Johansson before the end of June.

COMMITTEE REPORTS

Safford reminded directors that committee reports were included in their packets. He asked them to review and forward questions to Venesia Thompson-Ramsay.

SENIOR EXIT SURVEY

Thompson-Ramsay introduced Emily Shindlecker, Senior Research Analyst in the Office of Institutional Research, who was responsible for administering and analyzing university-wide surveys, conducting in-depth statistical analysis, designing engaging data visualizations and infographics, as well as training and supervising graduate research assistants.

Shindlecker presented the 2018 Senior Exit Survey results to the Board and audience. She said the Senior Exit Survey was administered on an ongoing basis to undergraduate students just prior to completing their application for graduation and analyzed on an annual basis. Shindlecker said the University collected a total of 6,241 usable responses for the 2018 survey. She said the Survey instrument

contained 33 items, covered 6 dimensions, and was intended to explore students' academic and co-curricular experiences at San Francisco State.

Some questions that came up during the presentation related to the availability of counseling in the area of participants' majors. Lori Beth Way, Dean of Undergraduate Education and Academic Planning, mentioned improvements made in this area such as the addition of 25 professional advisors to help students reach graduation. She said the average time to degree had increased to 5 years due to an increased number of part-time students who needed to work during regular school hours. She said there was a larger amount of transfer students coming in from community colleges as well.

UPDATES ON LAWSUITS

President Wong provided some information on pending and recently-settled lawsuits. He said there were less lawsuits currently than the past two years. Wong also mentioned an audit of Parking and Transportation revenue across some CSU campuses – SF State was not part of that audit – which painted the CSU in a negative light. He said the Chancellor's Office had prepared a response to clarify some of the misstatements in the audit. Wong also mentioned that the CSU was doing an internal analysis of admissions practices on each of the 23 campuses – especially around Athletics – in the wake of the college admissions scandals.

IMPLEMENTATION OF VOLK SETTLEMENT AND PROGRESS OF CAMPUS CLIMATE GOALS

President Wong turned over the discussion to Luoluo Hong, Vice President of Student Affairs and Enrollment Management, to speak about Campus Climate Initiatives and the terms/status of the Volk Settlement.

Hong mentioned that the [Campus Climate Assessment Project](#) would help serve as a needs assessment effort to guide priority setting for the new Division of Equity and Community Inclusion. Hong then touched on each of the services/support for the diverse student body:

- [Asian American & Pacific Islander \(AAPI\)](#)
- [Black Unity Center](#)
- [Dream Resource Center](#)
- [Office of Diversity & Student Equity](#)
- Interfaith and Intercultural Programs
- Latinx Student Services Workgroup
- Pride Center Workgroup
- [Cal Fresh Clinic](#)
- [Gator Grub Program](#)
- [Feed a Gator Program](#)

Hong outlined the elements of the Volk and Kern v. CSU settlement and the four-year timeframe to complete the terms of the settlement. She said one of the first items was to issue a public statement regarding Volk and Kern v. CSU and Mandel v. CSU. Hong said the settlement brought an end to what had been a very emotional and challenging issue for all parties involved. She said the agreement built on several activities and strategies already underway at SF State to improve campus climate and encourage more vigorous dialogue on issues of import to our diverse campus constituents. She said the agreement also reflected SF State's ongoing commitment to recognizing and safeguarding the rights of all community members - including Jews - to practice their religion, express their viewpoints, and participate in University-sponsored activities.

Hong said that consistent with, and to further promote, this principle of inclusion, the University would invest \$200,000 to promote viewpoint diversity and foster equity on the basis of religious identity. She said the investment would supplement the many programs SF State had implemented in the areas of diversity, social justice, and campus climate in the last several years, including:

- Revision of University Executive Directive 89-13 regarding time, place and manner (completed Fall 2017); establishment of a standing Time, Place and Manner Policy Committee (inclusive of members from all cabinet areas); and ongoing training regarding time, place and manner policy enforcement.
- Founding of the new Division of Equity & Community Inclusion (Fall 2017), to more proactively promote equity, inclusion, social justice and a positive campus climate, for all students and employees, regardless of their identities or background. The Division has been resourced with new staff and operational funding, as well as assigned space on campus in a central location.
- Implementation of a comprehensive Campus Climate Assessment Project (started Spring 2018), with support from Rankin & Associates – the consultants who conducted a similar survey project for the University of California. Results of this Project, which will be released in April, will guide programs, priorities, and practices for the future.
- Establishment of a new program, Interfaith & Intercultural Programs (Fall 2018), under the auspices of the Division of Equity & Community Inclusion, to include two new positions that were advertised earlier this year: Jewish Student Life Coordinator and Muslim Student Life Coordinator.

Hong encouraged the Board to reference climate.sfsu.edu for the latest campus climate updates and reports.

President Wong spoke about events on campus to introduce President-designate Mahoney to the campus community. Wong said there were many interim positions that needed to be filled and there were challenges with retention due to housing and cost of living issues. He mentioned we must get creative around student housing and that he was glad for the support of Governor Newsom.

Chair Safford presented President and Mrs. Wong with their Foundation board name plates as a token of appreciation for their service.

ADJOURNMENT

Chair Safford asked for a motion to adjourn the meeting. Don Nasser moved to adjourn the meeting; Kimberly Brandon seconded it. There being no further business, Chair Safford adjourned the meeting at 5:07 pm.

Dated: June 20, 2019

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Caroline Johansson, Secretary