

**SAN FRANCISCO STATE UNIVERSITY FOUNDATION**

Board of Directors Meeting  
Thursday, December 12, 2019  
Seven Hills Conference Center  
San Francisco State University

**Board Meeting Minutes**

**IN ATTENDANCE**

K. Brandon	Vice-Chair	J. Summit	Director/Provost, SF State
G. Cosko	Director (via phone)	V. Thompson-Ramsay	Foundation President,
D. Endo	Director		VP/Univ. Advancement
N. Fudem	Director		(Interim), SF State
S. Gen	Director	J. Wilson	Director/CFO and VP,
J. Gumas	Director		Admin & Fin., SF State
C. Johansson	Secretary & Treasurer		
L. Mahoney	Director/President, SF State		
J. Marcus	Director		
H. Myers	Director (via phone)	V. Anicetti	Director
D. Nasser	Director	W. L. Brown, Jr.	Director
M. Rosenbaum	Director	L. Bridges	Director
T. Safford	Chair	D. Corvin	Director
D. Serrano Sewell	Immediate Past Chair	V. Dolcini	Director
D. Simmons	Director (via phone)	T. Griggs	Director
D. L. Simon	Director	M. Huss	Director
C. Smith	Director	N. Nobari	Director
R. Stanley	Director	D. O'Donnell	Director
		W. Rose	Director

**ABSENT AND EXCUSED**

**OTHERS PRESENT**

B. Ashton	Graduate Associate, MPA Student, SF State University
M. Beeler	Interim Associate Vice President, Strategic Marketing & Communications, SF State University
M. Behrens	Sr. Director of Development, College of Science & Engineering, University Development, SF State University
S. Clavier	Dean of Graduate Studies, SF State University
M. Dollinger	Professor/Author, Jewish Studies, College of Liberal & Creative Arts, SF State University
C. Domingo	Dean, College of Science & Engineering, SF State University
R. Ellenport	Partner, Isaacson, Miller
B. Feinberg	Sr. Director, of Development, College of Liberal & Creative Arts, SF State University
D. Fierberg	Director of Development, GCOE and Athletics, University Development, SF State University
D. Glassman	Associate Vice President for Student Life & Dean of Students, SF State University
A. Harris	Dean, College of Liberal & Creative Arts, SF State University
A. Jung	Professor of Finance, College of Business, SF State University
S. Kelton	Director of Planned Giving, University Development, SF State University
Y. Khan	Associate Director of Donor Relations, University Development, SF State University
A. Kim	Data Integrity Coordinator, University Advancement, SF State University
N. Lange	Associate Vice President, 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
M. Nungaray	Executive Director of Development & Campaign Operations
G. Mallimson	Director of Development Communications & Donor Relations, University Development, SF State University
J. Moed	Sr. Director, Corporate & Foundation Relations, University Development, SF State University
S. McLaughlin	Foundation Legal Counsel and Associate Attorney, Adler & Colvin
J. Minato	Associate Director of Development, College of Science & Engineering, University Development, SF State University
K. Mudle	Administrative Assistant, Office of the Vice President, University Advancement, SF State University
T. Mullaney	Director of Planned Giving, University Development, SF State University
M. O'Brien	Sr. Director of Development Research and Prospect Management, University Development
M. Petersen	Assistant to the Vice President, University Advancement
N. Lim-Tepper	Director, Government & Community Relations, SF State University
S. McLaughlin	Foundation Legal Counsel and Associate Attorney, Adler & Colvin
A. Pamuk	Professor of Urban Studies and Planning/Director, Applied Housing Research Initiative
A. Rouah	Interim Associate Vice President, University Development, SF State University
A. Sanchez	Director of Development, College of Ethnic Studies, University Development
J. Sobol	Manager, University Events, SF State University
J. Streicker	Director, Corporate & Foundation Relations, University Development
A. Todd	Director of Development, College of Liberal & Creative Arts, University Development

### **MEETING CALLED TO ORDER**

Chair Safford called the Board meeting of December 12, 2019 to order at 3:10p.m. Safford welcomed the speakers and guests. He introduced Marc Dollinger, the author of *Black Power, Jewish Politics: Reinventing the Alliance in the 1960's*, a book given to Board members at this meeting. Copies of the new SF State magazine featuring our new President, Dr. Lynn Mahoney, were also presented to the Board and guests.

### **REVIEW OF AGENDA**

Chair Safford asked the board to review the 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 December 12, 2019 board meeting.

Motioned by: Judy Marcus      Seconded by: Kimberly Brandon      Motion: Passed

### **APPROVAL OF CONSENT AGENDA**

The board reviewed the consent agenda, which included the September 11, 2019 board meeting minutes. 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 September 11, 2019 board meeting minutes, as prepared.

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

### **PURPLE & GOLD NUGGETS**

Vice-Chair Kimberly Brandon presented an update on the following outstanding accomplishments on campus, as part of her “Purple & Gold Nuggets” Report:

Alumnus Dennis O’Donnell, an Emmy-winning sports director at KPIX-Channel 5 in San Francisco, is teaching a sports reporting class in the Department of Broadcast and Electronic Communication Arts. O’Donnell’s students learn how to produce sports segments and get practice at the anchor desk.

The CSU chose 14 San Francisco State students as 2019 Sally Casanova Scholars. The award supports students who want to apply to doctoral degree programs by providing funding for professional development and application costs. Seventy-four students across the CSU system received the scholarship this year.

This fall the Department of English Language and Literature launched a new computational linguistics certificate program designed to give humanities students in-demand professional skills.

SF State’s Teaching English to Speakers of Other Languages (TESOL) program, one of the first of its kind in the nation, was recognized as one of the top programs producing U.S. State Department English Language Fellows (ELF). SF State was one of five universities honored for their support of ELF at an awards ceremony in Washington, D.C., Nov. 5.

Professor of Music Roger Woodward was named an honorary fellow by the Australian Academy of the Humanities. The award is Australia’s highest honor of achievement in the humanities.

September marked the golden anniversary of the Educational Opportunity Program (EOP) at SF State. For 50 years, EOP has improved retention of historically underserved students through outreach and academic and financial support.

Psychology master’s student Cheng Yu was recognized as the 2019 Trustee Emeritus Ali C. Razi Scholar, the highest honor among the 23 Trustees’ Awards given each year by the CSU. Yu was honored at a meeting of the CSU Board of Trustees on Sept. 24.

“Objector,” a documentary by SF State MFA student Molly Stuart, won best international film at the Hot Springs Documentary Film Festival.

Professor of History Trevor Getz is a recipient of the American Historical Association’s (AHA) 2019 Eugene Asher Distinguished Teaching Award. Established in 1986, the award recognizes outstanding teaching at two-year, four-year and graduate colleges and universities.

SF State’s moot court team is headed to the National Moot Court Competition for the first time since the club’s creation three years ago.

### **SAN FRANCISCO STATE UNIVERSITY UPDATE**

President Lynn Mahoney began with a reflection on the past five months of her new position at SF State and the students, faculty and staff she has met on her walks around campus. Students need improvements in the areas of student experience, housing, internships and industry contacts. Faculty and staff need better compensation to live in the bay area. Housing continues to be an existential crisis for SF State and a top priority. Campus climate has been far better in the past few months and she is meeting regularly with the Interim VP of Student Affairs & Enrollment Management. There have been interfaith meetings and events that she has attended and she is excited to be part of such a wonderfully diverse city and university. There is emphasis on building an inclusive community with academic free speech and support for undocumented students.

Mahoney spoke about news from the CSU and the retirement of Chancellor White who will finish out the academic year. A closed search will conclude by March 13, 2020 which is the next Trustee's meeting.

The CSU Budget request was submitted to the State of California. Critical funding is needed in the areas of compensation, improving graduation rates, food insecurity and deferred maintenance.

For the first time in 13 years, a general education bond will be on the March 3rd primary ballot. This bond authorizes \$15 billion for the construction and modernization of public preschool, K-12, California Community Colleges (CCC), University of California (UC), and the California State University (CSU) facilities. The CSU is working with a consulting firm to educate the public about how the funds will help with deferred maintenance projects within the CSU.

President Mahoney and Provost Summit met with representatives of City College and the San Francisco Unified School District to bring back [SF Promise](#) and to discuss how the three educational systems can work together.

Mahoney spoke about the proposed City Parking Tax which would add a 25% increase to the cost of parking for SF State students, faculty and staff. Over 20% of students need to drive to campus because they cannot spend time on public transportation due to work or other circumstances. SF State has asked City Hall not to collect tax on our students. President Mahoney asked board members to please contact her to see how they can show their support for this effort.

There was a beam signing ceremony with hundreds in attendance to commemorate the last beam going up for the new Creative Arts building on campus. The Herbst Foundation has donated \$1.5 million for naming the new entrance hall in the building. The first P3 partnership on Holloway Ave. will be ready for occupants in fall of 2020 and will include retail stores on the first floor. The Science building project is moving along with a completion date of 2024.

SF State University Assistant Professor of Chemistry and Biochemistry received a prestigious \$1.9 million grant from the National Institutes of Health (NIH) to fund her bacterial protein research. She is the second person in the CSU to win this award.

The Quality Assurance team reporting to Jesus Garcia and Jeff Wilson in Administration and Finance won the California Higher Education Collaborative Efficiency Award for their work on electronic signatures and implementing DocuSign on campus.

### **EXECUTIVE COMMITTEE REPORT**

#### **General Obligation Bond Campaign –BOD Resolution #121219-1**

Chair Safford introduced the public awareness/education campaign regarding the Proposition 13 General Obligation Bond. It is recommended by the Chancellor's office that each campus have one or more of our auxiliaries contribute a combined total of \$50,000 to the California Coalition for Public Higher Education Issues Committee to support the campaign to pass the bond. SF State would donate \$25,000 from The San Francisco State University Foundation and \$25,000 from University Corporation for a total of \$50,000. The Foundation Executive Committee approved the \$25,000 donation funding at their November 7, 2019 meeting.

There was a discussion around the number 13 assigned by the Secretary of State's office for the Proposition. There is concern about the public confusing this current version with the 1978 California Proposition 13 which was a controversial state real estate tax amendment. The campaign is to run mostly on television through January and February until the funding runs out. Venesia Thompson-Ramsay mentioned that there is more information in the packets.

MINUTE ACTION: that the board adopts BOD Resolution #121219-1 to ratify Executive Committee approval of funding for the Proposition 13 public education campaign.

Motioned by: Camilla Smith Seconded by: Kimberly Brandon Motion: Passed

#### **Student Sustainability Investment Fund (SSIF) – BOD Resolution #121219-2**

Shirley McLaughlin introduced the Student Sustainability Investment Fund Resolution to fund a program which is a collaboration between San Francisco State University (the "University") departments to create a new one-semester course for students with at least sophomore standing from any school or discipline to learn about the basics of investing and socially responsible investing and allow a limited number of students from such course to participate in a year-long live project to select and manage socially responsible investments.

The Investment Committee and Executive Committee of the Foundation now recommend that the Board approve the SSIF Proposal. The Foundation should establish the Fund, and allocate \$250,000 of currently unrestricted Foundation funds to the Fund to support the Program. The Foundation should fundraise for the Program and the Fund from outside donors, as needed to provide the students who participate in the Program with opportunities to invest additional assets, and to cover other expenses related to the Program such as publishing reports, attending conferences of other student-managed sustainable investments funds around the country, and supporting faculty advisors and other supervisory committees to oversee the Program and its investments. The Foundation should delegate to the Investment Committee the responsibility to oversee the Fund and the use of assets.

Questions from the Board included how the program would be promoted on campus. Thompson-Ramsay said the Foundation, University Development and our Communications team would

promote this program similar to how the Green Fund was launched. Thompson-Ramsay also explained that any monies raised by the student investments would be placed back into their program account to cover expenses for attending conferences and professional development.

MINUTE ACTION: that the board adopts BOD Resolution #121219-2 to ratify Executive Committee approval of establishing a Student Sustainable Investment Fund. Motioned by: John Gumas Seconded by: Marsha Rosenbaum Motion: Passed

### **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.

### **Campaign Update**

John Gumas presented slides which provided updates on the BOLD Thinking Campaign. The BOLD Thinking Campaign will officially end on December 31, 2019 – one year ahead of schedule. The final Campaign Cabinet meeting is scheduled for December 20<sup>th</sup> at which time the Cabinet will be thanked and disbanded. John mentioned that there may be a campaign wrap-up event on February 6, 2020.

### **Philanthropic Activity**

Thompson-Ramsay explained how fundraising at SF State is part of a larger effort within CSU. Each campus has a fundraising goal – SF State is \$20 million for FY 19-20. The goal is determined by the amount the university receives in general fund allocation – about 10%. SF State fundraising goal is divided across colleges and units – each development officer has an assigned fundraising goal. Thompson-Ramsay presented slides on Philanthropic Activity for FY 18-19 listed by College/Unit, Projected Goal, Actual Raised and % of Goal Raised.

### **VICE PRESIDENT OF ADVANCEMENT SEARCH**

Rachel Ellenport, partner at Isaacson, Miller, spoke about the search for a new Vice President of Advancement. She referred to the Search Overview and Progress Report contained within the board packets. Ellenport said they are targeting sitting VP's, AVP's, higher level development officers, executives at large non-profits, healthcare and community leaders. They plan to have at least three candidates to present by the end of February. Diversity and messaging for the campus that captures the essence of SF State were two suggestions brought forth by members and Provost Summit for the recruiting firm.

### **HOUSING**

Ayse Pamuk, Ph.D. is a professor of Urban Studies and Planning and the Director, Applied Housing Research Initiative in the School of Public Affairs & Civic Engagement (PACE). Pamuk presented slides on AHRI staff, vision, background, Merritt Investment (Merritt Community Capital Scholarship Fund) at SF State, and next steps for the program. The PACE Applied Housing Research Initiative (AHRI) seeks to expand faculty research on housing to develop a central hub at San Francisco State University where students, faculty, policy makers, practitioners, and other housing leaders can come together to examine and understand housing policy issues in the Bay Area and beyond. Questions were asked about their findings and

significant issues. Pamuk answered that we have a “missing middle” problem where there is no affordable middle income housing along with student homelessness and lack of federal funding.

Sheldon Gen, Ph.D., Associate Professor & board director, presented slides on a proposal for First-Time Homebuyer Assistance at SF State. This proposed program would help address the housing problem for SF State employees. Gen pointed out that six CSU’s near the bay area did not offer any home buying assistance such as down payment or loan assistance while USF, the area UC’s, Stanford and Santa Clara do. Santa Clara offers down payment assistance. He referred the board to the packet which included a proposal for this program. University Corporation would manage and handle program with the Foundation financing. Gen mentioned that they plan to meet with the UC program administrators to find out where the financing comes from. Gen is hoping the Foundation will agree to “seed” the program. McLaughlin said the Foundation’s mission is to support charitable causes as a 501(c)3 and she’d like to know how Stanford/Santa Clara are doing it as non-profits. Jeff Wilson said that the UC has a separate non-profit just for this purpose. President Mahoney suggested that she and Jeff Wilson check with the Chancellor’s Office on feasibility.

### **STUDENT LIFE**

The Associate Vice President for Student Life & Dean of Students at SF State, Danny Glassman, Ph.D., presented slides on Student Life at SF State. He explained the various areas that the Division of Student Life oversees such as the Dean of Student Office, New Student Programs, Residential Life, Student Activities & Events, Campus Recreation, Career Services & Leadership Development and Student Rights and Responsibilities. Glassman explained the Dean on Call program and what students most often contact their office about. Glassman outlined the Basic Needs Initiative on campus. The Basic Needs Initiatives work to address food and housing insecurity on campus through institutional, policy and programmatic development. Glassman closed with an overview of the Dean of Students events they’ve held this semester.

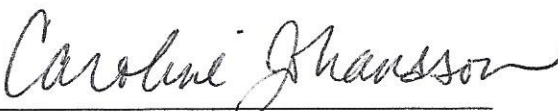
### **ADJOURNMENT**

Chair Safford asked for a motion to adjourn the meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves to adjourn the December 12, 2019 meeting.  
Motioned by: Kimberly Brandon    Seconded by: Don Nassar    Motion: Passed

Dated: December 12, 2019

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Caroline Johansson, Secretary