

SAN FRANCISCO STATE UNIVERSITY FOUNDATION

Board of Directors Meeting
 Wednesday, December 14, 2022
 Seven Hills Conference Center, SF State University

Board Meeting Minutes**IN ATTENDANCE**

V. Anicetti Director (v)¹
 L. Bridges Director (v)
 A. Chan Director(v)
 D. Corvin Director (v)
 G. Cosko Director
 D. Endo Director
 I. Esera Incoming Student Director
 S. Gen Director
 J. Gumas Director
 M. Huss Vice Chair
 J. Jackanicz Foundation President,
 VP/Univ. Advancement,
 SF State
 L. Mahoney Director/President, SF State
 J. Marcus Director
 H. Myers Director (v)
 D. Nasser Director
 N. Nobari Chair
 D. Plousha Moore Director

M. Rosenbaum Director
 T. Safford Director (v)
 P. Siguenza Director
 D. Simmons Director (v)
 D. L. Simon Director (v)
 Ca. Smith Director
 R. Stanley Director
 A. Sueyoshi Director/Provost, SF State
 V. Thompson-Ramsay Secretary & Treasurer
 K. Zamora Student Director

ABSENT AND EXCUSED

K. Brandon Immediate Past Chair
 T. Griggs Director
 T. L. Jackson Director
 D. O'Donnell Director
 D. Serrano Sewell Director
 Co. Smith Director
 L. White Director
 J. Wilson Director/CFO & VP,
 Admin & Fin, SF State

OTHERS PRESENT

S. Amrine Director of Development, Graduate College of Education and Athletics, SF State
 University
 M. Cherniss Blue Beyond Consulting
 S. Clavier Dean (Interim), College of Liberal & Creative Arts, SF State University
 C. Domingo Dean, College of Science & Engineering, SF State University
 C. Esquibel Dean (Interim), College of Ethnic Studies, SF State University
 B. Feinberg Senior Director of Development, College of Liberal & Creative Arts, SF State University
 D. Fierberg Executive Director of Development, SF State University
 H. Fincke Senior Director of Development, College of Science & Engineering, SF State University
 M. Goldman Chair, Academic Senate, SF State University
 C. Johansson Senior Director, Advancement Services, SF State University and Director of Programs
 and Technology, SF State Foundation
 V. Lee Senior Director, Finance and Operations, SF State University and Director of Finance, SF
 State University Foundation

¹ (v) signifies virtual attendance.

S. McLaughlin	Foundation Legal Counsel
J. Moore (v)	Vice President for Student Affairs and Enrollment Management, SF State University
G. Nunez	Associate Vice President, Strategic Marketing & Communications, SF State University
M. Obrien (v)	Senior Director of Development, Research & Prospect Management, SF State University
M. Ocampo	Executive Assistant to the Vice President of Advancement, SF State University
J. Oppenheim (v)	Director of Communications, Foundation and Alumni, SF State University
A. Sanchez	Executive Director of Development, SF State University
E. Sivadas	Dean, Lam Family College of Business, SF State University
K. Smart	Blue Beyond Consulting
M. Sullivan	Director of Development, College of Health & Human Sciences, SF State University
A. Todd	Director of Development, College of Liberal & Creative Arts, SF State University
M. Tyler	Blue Beyond Consulting
J. Zeimentz	Blue Beyond Consulting

MEETING CALLED TO ORDER

Chair Nobari called the meeting of the Board of Directors to order at 3:21 PM. She welcomed special guests, including Michael Goldman, Chair of Academic Senate at SF State University and Blue Beyond Consulting who was present to kick-off the Foundation’s strategic planning work.

REVIEW OF AGENDA

Chair Nobari asked for a motion to approve the agenda for the board meeting of December 14, 2022, which was included in the board packet and distributed in advance of the meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board adopts the agenda for the December 14, 2022 board meeting.
Motioned by: Judy Marcus Seconded by: Camilla Smith Motion: Passed

APPROVAL OF CONSENT AGENDA

The Board reviewed the consent agenda, which included the minutes from the September 16, 2022 board meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the consent agenda.
Motioned by: Don Nasser Seconded by: Don Endo Motion: Passed

STUDENT APPOINTMENT

Debra Plousha Moore, member of the Committee on Directors, presented Iese Esera’s candidacy to the board. Plousha Moore said President Mahoney had appointed Iese Esera to serve as the second student director on the Foundation Board through June 2023. She said Esera was the current Chief of Staff of SF State’s Associated Students board of directors and chaired the Associated Students’ Audit Committee. Esera served as a residential life lead desk assistant responsible for supervising and mentoring over 50 first-time desk assistants and organizing educational programs and resources for 800+ residents. Esera also served on several boards and councils including the SF State University Corporation (UCorp), the Resident Life Directors Advisory Council, and the Music Student Alliance. He is currently pursuing his Bachelor of Arts in Music, Vocal Performance, and a minor in Political Science. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board ratifies the appointment of Iese Esera to the San Francisco State University Foundation Board of Directors.

Motioned by: Mary Huss

Seconded by: Greg Cosko

Motion: Passed

PURPLE & GOLD NUGGETS

Vice Chair Mary Huss provided updates on the work and accomplishments of members of the SF State community, as follows:

1. The National Science Foundation (NSF) awarded a \$1.8 million grant to SF State and five other CSU campuses (Cal Poly in San Luis Obispo, CSU Dominguez Hills, CSU Fullerton, CSU Los Angeles and Cal Poly Pomona) to help transform the early curriculum experience of historically marginalized students in computing.
2. American Indian Studies Professor Emerita Elizabeth “Betty” Parent was recognized by San Francisco’s Board of Supervisors with words and certificates of honor in celebration of Native American Heritage Month on November 15. Parent was the first Native American on the editorial board of the Harvard Educational Review, the first Alaska Native woman to earn a Ph.D., the first Alaska Native woman to obtain tenure as a full professor and the first professor in American Indian Studies at SF State.
3. Africana Studies Professor Dorothy Tsuruta was recently elected president of the Golden Gate Chapter of the National Council of Negro Women (NCNW), an “organization of organizations” (comprised of 300 campus and community-based sections and 32 national women’s organizations) that enlightens, inspires and connects more than 2 million women and men. NCNW was founded in 1935 by Dr. Mary McLeod Bethune, an influential educator and activist.
4. Asian American Studies Professor Russell Jeung was one of four people to receive the Key to the City of Oakland in a ceremony at City Hall with Mayor Libby Schaaf on Oct. 20.
5. SF State is one of 16 campuses to win a new COMPASS award from the California Institute for Regenerative Medicine (CIRM) to help establish the Inclusive Pathways for Stem Cell Scholars (iPSCS) Undergraduate Training Program. CIRM is awarding \$46 million in grants, \$2.9 million of which is going to SF State. The program will be led by Professor of Biology Lily Chen.
6. One of the world’s preeminent realist painters, the late Robert Bechtle inspired hundreds of SF State students over his three decades on the faculty. Now, students for decades to come will still be able to draw inspiration from him thanks to a generous gift of five original works from the Robert Bechtle and Whitney Chadwick Trust. The donated works will live in the School of Art’s Graphic Art Collection to be used as teaching resources in printmaking, painting, art history and beyond.
7. SF State Professor and Director of the Veteran Documentary Corps Daniel Bernardi has received a \$487,674 grant from the National Cemetery Administration’s Veterans Legacy Program (VLP) to make 10 films honoring veterans interred in six national cemeteries.

SAN FRANCISCO STATE UNIVERSITY REPORT

President Mahoney began her report with an update on the University’s enrollment challenges. She said going into the pandemic, the University was already experiencing a decline in its enrollment numbers but that the pandemic made it worse. She said in the fall of 2020, our freshman class was down about 25% and the expectation was that once the pandemic ended the numbers would come back. Mahoney said instead what happened was a demographic change (predicted to occur in the 2030s) accelerated by the pandemic. She said that, as a result, for the first time in its 70-year history, the California State University system did not make its enrollment targets. She said the system had consistently run 10% above its funded target and worked hard to control enrollments because it never received the funding for the

number of students it served. As an example, she said that institutions like CSU Long Beach that was at 123% of its funded target six years ago, had barely made their target this year. Mahoney said enrollments were down on almost every campus in the system but the Northern California campuses, which were already experiencing a decline, had declined even faster. Mahoney said the reasons for the national decline were: 1) A decline in the number of high school students attending college; 2) the success in the LatinX community in getting their students in to higher education had plateaued and 3) the pandemic really impacted community college students, resulting in an immediate decline of about 20-30% in enrollment. She said these were the students who would have later transferred to universities like SF State. She said specific to SF State University, people were moving out of the state and there was a shortage of affordable housing within the City.

Mahoney said all this meant that we would become a smaller university (resizing) of about 26,000 students and that the days of 28,000 or 29,000 student population was in our past. She said SF State had made strides in recruitment, outreach and marketing to not only improve retention but hopefully attract students from Southern and Central California. Mahoney said the resizing would come with budget adjustments and that the campus would engage in a multi-year plan over the next 4-6 years to match the revenues we had with the reduced student population (i.e. fewer faculty, staff and administrators). Mahoney said she would be working closely with her leadership team, both at the vice-presidential level and the college level, to make these adjustments in a way that did not impact students and where the University would emerge stronger. Finally, Mahoney said the CSU was going to start a reallocation process, beginning FY 24-25, to take state funding from the campuses that were under-enrolled and direct those resources to campuses that were building enrollments.

Mahoney highlighted a few other exciting developments on campus. She mentioned that our administrators and staff had accomplished some tremendous work and that SF State was one of the first CSUs to really work on food insecurities. She said that Horace Montgomery, one of the senior directors of Associated Students who had coordinated this work, had been recognized as a regional leader and was recently appointed to the Board of Directors of the San Francisco Marin Food Bank. She also shared that Provost Amy Sueyoshi was a prominent and renowned scholar and historian and that the Organization of American Historians had appointed her to their highly distinguished lectureship program.

Finally, Mahoney shared that the SF State Magazine and our colleagues in University Advancement and the Office of Strategic Marketing & Communication received three honors in this year's CASE (Council for Advancement and Support of Education) Best of District VII Awards. She said the article "Ghosts of the Delta" by Senior Strategic Communications Specialist Matt Itelson was recognized in the News Feature (1,000+ Words) category, while the magazine overall was honored in the "Design: Magazine & Periodicals" and "Magazines: Alumni/General Interest" groups. In addition, an SF State News article by Media Relations Specialist Kent Bravo, "Professor Reveals Filipino Caregivers Vulnerable to Exploitation During Pandemic," was a winner in the Writing: COVID-Related category.

SAN FRANCISCO STATE STUDENT REPORT

Zamora provided a brief report. She said the Office of Government Relations team met with Associate Students (AS) to discuss pathways to further parking tax advocacy. She said AS would be working on a campaign and petition for the Mayor's Office. Zamora shared that the AS board also met with CSU Trustee Julia Lopez on November 29 and had a great discussion about basic needs, access to mental health resources, academic life after COVID, Gator Pass expansion, housing security and support for undocumented students with regards to on-campus employment opportunities. Zamora said she was in conversations with Vice President Jason Porth about the expansion of the Gator Pass. She said students had contacted her about expanding the pass to include the Embarcadero Station so they could have access to the downtown campus. Finally, Zamora said some of the AS board members were graduating in the fall

so she planned to spend her holiday break reviewing applications so they could finalized the appointments in time for the new semester.

FOUNDATION PRESIDENT REPORT

Jackanicz began his report by reflecting on some of the Foundation's accomplishments in 2022. He said the ad hoc working group did some extraordinary work to revise the Foundation's investment policy statement and continued to inspire firms and institutions interested in purposeful uses of their endowments. He also mentioned that the University, with support from the Foundation, had a successful Alumni Hall of Fame event at the Chase Center with former chair Kimberly Brandon being inducted as Alumna of the Year. Jackanicz applauded the Foundation for its \$700,000 gap funding to renovate the Career Services and Leadership Development Center and Undergraduate Advising Center. Lastly, Jackanicz thanked foundation directors Judy Marcus, John Gumas and Kimberly Brandon who mobilized very quickly to advocate for and help secure \$116 million dollars for the construction of a new residential hall on West Campus Green.

Jackanicz then addressed an email he sent earlier about a new ad hoc working group - justice, equity, diversity, and inclusion (JEDI) - being convened by the Foundation and co-chaired by directors Debra Plousha Moore and Amy Chan. He encouraged directors to review the committee charge and let him know if they were interested in participating. He then talked about piloting a Faculty Speaker Series exclusively for foundation directors to learn about some of the important work our faculty members were undertaking in an intimate, curated setting.

Jackanicz concluded with a fundraising update. He said the University secured a \$3.5 million equipment and instrumentation gift for the new Science and Engineering Innovation Center. He said the gift was from Gilead Sciences, one of the major biotech firms in the Bay Area. In addition, he said the University also received word that the Mellon Foundation in New York had approved a \$1 million funding request from our Longmore Institute for Disability Studies to fund a summer programming in disability studies and disability activism. He also closed by sharing that the Development Office had raised 61% (\$12 million) of its \$20 million fundraising goal for the year.

Gumas presented the revised board giving policy. He said after a series of meetings with the Development Committee and Committee on Directors as well as a survey of the board, the new board giving would be phased in over two fiscal years, starting FY 23-24 with an initial commitment of \$2,500 and then \$5,000 annually after that. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves policy statement #601 – Board of Directors' Giving Policy.

Motioned by: Debra Plousha Moore Seconded by: Camilla Smith Motion: Passed

STRATEGIC PLANNING KICK-OFF

Jackanicz introduced the Blue Beyond Consulting team who was hired to lead the Foundation through its strategic planning process. Maria Cherniss, Head of Consulting Excellence provided a brief background on the organization. She mentioned that the organization was a women-owned and managed consulting firm, based in the Bay Area, with employees in 29 states. She said Blue Beyond works a lot with Fortune 500 companies but also has a thriving practice in the higher education space, primarily in the areas of change, culture, communications, strategic planning and organizational development. Cherniss also talked about the inclusive and collaborative approach they used to develop the University's strategic plan the

prior year.

For the Foundation, Cherniss said their work would be in two phases: 1) Stakeholder engagement (interviews, focus groups, etc) to gather information to develop the Foundation’s mission, vision and strategic priorities (Fall 2022 through March 2023) and 2) development of the strategic plan (March through June 2023). Smart used the remainder of the board meeting to divide directors into breakout groups to gather input on the three broad themes that came out of the deep listening sessions – “Building on our Foundation”, “Educational Equity and Student Success” and “Serving as a Leading Force for Good in the Bay Area”. Smart closed by informing the board that it would have an opportunity to review a Detailed Findings Report at the Board Retreat in March and develop the elements of the strategic plan.

ADJOURNMENT

Chair Nobari asked for a motion to adjourn the meeting. Don Endo made the motion to adjourn the meeting; Mary Huss seconded the motion. There being no further business, the meeting was adjourned at 5:02 PM.

Dated: December 14, 2022

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DocuSigned by:

Venesia Thompson

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Venesia Thompson-Ramsay, Secretary