

DRAFT
SAN FRANCISCO STATE UNIVERSITY FOUNDATION
 Board of Directors Meeting
 SFSU Campus, NEC Room, 5th Floor
 Friday, June 16, 2023

Board Meeting Minutes

IN ATTENDANCE

V. Anicetti	Director
K. Brandon	Immediate Past Chair
L. Bridges	Director
A. Chan	Director
D. Corvin	Director (virtual)
G. Cosko	Director
D. Endo	Director
I. Esera	Student Director (v)
S. Gen	Director (v)
J. Gumas	Director
M. Huss	Vice Chair
J. Jackanicz	Foundation President, VP/Univ. Advancement, SF State
T. L. Jackson	Director
J. Marcus	Director
D. Nasser	Director
D. Neumann	Director (v)

N. Nobari	Chair
D. Plousha Moore	Director
M. Rosenbaum	Director
T. Safford	Director (v)
K. Salgado	Incoming Director
P. Siguenza	Director
D. Simmons	Director (v)
Ca. Smith	Director
R. Stanley	Director (v)
A. Sueyoshi	Director/Provost, SF State
V. Thompson-Ramsay	Secretary & Treasurer
C. Wachira	Incoming Director
J. Wilson	Director/CFO & VP, Admin & Fin, SF State (v)

ABSENT AND EXCUSED

C. Bengier	Incoming Director
T. Griggs	Director
G. Kumar	Director
F. Levin	Incoming Director
L. Mahoney	Director/President, SF State
D. Serrano Sewell	Director
Co. Smith	Director
L. White	Director
J. Wunderman	Incoming Director
K. Zamora	Student Director

OTHERS PRESENT

A. Billa	Associate Vice President, Development, SF State University
S. Clavier	Dean (Interim), College of Liberal & Creative Arts, 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
N. Lange	Associate Vice President, Alumni Relations and University Engagement, SF State University
K. Lynch	Senior Associate Vice President for Enrollment Management, SF State University
J. Moore	Vice President for Student Affairs and Enrollment Management, SF State University
S. McLaughlin (v)	Foundation Legal Counsel, Adler & Colvin
G. Nunez	Associate Vice President, Strategic Marketing & Communications, SF State University
M. Ocampo	Executive Assistant to the Vice President of Advancement, SF State University

J. Oppenheim (v)	Director of Communications, Foundation & Alumni Engagement, SF State University
E. Sivadas (v)	Dean, Lam Family College of Business, SF State University
K. Smart (v)	Blue Beyond Consulting
F. Smith	Associate Vice President for Equity & Community Inclusion, SF State University
L. Way	Vice Provost of Academic Planning and Dean of Undergraduate Education, SF State University

MEETING CALLED TO ORDER

Chair Nobari called the regular meeting of the Board of Directors to order at 3:50 PM. She congratulated the new directors and welcomed them to the board. She thanked the re-elected directors for their commitment and continued service on the board.

REVIEW OF AGENDA

Chair Nobari asked for a motion to approve the agenda for the board meeting of June 16, 2023, 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 June 16, 2023 board meeting.
Motioned by: Vince Anicetti Seconded by: Debra Plousha Moore Motion: Passed

APPROVAL OF MEETING MINUTES

The Board reviewed the consent agenda, which included the minutes from the March 25, 2023 board business meeting; the proposed board meeting schedule for FY 2023-2024; and investment policy targets approved by the Investment Committee on May 19, 2023. 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: Marsha Rosenbaum Seconded by: Camilla Smith Motion: Passed

PURPLE AND GOLD NUGGETS

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

1. Grace Yoo has been selected to serve as the next dean of SF State’s College of Ethnic Studies effective July 1, 2023. She currently serves as a professor of Asian American Studies at SF State. Yoo has worked in higher education for over 30 years, 27 of which have been at SF State. Yoo earned her bachelor’s degree in Social Sciences from University of California, Irvine, her master’s degree in Public Health from Loma Linda University and her Ph.D. in Sociology from the University of California, San Francisco.
2. Ifeoma Kiddoe Nwankwo has been appointed dean of the College of Liberal & Creative Arts at SF State, effective August 15. She is vice president for diversity equity and inclusion at Sarah Lawrence College. Prior, she served as an associate professor of English at Vanderbilt University, where she was also an affiliate in the Latinx Studies Program, Center for Latin American Studies and Center for Medicine, Health and Society.
3. The U.S. Department of Education awarded \$5.7 million to the Department of Counseling’s Equity and Justice-Focused School-Based Mental Health training project for a five-year program to address the shortage of school-based mental health professionals. Partnering with Oakland and San Francisco Unified school districts (OUSD and SFUSD, respectively), the Department of Counseling will train

master's students from culturally and linguistically diverse backgrounds to work with K – 12 students in high-need schools. The project will be led by Counseling Associate Professors Molly Strear (lead researcher) and Tiffany O'Shaughnessy and Professor Julie Chronister.

4. SF State student Lluvia Castillo was selected for the Fund for American Studies' Capital Semester internship and worked at the Congressional Hispanic Leadership Institute in Washington, D.C. As an administrative intern, Castillo served as the assistant to Mary Ann Gomez Orta, CEO of the Congressional Hispanic Leadership Institute, a nonprofit organization founded by members of Congress to advance the Hispanic community's economic progress with a focus on social responsibility and global competitiveness. When not at work, Castillo took classes at George Mason University.
5. SF State's School of Engineering is now part of Sony's Sensing Solutions University collaboration program. A new seed grant of \$26,000 will support an SF State project called "*Neural2: Efficient Deep Neural Network for Neural-controlled Bionic Arm with Spresense (sprEznts) Microcontroller*" led by Assistant Professor of Computer Engineering Zhuwei Qin and Associate Professor of Computer Engineering Xiaorong Zhang. Their research team will use Sony's Spresence microcontroller board to develop a deep learning-based bionic arm.
6. An April 18 report in The Wall Street Journal lists SF State as the No. 5 public college nationwide for accounting salaries for graduates. Analyzing experience and pay data from Lightcast and Glassdoor, the ranking finds that SF State bachelor's degree recipients in Accounting earn an average annual salary of \$76,140 in their first 10 years (the median nationwide is \$67,717).
7. Academic counselors Tara Boehm, Diana Castro and Riri Shibata (along with former staff member Arman Liwanag from the Undergraduate Advising Center presented at the National Academic Advising Association regional conference on March 1 in Las Vegas. Their presentation, "*Reframing the Narrative: Advising First-Generation College Students*," highlights the skills, knowledge and networks that contribute to first-generation students' ability to navigate and persist through barriers in higher education.
8. Psychology Professor Ezequiel Morsella and three student researchers published an article in the journal *Acta Psychologica*, making it the 100th publication from Morsella's lab. The study, titled "*Involuntary Refreshing of Mental Representations*," suggests mental representations (such as mental imagery) from certain processes can occur and even be reactivated, as occurs in mental rehearsal, involuntarily. The findings also provide new understanding of the reflexive imagery task (RIT), which is used to systematically study involuntary effects.
9. Amy Sueyoshi, provost and vice president for academic affairs, is among the "20 Asian American Queer Women You Need to Know," according to Go Mag. She is featured alongside the likes of musicians Haley Kiyoko and Lyris Hung, actress Bai Ling and comedian Margaret Cho.

SF STATE STUDENT REPORT

Iese Esera gave the report. He said the term the Associated Students Board of Directors had just wrapped up the prior semester. He said the Board of Directors sponsored and financed over 25 student organizations in this past academic year (July 2022 to May 2023) by sponsoring 47 students/events as well as five additional historical organizational events (i.e. Black Student Union, etc). Esera said the sponsorships totaled \$82,000 and came out of student tuition. In addition, he said the Board of Directors allocated \$2.2 million from its reserves for the construction and refurbishing of the Early Childhood Center, owned and operated by Associated Students.

Esera said the Board of Directors, specifically the Committee on Social Justice and Equity, came out with five statements of support, including a letter of solidarity and support for Iranian Women's Rights and Freedoms; a Social Justice and Civil Discourse Letter of Solidarity with Ukraine; Statement of Turkey; Statement on Turkey, Syria earthquake; and the most recent Statement on Support of the Queer Trans Resource Center (QRTC) and the LGBTQ+ community. Esera said that after the recent Time Place event

on campus, AS revised about 23 policies in its bylaws and structure, including the restructuring of the Executive Committee.

Esera said executive director, Dr. Tonee Sherill's last day with AS was June 24 and the AS Board had appointed Alejandro Rios as interim executive director (former associate executive director for Facilities and Operations). He said the Board of Directors was putting together the executive director search committee and was exploring options for third party companies to help the Board with a national search.

Esera said some of AS' accomplishments during the academic year. He said the Internal Affairs Committee had formed the survivor support task force charged with putting together the 13th AS program to support sexual assault survivors on campus. The program had received merchandise, information packets, space in the Cesar Chavez building and \$100,000 in startup funds. Also, he said the Depot hosted 67 events during the academic year. Additionally, Esera provided an update on some ongoing facilities projects that should be completed over the next 2 to 3 years, including space reallocation for the creation of gender-neutral restrooms, reimagining space in the student center for historical student organizations as well as providing areas for student involvement given the limited space in the building.

FOUNDATION PRESIDENT'S REPORT

President Jackanicz mentioned that the 2023 Commencement was in May. He said the University had 7,500 graduates at Oracle Park and thanked faculty (many of whom served as faculty marshals) for showing up in such large numbers. He also thanked staff who volunteered their time to make the event memorable and said a "Thank You" luncheon was held on June 7 for the volunteers.

Jackanicz said the Foundation held two successful faculty salons during the academic year. One by Nick Sousanis, head of the Comics Studies program and the other by Jenny Lederer, associate professor and Linguistics Program Coordinator. He said the salons were remarkable opportunities for directors to get together with the incredible brain trust on campus. He said the salons were held via Zoom so were very accessible.

He quickly touched on a number of updates, including the fundraising progress to date and thanked the Development team for surpassing its annual fundraising goal of \$20 million. Jackanicz also informed the board of an emerging partnership with the San Francisco Foundation to build a scholarship program that would specifically support black students at San Francisco State. In terms of campus and community events, he mentioned that the Gator Athletic Banquet was on May 15 and thanked directors who attended. He also shared that the College of Science and Engineering (COSE) had its annual student research showcase in May. He said director Vince Anicetti was one of 100 alumni and corporate representatives who attended as judges. Jackanicz said we were also making great progress in ensuring that the University and the Foundation were represented at major community convenings and gatherings like the Asia Pacific Economic Consortium (APEC); the San Francisco Chamber of Commerce City Beats Breakfast; the Hispanic Foundation of Silicon Valley's Annual Gala; the Bay Area Council's Pacific Summit.

Jackanicz thanked three directors in advance for offering to host events in the fall – Marsha Rosenbaum on September 6 in San Francisco, Neda Nobari on September 10 in Los Angeles and Don Endo on September 27 in the East Bay. Finally, Jackanicz said he was thrilled with the continued growth of the board. He said the Foundation added seven (7) new directors during the fiscal year and thanked Immediate Past Chair Kimberly Brandon for chairing the Committee on Directors during the growth. He also thanked all the people who contributed ideas and names expressed deep gratitude to the directors who were rolling out of committee chair roles. Lastly, Jackanicz reminded directors to complete their annual conflict of interest form and return to staff.

STRATEGIC PLANNING

Jackanicz started out by recapping the strategic planning process, led by Blue Beyond, including focus groups with each board committee. He said we did a deep dive together at the annual retreat in March, and then spent time incorporating all of the feedback and input gathered subsequently, to come up with the final draft. As he walked through the next few slides, he asked directors to keep the following questions in mind: 1) what about this strategic plan resonates with them? and 2) what impact they saw the plan having on the board and the university?

Jackanicz read through the final mission and vision statements and then presented the four strategic priorities, as follows: 1) Advancing Student Success focusing on increasing access to resources and opportunities for students who face barriers achieving their potential; 2) Financial Alignment and Health of the Endowment, which focused on aligning our fundraising work and our investments with university priorities and optimizing the endowment for sustainable growth and impact; 3) Relationship Building and Community Bridging, which focused on strengthening partnerships and connections to foster a thriving symbiotic relationship between the Bay Area community and San Francisco State; and 4) Board Culture and Experience in order to foster a diverse, engaged and committed board of directors and ensure directors have a meaningful board service experience. Jackanicz said that each strategic priority had a number of goals, a proposed set of initiatives to achieve the goals and a proposed set of metrics to measure our progress in the coming years. He reminded directors that this was a five-year strategic plan, so he was not expecting us to accomplish everything in the coming fiscal year. Jackanicz said the strategic plan also clearly listed which board committee would be primarily responsible for advancing each strategic priority. Finally, Jackanicz said we would not convene separate working groups or task forces to achieve these goals but, instead, would organize the work of the committees around serving these goals and take the existing work that the committees were already doing and drive it towards these outcomes. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board adopts the Foundation's first-ever strategic plan.
Motioned by: Amy Chan Seconded by: Karim Salgado Motion: Passed

JEDI AD HOC WORKING GROUP UPDATE

Debra Plousha Moore said that she and director Amy Chan had been co-chairing the Justice, Equity, Diversity, and Inclusion (JEDI) Ad Hoc Working Group (Working Group) and was delighted to share the outcome of their meetings. She said JEDI was about providing opportunities to SF State students to close the graduation gap, including housing, academic enhancement, and internship and mentorship opportunities. Plousha Moore said the first step was to do an audit of the challenges facing students, what the University was already doing to address them and what additional resources were needed.

VP Moore said now was a very challenging time for DEI initiatives around the country. In addition to Florida's curriculum changes, she said Texas recently eliminated all DEI programs for public schools. She said it was a very different space outside of San Francisco but there was still much to do here. VP Moore said SF State had several students described as "high need low resource" students, eligible for financial aid that covered their tuition and fees, but without a scholarship or some additional support, the cost of attendance (transportation, housing, food) was very challenging. VP Moore said the campus did have programs and different initiatives to provide some support though not enough. As such, she said the Working group was recommending that the SFSU Foundation's Public Affairs Committee collaborate with the University's Government Relations team to advocate for increases in the State's Cal Grant program.

Lynch talked about the work that she and Dean Way were piloting regarding retention grants. She said

these were grants to help students clear small balances (for tuition, fees, housing) that were preventing them from registering for the next semester. For example, a student needing to have a balance under \$1,000 would not be able to register for the following semester with a balance of \$1,100. She said the small micro grants would cover the \$100 overage so they can register for the next semester, while they receive financial counseling and come up with a plan to clear the balance. Lynch said that during the COVID-19 pandemic, they were able to use about \$70 million in Higher Education Emergency Relief Funds (HEERF), to cover cost of attendance needs as well as fund retention grants, which have since dwindled. As such, she said the Working Group was recommending that the Foundation establishes a Retention Grant Fund that we could fundraise for.

Jackanicz mentioned the partnership with the San Francisco Foundation (SFF) to raise funds specifically for black students at SF State. He said this was based on a model between Cal State University, Fullerton and the Orange County Community Foundation. He said that because of Prop 209, the scholarship fund would be held by SFF, and the application and award process would be managed by Scholarship of America with a potential target of awarding \$50,000 annually. Jackanicz said this could make a significant difference in closing the retention and graduation gap for SF State's black students. Jackanicz said the one caveat to this partnership would be the outcome of the affirmative action case before the Supreme Court. He said should the Supreme Court overturn affirmative action, no entity, public or private, would be permitted to engage in any activities specific to race or racial identities. He said SFF and the Foundation were tracking the case closely.

Dean Way talked about the peer mentor program that was established to boost retention. She said the program had peers embedded in the classes of first year students to provide support. She said the program costs about \$80,000 annually with about \$79,500 going straight to the peer mentor students. Way said the Working Group was also recommending a program run by an organization called Mentor Collective that help universities match any incoming student who wants to be paired with a peer mentor. She said that SF State had already matched 1,000 students and that the program has had much success within the CSU. Way said the program costs about \$140,000.

Jackanicz also mentioned a possible major project with a nonprofit called Braven, that worked with students to prepare them to have good first jobs. Jackanicz said our survey showed that around half of our students graduate with a quality first job. He said Braven works with a large group of volunteers and businesses in the community to pair each volunteer to about five or six students, teaching them how to write a resume, network and interview for jobs. Jackanicz said this was something we were fundraising for right now. He said the multi-year project would cost about \$100,000 to \$300,000 annually, depending on how many students we can have in the program.

Director Amy Chan closed out the presentation. She said given all the things we would like to do and the constraints we faced on the budgetary side, we would have to approach our graduation 2025 goals with a lot of creativity and a lot of elbow grease. For example, how could we structure or frame the possible capital campaign to serve our students with a consciousness toward the JEDI issues? She told directors that the "ask" was both financial (in terms of scholarships, retention grants and funds for counseling and peer mentorship) and non-financial (serving as mentors, advocate for funding at the local and the State legislative levels). She said these were all the ways in which the Working Group would come to directors, as individuals and as committee members, to find their sweet spot to support throughout the coming year.

COMMITTEE REPORTS

Nobari reminded directors that written committee reports were included in their board packet and encouraged them to direct their questions to staff.

ADJOURNMENT

Chair Nobari asked for a motion to adjourn the meeting. Camilla Smith made the motion to adjourn the meeting; Greg Cosko seconded the motion. There being no further business, the meeting was adjourned at 5:10 PM.

Dated: June 16, 2023

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DocuSigned by:

Venesia Thompson

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Venesia Thompson-Ramsay, Secretary