

**SAN FRANCISCO STATE UNIVERSITY FOUNDATION**

Board of Directors Meeting  
 Wednesday, September 16, 2020  
 Via Zoom

**Board Meeting Minutes****IN ATTENDANCE**

V. Anicetti Director  
 K. Brandon Chair  
 L. Bridges Director  
 D. Corvin Director  
 G. Cosko Director  
 D. Endo Director  
 N. Fudem Director  
 S. Gen Director  
 T. Griggs Director  
 J. Gumas Director  
 M. Huss Director  
 J. Jackanicz Foundation President,

L. Mahoney Director/President, SF State  
 J. Marcus Director  
 H. Myers Director

D. Nasser Director  
 N. Nobari Vice Chair  
 M. Rosenbaum Director  
 T. Safford Immediate Past Chair  
 D. Serrano Sewell Director  
 D. Simmons Director  
 D. L. Simon Director  
 C. Smith Director  
 R. Stanley Director  
 J. Summit Director/Provost, SF State  
 V. Thompson-Ramsay Secretary & Treasurer

**ABSENT AND EXCUSED**

W. L. Brown, Jr. Director  
 D. O'Donnell Director  
 J. Wilson Director/CFO and VP,  
 Admin & Fin., SF State

**OTHERS PRESENT**

M. Beeler Associate Vice President (interim), Strategic Marketing & Communications, SF State University  
 M. Beers Assistant Vice President for Teaching and Learning, Faculty Affairs, SF State University  
 C. Bryan Senior Development Associate, SF State University  
 L. Claudio Deputy Chief of Staff to the President, SF State University  
 C. Domingo Dean, College of Science & Engineering, SF State University  
 B. Feinberg Sr. Director, of Development, College of Liberal & Creative Arts, SF State University  
 D. Fierberg Director of Development, Graduate College of Education and Athletics, SF State University  
 E. Figel Investment Advisor, Cambridge Associates  
 C. Grutzik Dean, Graduate College of Education, SF State University  
 J. Hurty Director of Development, Lam Family College of Business  
 C. Johansson Senior Director, Advancement Services, SF State University and Director of Programs and Technology, SF State Foundation.  
 S. Kelton Director of Planned Giving, SF State University  
 N. Lange Associate Vice President, University Engagement & Protocol and AVP (interim), Alumni Engagement, SF State University  
 V. Lee Sr. Director, Finance and Operations, SF State University and Director of Finance, SF State University Foundation  
 G. Mallimson Director of Development Communications & Donor Relations, SF State University

S. McLaughlin	Foundation Legal Counsel and Associate Attorney, Adler & Colvin
J. Minato Williams	Director of Development, College of Science & Engineering, SF State University
J. Moed	Sr. Director, Corporate & Foundation Relations, SF State University
T. Mullaney	Director of Planned Giving, SF State University
M. Nungaray	Executive Director of Development & Campaign Operations, SF State University
M. O'Brien	Sr. Director of Development Research and Prospect Management, SF State University
J. Oppenheim	Director of Communications, Foundation and Alumni, SF State University
M. Pearce	Investment Advisor, Cambridge Associates
A. Rouah	Associate Vice President for Strategic Fundraising Initiatives, SF State University
A. Todd	Director of Development, College of Liberal & Creative Arts, SF State University
A. Sanchez	Director of Development, College of Ethnic Studies, SF State University
E. Sivadas	Dean of the Lam Family College of Business, SF State University
J. Streicker	Director, Corporate & Foundation Relations, SF State University
A. Sueyoshi	Dean, College of Ethnic Studies, SF State University

### **MEETING CALLED TO ORDER**

Chair Brandon called the regular meeting of the Board to order at 3:05 p.m. She encouraged directors to share their thoughts and ideas on topics or presentations for future board meetings. Brandon welcomed the deans, staff and faculty in attendance.

### **REVIEW OF AGENDA**

Chair Brandon asked the board to review the agenda for the September 16, 2020 board meeting, which was included in the board packet and distributed in advance of the meeting. She 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 adopts the agenda for the September 16, 2020 board meeting, as published.

Motioned by: Leona Bridges      Seconded by: Don Nasser      Motion: Passed

### **APPROVAL OF CONSENT AGENDA**

The board reviewed the consent agenda, which included the June 18, 2020 meeting minutes. The minutes were corrected to reflect Caroline Johansson in attendance. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the consent agenda that included the June 18, 2020 board meeting minutes, with corrections.

Motioned by: Herb Myers      Seconded by: David Simon      Motion: Passed

### **PURPLE & GOLD NUGGETS**

Vice chair Nobari provided some exciting updates on the work and accomplishments of those in the SF State community. She reported on a number of grant awards, including the following:

- the National Science Foundation (NSF) awarded SF State \$1 million in funding to help strengthen and diversify the pool of qualified Artificial Intelligence (AI) scientists in the U.S. Administered by associate professor of Computer Science Anagha Kulkarni, the grant would create a new scholarship to bolster retention of low-income, URM+ (underrepresented minority, female, first generation) students.
- the Genentech Foundation awarded the Promoting Inclusivity in Computing (PINC) program a \$580,750 grant to provide scholarships and mentor support to 10 PINC students in the fall.

Scholarship recipients would have an opportunity to collaborate on projects with researchers from industries and other academic institutions such as Genentech, IBM and Stanford.

- assistant professor of Anthropology Martha Lincoln received a \$145,000 National Science Foundation (NSF) award to fund her research into crowdfunding and cancer.
- School of Design assistant professor Joshua McVeigh-Schultz received a \$125,000 NSF grant to fund research into how virtual reality can improve virtual meetings.

Nobari also shared that Antwi Akom, professor of Africana Studies received funding to launch the nation's first Center for Birth Equity and Innovation to address racial disparities in maternal and infant mortality and optimize maternal health care. In addition, professors of Recreation, Parks, Tourism and Holistic Health Erik Peper and Richard Harvey released their book "Tech Stress: How Technology Is Hijacking Our Lives, Strategies for Coping, and Pragmatic Ergonomics," which provided tips on avoiding issues associated with technology overconsumption.

Nobari also mentioned that associate professor of Creative Writing Chanan Tigay won the 2020 Anne and Robert Cowan Writer's Prize for his book "The Lost Book of Moses: The Hunt for the World's Oldest Bible." The prize was established in 2004 by the San Francisco-based Jewish Community Federation.

Finally, Nobari mentioned that the Hollywood Reporter and MovieMaker Magazine both listed SF State as one of the top film schools in the U.S.

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

President Mahoney shared her priorities for the academic year. She said the top priority was public health (of staff and students) and perfecting the remote learning experience. She said the university had done a good job of navigating the challenges the pandemic posed and mentioned that the chancellor of the CSU system had announced that remote learning would continue through the 20-21 academic year. Mahoney thanked the team of people who had ensured that the small number of classes were done safely and highlighted the "gators helping gators" campaign that encouraged face coverings and physical distancing. In addition, Mahoney mentioned that a group of students, called gator ambassadors, had been greeting people entering facilities to ensure they had face coverings and had used the SF State app to confirm their health status the morning of their arrival.

Mahoney reported that San Francisco State's leadership had released an email ensuring its commitment to "black lives matter" at San Francisco State and to aligning the university's work with the city's. Mahoney said she had been meeting with many student and faculty groups as well as a group of black community leaders and was grateful to board chair Kimberly Brandon and director Leona Bridges for their help and support.

Mahoney said the university had, once again, found itself at the center of a national storm precipitated by faculty members inviting a terrorist to participate virtually on a panel for one of their classes. Mahoney thanked board directors Nancy Fudem and Dana Corvin for taking time to speak with her about the issue and also directed the board to her opinion piece in the J. Weekly. Mahoney said this was a difficult moment a university faced where academic freedom and freedom of expression ran up against the values of many on campus and deeply wounded our Jewish students, staff and faculty as well as our local Jewish communities. Mahoney said she had been very active reaching out to San Francisco Hillel, the Jewish Community Relations Council (JCRC) and the Anti-Defamation League (ADL). Mahoney expressed her condemnation of anti-semitism violence and terrorism, while simultaneously committing herself to our Jewish students and Jewish colleagues and to the tenants of academic freedom.

Mahoney said the university received a \$22 million budget cut from the state. She said with the 7% decline in enrollment the university ended up with an almost \$40 million budget gap. She said the university was able to reduce the deficit down to \$9 million through hiring freeze, reduction to operating expenses and the use of a portion of its reserves. Mahoney said the remaining \$9 million gap had to be filled through permanent workforce reduction (about 100 employees). Mahoney said one of the key things we had to do to improve our finances was to stabilize our enrollment by creating a strategic enrollment management plan and strengthening enrollment marketing, both of which were currently underway.

Finally, Mahoney announced that the university had concluded two successful searches: 1) Reginald Parsons who had been appointed Assistant Vice President for Campus Safety and Chief of Police and 2) Eugene Sivadas who had been named Dean for the Lam Family College of Business.

### **SAN FRANCISCO STATE FOUNDATION REPORT**

Foundation President Jackanicz thanked the board for its continued support, especially during these critical times. He introduced Jamie Oppenheim, new director of Communications for Foundation and Alumni Engagement and thanked the board for subsidizing the costs for the position. Jackanicz also informed the board that his office had made great progress and was in the final stages of the search for two new associate vice president positions for Strategic Marketing and Communications (SMC) and Development. Jackanicz said the new hires should begin in late-October/early November and thanked board members John Gumas, Camilla Smith and Sheldon Gen who had represented the Foundation on the searches.

Jackanicz said the University was excited to induct Foundation vice chair Neda Nobari and Jonas Rivera as our alumni of the year at its 2020 Alumni Hall of Fame event. He invited directors to join the celebration on November 6, 2020.

On the fundraising front, Jackanicz shared updates on three mini campaigns. First was the Campaign for HOPE to generate resources for the HOPE Crisis Fund, which supports students experiencing significant financial challenges due to COVID-19, to keep them focused on their studies and keep them enrolled. He thanked vice chair Neda Nobari for her lead gift of \$100,000 and the board for its initial support of \$50,000 back in April 2020. Jackanicz said the program received under 1,500 applications, valued at \$3 million in requests, and was able to award 310 students almost \$300,000. Jackanicz said he would like to redouble our efforts to support even more students and was expecting applications to continue throughout the academic year. He asked the board to consider making another \$50,000 gift to the HOPE Crisis Fund. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board donates an additional \$50,000 to the HOPE Crisis Fund.  
Motioned by: Camilla Smith      Seconded by: Ted Griggs      Motion: Passed

Jackanicz continued his report that the university had officially kicked off the post-campaign assessment for the Bold Thinking campaign with Campbell and Company. He said the firm planned to look at the campaign and where we underperformed/overperformed and the lessons learned as we plan for the next comprehensive campaign. Jackanicz said a report would be available to the board in early spring 2021.

Jackanicz said the campus was in the final stages of planning for some sort of campaign associated with the new science building. He said, despite the financial challenges the state was facing, our new science building was the only capital project that the CSU was funding across the entire system this fiscal year. Jackanicz said that even though the CSU would fund 100% of the construction to the tune of \$150 million, the campus was working with Phoenix Consulting to design a complimentary fundraising

campaign for about \$30 to \$35 million to provide supplemental funding to fully equipped the building with all of the various instrumentations and facilities that faculty and students deserve.

With regards to general fundraising, Jackanicz said the campus had raised 13% (\$2.5 million) of its \$20 million goal for the fiscal year. Jackanicz said he would have more information at the next board meeting in terms of the fundraising pipeline for the rest of the fiscal year. He closed his report with a few highlights of top coverage of San Francisco State in the media.

### **COMMITTEE REPORTS**

Chair Brandon reminded directors that committee reports were included in their packets. She asked them to review the information and forward questions to staff.

### **INVESTMENT UPDATE**

Mike Pearce from Cambridge Associates thanked the board for the opportunity to provide an update on the Foundation's investments. Pearce said his team was asked to take over the SF State Foundation portfolio upon Ravi Karra's retirement because they had a specific emphasis and focus on institutions that were seeking to embed environmental, social and governance (ESG) criteria in portfolio construction. He said that included being sensitive and aware of utilizing strategies that were going to benefit potentially from climate change solutions or avoid things like fossil fuel. Pearce said the Foundation had fully transitioned to an asset allocation that the Investment Committee had approved. He said the goal was to achieve a 5.25% real return after inflation over a rolling 10-year period. Pearce said that to achieve this 5.25% annualized return, meant having a significant allocation to Growth Assets (i.e. 73% Equities) and Fixed Income (27%). He said the spending rule had a smoothing period of 12 quarters, which took the edge off the ups and downs of the market. Pearce said that when it came to growth allocations, he and his team were trying to build up the Foundation's private equity and venture capital allocation. He said the allocation currently stood at 1% but the long-term target was 10%. Pearce said they were also working on reducing the Foundation's allocation to Fixed Income relative to its peers.

### **MEET THE NEW DEAN**

Provost Jennifer Summit introduced Eugene Sivadas, the new dean for the Lam Family College of Business. Sivadas said he had been with the university a couple of months and had a chance to talk to colleagues from across the campus, including his own faculty, staff, students, alumni and community members. He said he had also read through a lot of historical documents on the college, including its accreditation reports, strategic planning efforts and many task force reports and came to the conclusion that the Lam Family College of Business should have seven priorities: 1) curricular innovation, 2) student obsession (doing the most for students), 3) faculty research, 4) building the college's brand, 5) community focus, 6) fundraising and 7) diversity and inclusion. Sivadas said the college had formed 5-member task forces and by February 2021 should be in a position to implement recommendations from the seven priority groups.

### **CEETL**

Provost Jennifer Summit introduced Maggie Beers, assistant vice president of Teaching and Learning to talk about the Center for Equity and Excellence in Teaching and Learning (CEETL). Beers talked about how SF State had engaged in critical faculty development in a global era of racial, health and economic pandemics, known as the three pandemics of 2020. Beers shared that CEETL was established in 2016 with a mission to support diversity among learners and promote learning environments that foster social justice and the respectful exchange of ideas in which students and faculty thrive and succeed. Beers said that CEETL works with faculty and provides deep advocacy for justice, equity, diversion and inclusion

through anti-racism laboratory pedagogy. She said that too often faculty development is seen as remediation or something meant to improve or fix our faculty so CEETL approaches faculty development from a growth mindset or an asset-based approach focusing on the strengths of our faculty. Beers talked a bit about CEETL's offerings, which include faculty events (i.e. annual retreat and recognition ceremonies); faculty support services; and faculty development curricula.

Beers said that CEETL had the most impact over the summer where about 1,300 faculty engaged in the Pedagogy for Inclusive Excellence (PIE) program and about 300 faculty members had completed the Justice, Equity, Diversity and Inclusion (JEDI) PIE program. She said that the center received \$3 million in CARES/COVID-19 relief funding to support faculty in preparation for fall remote learning, some of which was used to fund 48 course redesign projects.

In conclusion, Beers talked about the future directions for CEETL to eliminate the opportunity gap for our most vulnerable students through evidence-based teaching methods. She said that CEETL wanted to engage 100% of our associate faculty in meaningful lifelong learning about pedagogy for inclusive excellence as well as diversify the faculty and our instructional support staff through outreach and mentorship programs. Finally, Beers said CEETL wanted to affirm SF State as the national leader in anti-racist and laboratory pedagogy and focus on the methodology and the infrastructures needed to get to that place. For more information on CEETL, visit <https://ceetl.sfsu.edu/>.

#### **DIRECTOR'S OPEN FORUM**

There was no discussion.

#### **ANNOUNCEMENTS**

The next board meeting was scheduled for Tuesday, December 15, 2020.

#### **ADJOURNMENT**

Chair Brandon asked for a motion to adjourn the meeting. Camilla Smith made the motion to adjourn the meeting; Taylor Safford seconded the motion. There being no further business, the meeting was adjourned at 5:02 pm.

Dated: September 16, 2020

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Venesia Thompson-Ramsay, Secretary

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 Senior Director, Advancement Services  
 San Francisco State University  
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