

**San Francisco State University Foundation Board  
Committee on Directors Meeting**

**February 9, 2021**

**Minutes**

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Members Present: Mary Huss (Chair), Kimberly Brandon, Taylor Safford, David Simon, Jeff Jackanicz, Venesia Thompson-Ramsay

Staff: Anjali Billa

Members Absent: David Serrano-Sewell

**I. Call to Order**

M. Huss called the meeting to order at 9:00 am.

**II. Welcome Anjali Billa, AVP, University Development**

M. Huss welcomed AVP of University Development, Anjali Billa on the occasion of her first SF State University Foundation Board meeting.

**III. Approval of Minutes**

The committee reviewed the minutes from the October 30, 2020 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the committee approves the minutes for the October 30, 2020 meeting, as prepared.

Motioned by: Taylor Safford Seconded by: David Simon Motion: Passed

**IV. New Board Members: Patty Siguenza and Lisa White**

J. Jackanicz shared that two of the three candidates approached for Board membership, Patty Siguenza and Lisa White have agreed to join the Board. Both are deeply committed to SF State, are dynamic professionals in their respective fields, and are successfully broadening representation in STEM through varied activities, advocacy, and community and professional DEI engagement. J. Jackanicz stressed that Patty Siguenza and Lisa White were approached at an ideal moment in their relationship with the University. He acknowledged and thanked K. Brandon for recruitment conversations she had with the candidates. All Committee members found the candidates to be impressive individuals and enthusiastically approved their consideration to the Board.

MINUTE ACTION: that the committee recommend to the Executive committee, for approval, Lisa White and Patty Siguenza to be elected to the Board.

Motioned by: Kimberly Brandon Seconded by: Taylor Safford Motion: Passed

## **V. Recap of Recent Recruitment Approach**

J. Jackanicz shared that recruitment has been reignited and based on much of the great work already done by the Committee. The gaps that were identified in the past are largely still existent. We've combined this prior analysis with an opportunistic look at new candidates--as well as prior ones--who might find alignment with, in particular, the new Science building to assemble this latest Potential Candidates list. Giving capacity is being given more weight as well as all the other dimensions of the candidates; the approach used to build the list has been effective and deliberate.

Using the latest Potential Candidates list as a backdrop, J. Jackanicz suggested the ideal would be to add 2 to 3 people this calendar year if possible. M. Huss inquired about timing in adding new candidates. As the latest group of potential candidates is not at the (unusual) state of readiness of Patty Siguenza and Lisa White, the fall of 2021 would be a more realistic goal to add new members gleaned from the list (barring any exceptional circumstances that would expedite the process).

## **VI. Updated Gap Analysis Review and Discussion**

M. Huss referenced a productive planning meeting in which she met with Advancement/Development staff (Jackanicz, Thompson-Ramsay, Billa, Bryan and O'Brien) to review the Potential Candidate list and to strategize about the process, the needs, and the approach to recruiting for the Board.

C. Bryan explained the Board gaps and the rationale behind filling them. Committee members requested a focused assessment of gap category priorities: younger; Asian; female; and, STEM categories were identified as priority areas. M. Huss inquired about individuals in different disciplines including those that would be helpful in building/facilities funding/campaigns, for example.

Committee members discussed soliciting new names. J. Jackanicz suggested physical sciences, engineering, humanities, and business as areas to examine with special emphasis on the business sector.

D. Simon suggested broadening our geographic scope by looking outside of the Bay Area, including Southern California (people in entertainment), Sacramento (people in politics), and the Central Valley. Further, he referenced young alums who attended SF State alumni events in Southern California in the past who might have attained some capacity at this point. T. Safford added that the remote medium that we're on provides flexibility as never before, and that we should think more broadly about tapping into remote/non-Bay Area recruitment. D. Simon offered his assistance in identifying prospects. A. Billa inquired about tapping the tech sector (which she acknowledged is challenging), and wondered if there had been focused effort in that industry and if so, what decisions were made based on outcomes. Further, she offered looking at medium-sized (non-Google scale) companies like Adobe which has a large presence in the area, has a foundation, and has celebrated and promoted DEI. Institutions are running after the Google and

Salesforce money, but there's a good argument for approaching these mid-size companies—also in terms of workforce development. C. Bryan pointed out that potential candidate, Olga Braylovskiy works at Intuit, and M. Huss added that potential candidate, Coraetta Smith works at Zendesk. M. Huss offered to connect J. Jackanicz with Ebony Beckwith, CEO of the Salesforce Foundation.

M. Huss also mentioned Oracle as an option to explore—she felt from a partnership, philanthropic, or Board standpoint.

J. Jackanicz called for input on whom among the Potential Candidates to focus, and D. Simon suggested proceeding with the three top engagement-rated candidates, and all agreed that this is a good course of action. D. Simon also requested an updated list of alums list of tech executives in and around the Bay Area. Further, D. Simon proposed Dennis Ho, the music industry's Steve Miller (not of the Steve Miller Band), and Sue Steinberg, as a potential candidates. J. Jackanicz suggested providing D. Simon a list of Southern California prospective candidates and the two of them reviewing same to glean possibilities. J. Jackanicz also mentioned Neda Nobari as resource for the region.

M. Huss suggested giving ourselves a deadline and a plan to bring forth additional candidates, and that during the Board retreat, with some clear direction of some of the gaps, invite the full Board to submit names for vetting. The retreat agenda is quite full, but there may be a way to broach the conversation. All agreed that a celebrity would add a particular element to the Board.

## **VII. New Board Member Orientation Discussion**

V. Thompson-Ramsay shared a draft outline of a one-hour orientation agenda slated for the first week of March for Patty Siguenza and Lisa White. She stressed that the content will be quite high-level and that it's important in the early stages to give a general overview of the Board. The agenda items and those responsible for delivering them have been thoughtfully curated—all Committee members found it to be very well done. J. Jackanicz added that there is a wonderful, comprehensive packet that has already been shared with Patty and Lisa which will complement the orientation.

K. Brandon and M. Huss agreed to participate in the orientation session, and N. Nobari will be asked to participate as well.

## **VIII. 2021 Committee on Directors Meeting Schedule**

C. Bryan invited the Committee to consider re-establishing set, pre-scheduled Committee meetings for the remainder of the year. Meetings would correspond to the past format in terms of scheduling around Executive Committee and Board meetings.

T. Safford inquired about the aborted Board survey, and J. Jackanicz informed the Committee that a survey is slated to be distributed before the March Board retreat. It will be partly focused Board engagement and partly focused on strategic planning.

## IX. Adjournment

**The meeting was adjourned at 10:04 am.**

Respectfully submitted:

DocuSigned by:  
*Mary Huss*  
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06/01/2021 | 1:48 PM PDT

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Mary Huss  
Chair

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Date

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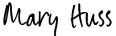
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