

SAN FRANCISCO STATE UNIVERSITY FOUNDATION

Board of Directors Meeting

Thursday, June 17, 2021

Via Zoom

Board Meeting Minutes

IN ATTENDANCE

J. Aguilar	Director	N. Nobari	Vice Chair
V. Anicetti	Director	M. Rosenbaum	Director
K. Brandon	Chair	T. Safford	Immediate Past Chair
L. Bridges	Director	P. Siguenza	Director
A. Chan	Incoming Director	D. L. Simon	Director
D. Corvin	Director	Ca. Smith	Director
G. Cosko	Director	Co. Smith	Incoming Director
D. Endo	Director	J. Summit	Director/Provost, SF State
N. Fudem	Director	V. Thompson-Ramsay	Secretary & Treasurer
S. Gen	Director	L. White	Director
T. Griggs	Director		
J. Gumas	Director		
M. Huss	Director		
J. Jackanicz	Foundation President, VP/Univ. Advancement, SF State		
T. L. Jackson	Incoming Director		
L. Mahoney	Director/President, SF State		
J. Marcus	Director		
H. Myers	Director		
D. Nasser	Director		

ABSENT AND EXCUSED

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

OTHERS PRESENT

A. Billa	Associate Vice President for Development, SF State University
C. Domingo	Dean, College of Science and Engineering, SF State University
C. Johansson	Senior Director, Advancement Services, SF State University and Director of Programs and Technology, SF State Foundation.
S. Kelton	Planned Giving Director, SF State University
N. Lange	Associate Vice President, Alumni Relations & University Engagement, SF State University
V. Lee	Senior Director, Finance and Operations, SF State University and Director of Finance, SF State University Foundation
N. Lim-Tepper	Chief of Staff to the President, SF State University
S. McLaughlin	Legal Counsel, SF State University Foundation
T. Mullaney	Planned Giving Director, SF State University
G. Nunez	Associate Vice President, Strategic Marketing & Communications, SF State University
M. Nungaray	Executive Director of Development & Campaign Operations, SF State University
J. Oppenheim	Director of Communications, Foundation and Alumni, SF State University
D. Perea	Administrative Assistant, Strategic Marketing & Communications, SF State University
A. Sanchez	Director of Development, College of Ethnic Studies, SF State University

M. Sullivan Director of Development, College of Health and Human Sciences, SF State University

MEETING CALLED TO ORDER

Chair Brandon called the regular meeting of the Board of Directors to order at 3:35 PM. She began the meeting by congratulating the directors who were elected and re-elected to the board and thanked them for their continued support of the University.

REVIEW OF AGENDA

Chair Brandon asked for a motion to review the agenda for the regular board meeting of June 17, 2021, which was included in the board packet and distributed in advance of the meeting. She noted that the agenda would now include a section for a report from the student director. 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 17, 2021 board meeting.
Motioned by: Don Nasser Seconded by: Camilla Smith Motion: Passed

APPROVAL OF CONSENT AGENDA

The Board reviewed the consent agenda, which included the minutes from the March 20, 2021 board meeting and the proposed board meeting dates for fiscal year 21-22. 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: Camilla Smith Seconded by: Judy Marcus Motion: Passed

PURPLE & GOLD NUGGETS

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

- The California State Student Association (CSSA) awarded SF State President Lynn Mahoney the Robert C. Maxson President of the Year award.
- More than 8,400 students graduated from the University’s 120th Commencement ceremony on May 21, the second ceremony held online due to COVID-19. The stream on YouTube attracted more than 11,000 viewers during the broadcast, and the video of Commencement viewed more than 5,000 times.
- A new SF State program aimed to address college retention and graduation rates for male students of color. A collaboration between the Division of Equity & Community Inclusion and Health Promotion & Wellness (HPW), the new Men of Color (MoC) program focuses on the academic, social and personal development of SF State students who are men of color, offering various academic and non-academic support resources such as mental health, healthy masculinity, financial literacy and more.
- Thirty-eight (38) works from SF State students were on display at an exhibition called [“Impressions in Isolation: Monoprints from SFSU”](#) at the SFO Museum through June 29.
- Professor and Chair of Chemistry and Biochemistry, Teaster Baird Jr. was named a fellow of the American Society for Biochemistry and Molecular Biology (ASBMB) — in the first class of fellows ever recognized by the society.
- The Center for Equity and Excellence in Teaching and Learning (CEETL) and the Department of Asian American Studies prepared an online Teaching Resource Guide in response anti-Asian rhetoric and violence.

- Associate Professor of Sociology, Valerie Francisco-Menchavez authored a research paper that showed the lack of labor protections for Filipino caregivers had been exacerbated by the COVID-19 crisis.
- The Family Acceptance Project at SF State released a series of eight new Asian language posters to help prevent suicide and other serious health risks and promote well-being for Asian and Pacific Islander (AAPI) LGBTQ children and youth.
- Assistant Professor of Biology, Robyn Crook won a \$675,000 CAREER award from the National Science Foundation to open a new frontier in the study of octopuses and squids and to see what their minds can teach us about our own. (SF State ranks second in the CSU system for the prestigious CAREER awards, with faculty members earning 18 since the program began in 1996).
- Associate Professor of Biology, Scott Roy was a lead author of a recent study in *Science*, one of the world's most prestigious scientific journals. The research, published on May 7, catalogs a strange and confounding system of genes in a tiny rodent that scientists have largely ignored for decades.

SAN FRANCISCO STATE UNIVERSITY REPORT

President Mahoney started off by welcoming the directors newly elected to the board. She also thanked the officers and committee chairs for renewing their service and leadership positions. Mahoney thanked the CSSA for honoring her and provided some background on Robert Maxson (for whom the award was named) and his transformational leadership as President of Cal State Long Beach during the mid-1990s to mid-2000s.

Mahoney said she was happy to report that she would begin the 2021 academic year with no “interim” members of the President's Cabinet. She congratulated Jeff Wilson who was appointed the permanent Vice President for Administration and Finance and Noriko Lim-Tepper who was appointed the permanent Chief of Staff. Mahoney said the University would also welcome Dr. Jamillah Moore as the new Vice President for Student Affairs and Enrollment Management. Mahoney also announced that Joshua Ochoa was elected president of the student body, Associated Students for the FY 2021-2022 academic year.

Mahoney said the state budget was going to be a healthy one as the Governor had promised a restoration of the budget cuts. She said the CSU also received millions in Federal higher education emergency relief for students (including undocumented students) and a portion could be used to support our international students who had also been very negatively impacted by COVID-19.

Mahoney announced that Marcus Hall was open, and the campus would be planning a dedication ceremony in the fall. She also announced that demolition had begun on the old science building. Mahoney said both Marcus Hall and the new science would transform student learning.

Mahoney shared that Cal OSHA had removed most of the workplace restrictions so the campus would return to in-person instruction in the fall. She said there would still be requirements like face coverings, health screening and proof of vaccination for students and employees. She said the expectation was at least a 70% occupancy for residential halls. Mahoney said that some things that worked well virtually would continue such as academic advising. She also said the campus would operate on a hybrid model (working on campus and remotely).

But our big project once we get fall launched, is to engage in university strategic plan. The campus will contract with a company that does strategic planning with a focus on organizational change and organizational improvement. Mahoney said the University was also doing some wonderful work on our self-study for our accreditation so FY 21-22 would be an exciting year. Finally, Mahoney said she would be teaching a US history general education course in the fall.

SAN FRANCISCO STATE STUDENT REPORT

Student director James Aguilar started off by thanking President Mahoney and Chair Brandon for extending his term on the board and for beginning to develop the student representative role. Aguilar provided an overview of where the SF State student body. He said students were excited for the summer after months of online classes and Zoom fatigue as well as the Governor's reopening of the State. Aguilar commended campus leadership on their actions to improve communications and get everyone, including staff and faculty, on the same page. Aguilar said that, despite the pandemic, students were still very much engaged in social issues conversations such as the role of law enforcement in our communities, a divided government and an economy that was slowly recovering. Aguilar said there was a unique opportunity to push the envelope on reform in government as well as within our institutions to ensure that we integrate educational equity.

Aguilar also shared the news that his friend and colleague Joshua Ochoa was elected President of Associated Students (AS). He said also mentioned that for the first time AS has a Vice President for Academic Affairs who will work closely with the campus Academic Affairs office. Aguilar said AS policy agenda for 2021-2022 aimed at pressuring local, state and federal partners to advocate for a path to a tuition free education. Finally, Aguilar said he would like to develop the student director role by engaging board committee work as well as in donor targeting and retention activities.

FOUNDATION PRESIDENT REPORT

Foundation President Jackanicz said he had two important items that required board action. He said the first item was the renewal of the master operating agreement (MOA) between the Foundation and the University. Jackanicz reminded the board that the prior MOA had been extended a couple of times to allow staff time to research a structure consistent with best practices. Jackanicz said the MOA would be renewed for a period of five years. He said he was requesting an annual subsidy from the Foundation of \$500,000 to support University Advancement core operating expenses such as branding and marketing, donor database management, event and alumni engagement. Jackanicz said this would be a shift from funding University staff positions as in the past. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the MOA between the Foundation and the University, effective July 1, 2021 through June 30, 2026.

Motioned by: Coraetta Smith

Seconded by: Camilla Smith

Motion: Passed

Jackanicz said the second item was regarding our longstanding relationship with the Modern Greek Studies Foundation (MGSF). He said we were privileged to have worked with MGSF for a number of years with their support of the Center for Modern Greek Studies on campus. Jackanicz said the University had struggled to hold up its end of the bargain because of an unfortunate but consistent decline in student and faculty interest in the study of modern Greek. He said after close consultation with the Dean of the College of Liberal & Creative Arts and Provost Summit, campus representatives undertook a dialogue with MGSF about the possibility of discontinuing the Center and, ultimately, returning the endowed funds to them to pursue other means that could fulfill their goals. Jackanicz said MGSF was initially disappointed, but ultimately very amenable to this decision and, in fact, were continuing to support the university (MGSF will fund some courses in Greek language in the fall). Jackanicz said we would have final numbers after we close the fiscal year but the March 31, 2021 balance was about \$1.2 million along with some materials in our library that were connected to some of the gifts. Finally, Jackanicz MGSF and SF State Foundation were working very closely on a communication strategy to share the news with

stakeholders. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board adopts resolution BOD #061721-1 to revert the assets of the Nikos Kazantzakis Chair in Modern Greek Studies to the Modern Greek Studies Foundation.

Motioned by: Teri Jackson

Seconded by: Taylor Safford

Motion: Passed

Jackanicz concluded his report by reminding directors to complete their annual conflict of interest forms and return to staff.

FOUNDATION FY 2021 – 2022 WORKPLAN

Jackanicz shared some information about the work he hoped to undertake with the Foundation board in the coming year. He said the Development Office will engage in some aggressive fundraising targets. This will entail building out some additional processes and metrics for supporting and tracking work of the fundraising team. In addition, the Advancement division will be investing in its infrastructure - purchasing a new donor database and customer relation management software tool. Jackanicz said the next one to two years will be focused on planning and analysis for the next fundraising campaign (i.e. feasibility studies, donor segmenting and required staffing levels).

Jackanicz said he also planned to work with board committees to alter or expand their purview. He said he was also keen on restarting a board newsletter to build an even greater sense of community among the directors. Finally, Jackanicz said he will be working with the Board in the coming months to plan some potential diversity, equity and inclusion work. He said there was an opportunity for the Board to really align itself with the University around some core shared values and vocabulary.

PRESENTATION: SF STATE MARKET RESEARCH FINDINGS

Guissele Nunez shared outcomes and lessons learned from a recent market research to support a brand and enrollment marketing strategy for the University. Nunez said the Office of Strategic Marketing & Communications (SMC) had been very communications-heavy in the past, but now needed to find a balance to support a brand and enrollment marketing strategy. As such, Nunez said SMC had begun turning some of its communications into more strategic storytelling that had a marketing bent to it. She said that, for the first time, the University now had a marketing budget and there was close coordination amongst campus communicators to build more collaborative, strategic partnerships to support the colleges.

Nunez said the recent market research was to help the University understand not only its target audiences (who they were and how they made decisions about college) but also to build a benchmark. Nunez said the research included quantitative and qualitative data. A total of 200,000 survey emails were sent out and 8,000 responses received. In addition, there were interviews with influencers (parents, high school and community college counselors), current undergraduate and graduate students as well as students admitted but did not enroll. Nunez said the research showed there were some opportunities to highlight our unique culture and our learning environment. For example, students surveyed saw social justice as part of their academic experience so telling that story to prospective students was critical. Finally, Nunez said the research also tested out the theme/slogan “the City’s University” and it did not resonate with students or influencers.

DIRECTOR’S OPEN FORUM

There was no discussion.

ADJOURNMENT

Chair Brandon asked for a motion to adjourn the meeting. Camilla Smith made the motion to adjourn the meeting; Patty Siguenza seconded the motion. There being no further business, the meeting was adjourned at 4:53 PM.

Dated: June 17, 2021

* * *

DocuSigned by:

Venesia Thompson

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Venesia Thompson-Ramsay, Secretary

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