

CSUSB FOUNDATION

Building a Culture of Philanthropy

CSUSB Philanthropic Foundation Board

Meeting Minutes

Saturday, March 25, 2023

9:00 a.m. – 2:15 p.m.

Members Present: William Stevenson (Chair), Nefertiti Long (Vice Chair), Monica Alejandre, Debbie Brown, Dorothy Chen-Maynard, Paola Galvez, Paul Granillo, Rod Hendry, Gary McBride, Rafik Mohamed, Tomás Morales, Robert Nava, Rheanna Rodriguez, Shanthi Srinivas, Samuel Sudhakar, Elise Traynum, Ellen Weisser

Members Absent: Don Averill, Haakon Brown, James Cartagena, Johnny Davis, Grace Garner, Doug Freer, Ben Harer, Mark Kaenel, Cole Jackson, Barbara McGee, Mustafa Milbis, Lou Monville, Paz Olivérez, Manish Patel, Steve PonTell, James Ramos, Phil Savage, Paul Shimoff, Karen Suarez, Justin Swant, Edward Teyber

Guests: Rueyling Chuang, Chinaka DomNwachukwu, Tina Frank, Brian Haddock, Christina Hassija, AJ Keefe, Kamalei Lee, Tania Pantoja, Sastry Pantula, Robin Phillips, Michelle Skiljan, Ginny Stewart-Hattar, Brennan Teehan, Bob Tenczar, Zack Tucker, Marisa Yeager

Welcome

Chair William Stevenson called the regular meeting of the CSUSB Philanthropic Foundation Board to order at 9:34 p.m.

Business

The agenda and the consent agenda were approved without objection by Chair Stevenson.

Chair Stevenson called for volunteers for an ad-hoc committee to review the Foundation Board bylaws. Board members Chen-Maynard, McBride, Srinivas, and Traynum volunteered to serve on the committee, which will provide recommendations to the executive committee by its May 24, 2023 meeting.

Student Life Report

ASI President Paola Galvez provided a report on student life, including an update on the ASI election season, information on campus sustainability events, and student participation at Advocacy Day in Sacramento.

University Report

President Morales gave a report on the state of the university, including updates on the campaign, a campus visit by Lt. Governor Eleni Kounalakis, recent faculty awards, the CSUSB Student Research Competition, and other campus events. President Morales briefed the board on a recent enrollment decline, the impact on our budget, and how the entire campus will work creatively to move forward. Finally, he announced the 2023 honorary degree recipients: Dorene Dominguez and Mary Heckmann.

Committee Report

Committee Chair Brown gave a report on behalf of the Philanthropy Committee. A total of \$193M has been raised toward the campaign goal, with \$39M in philanthropic gifts representing 55% toward goal and \$155M in sponsored research funding (119% of the goal). The current campaign dashboard is included in the retreat packet.

Board Study Session: Enrollment Management

Provost Mohamed provided a brief summary of enrollment challenges in higher education throughout the country and then introduced the session presenters, Tiffany Bonner, Director of Outreach, Auvria Hampton, Director of Admissions Operations and Systems, and Bob Tenczar, Associate Vice President for Strategic Communication. The session provided board members with an overview of the admission process and outreach efforts, including engaging with critical influencers (counselors and families), connecting with prospective students, community partnerships, welcoming students to campus, and breaking down enrollment barriers. Marketing strategies to engage prospective students, including targeted campaigns, the Amazon College Tour, and Niche.com, were also shared with the committee. It was noted that Enrollment Management and Strategic Communication work closely to support our admission and enrollment efforts. Board members can support enrollment efforts by providing us with opportunities to connect with prospective students and their families, identifying financial support, and continuing to champion CSUSB.

Chair Conversation with the Deans: Campaign Priorities

Board Chair Stevenson introduced Deans Chuang, DomNwachukwu, Gomez-Arias, Hassija, and Pantula. The panel provided insight on how the campaign has impacted the academic program and student experience within their colleges. The importance of faculty engagement in philanthropy, leveraging sponsored research, and the first naming of an academic program by a corporation were highlighted throughout the panel session.

Open Discussion

President Morales thanked the board for their extraordinary service and commitment to the university.

The meeting adjourned at 1:30 p.m.

Approval of Minutes
CSUSB Philanthropic Foundation
Board Meeting
March 25, 2023

Signature: Monica Alejandre Date: 6/28/2023

Print Name: Monica Alejandre

Board Position: Secretary