



## BOARD OF DIRECTORS MEETING MINUTES

**Thursday, August 25, 2022**

On-Campus Location: SSB 121, MPR Rooms 1967/1969  
Zoom Video Conference: <https://cpp.zoom.us/j/8903936878>

**Members Present (in person):**

Diane Miller (Chair), David Singelyn (Vice Chair),  
Walt Allen, Jennifer Brown, Soraya Coley, Kristin Crellin, Larry Gates, Michele Gendreau, Christina Gonzales, Pat Patel, Dan Montplaisir, Majed Muhtaseb, Doug Nelson, John Resich, Dorothy Roberts, Wendy Rogers, John Resich, Ysabel Trinidad

**Members Present (via Zoom):**

Brett Berglund, Rudy Duran, Majed Muhtaseb, Aliza Ortega, Sandy Smith

**Members Absent:**

Ahmed Al-Khatib, Winny Dong, Earl Gales, Susan Kellogg-Bell, Sean Yu

**Guests:**

Dr. Mary Akers, ENV Dean, Andy Wilcox, ENV Associate Dean,  
Keiji Uesugi, Lecturer, EVN Students - Mauro Macias, Tiffany Torres, Clarence Vong, Jenkins Shannon, Sr. DOD of ENV,  
Connie Schmitz, Director of Donor Relations, and Stewardship

**Staff Present:**

Pam Jones, Natalie Graff, David Porges, Diane Rivera, Diana Saldana

**I. CALL TO ORDER**

**DIANE MILLER**

Diane Miller, Board Chair, called the meeting to order at 9:34 a.m. PST. Diane Miller welcomed the members of the Board of Directors to this meeting, expressing her appreciation for their participation, and commended them for their continued service to the University.

Dan Montplaisir introduced the newest ASI president and board member Aliza Ortega. Aliza addressed the members.

**II. CONSENT AGENDA**

**DIANE MILLER**

A. Minutes for May 11, 2022, Foundation Board Meeting Minutes

B. Gift Acceptancy Policy Changes

Natalie Graff explained the following update has been made to the Cal Poly Pomona Philanthropic Foundation's Gift Acceptance Policy to define what fundraising platforms and scenarios are acceptable:

**Crowdfunding and Peer-to-Peer Fundraising Policy:**

Crowdfunding is a method of raising funds from a number of an institution's alumni, students, and friends via social media and/or online platforms. All crowdfunding and peer-to-peer fundraising efforts must use the University crowdfunding platform.

## BOARD OF DIRECTORS MEETING MINUTES

The board reviewed the update that has been made to the Cal Poly Pomona Philanthropic Foundation's Gift Acceptance Policy because of a new Executive Order from the CSU Chancellor's Office. A campus policy is being developed, and additional changes will be made to this section once complete. Acceptance of Art must comply with CSU Policy on Art Collection and Management EO 0276.

**Diane Miller asked for a motion to approve the consent agenda as presented.**

**Motion [Michele Gendreau/Kristin Crellin]: Be it Resolved, the Board of Directors of the Philanthropic Foundation approves the consent agenda as presented.** The motion was approved unanimously.

### III. CHAIR'S REPORT

DIANE MILLER

Diane Miller addressed the following to the Board Members: I'm pleased to offer my first Chair's report. I've selected a few topics of particular interest to me and of critical importance to the effectiveness of our Board. It's very important to President Coley, Dan and myself that service on this board brings you joy and purpose, that it's a valued use of your time and expertise, and that you feel you have an opportunity to contribute in a meaningful way. As this Board continues to mature, it's important to evaluate how we're doing with an eye toward continuous improvement. This evaluation and improvement responsibility was added to the Nominations & Governance Committee when we added the governance function last year.

Please refer to the section labeled ITEM B in your Board member materials. You'll find three documents there.

- The first document is the Board Assessment performed on May 11th of this year. We appreciate the responses that 12 of you provided. Although we received positive feedback on the ten questions, it's clear we have some areas in which to dig deeper to improve the effectiveness of our Board. The free form comments were especially helpful.
- The second document is a new and improved Board Assessment! It's much more in-depth and requests that you evaluate the areas of Structure, Information and Dynamics. The questions are aligned with our Foundation Strategic Plan and our Board Member & Committee Engagement Opportunity Matrix. I recognize that 35 is a lot of questions! Hopefully, it won't take much time for you to record your response. Again, your comments will be especially helpful in the evaluation of our effectiveness and opportunities for improvement. PLEASE return your completed evaluation to Diane Rivera today or by September 1st.
- The third document is our Board Member & Committee Engagement Opportunity Matrix. We approved this last year as a means to align our committee and individual efforts with the Foundation Strategic Plan. I have asked each Committee Chair to consider the priorities for their committee this year. The matrix not only identifies a number of opportunities each committee may choose to focus on, but also a number of opportunities each individual member of the Board may choose to focus their time and expertise. How you contribute to the Board's success to gain the most value is up to you. Please review the Matrix and contemplate how you have engaged over the past year and how you will engage over the next year.

Diane thank' d the board members for their service, engagement, and contributions to this Foundation Board.

## BOARD OF DIRECTORS MEETING MINUTES

### IV. PRESIDENT'S REPORT

PRESIDENT SORAYA COLEY

Diane Miller introduced President Coley, University President, for her report. Dr. Coley welcomed everyone in attendance and expressed her appreciation to the Board of Directors for their ongoing support of the University.

#### **Commencement**

When we last met, the University was just days away from celebrating Commencement.

Commencement is the University's signature event each year, bringing tens of thousands of family members, loved ones, friends, and supporters to our campus to celebrate our newest graduates. It is a time of tremendous celebration, an acknowledgment of our amazing students, and recognition of the work being done every day by our faculty and staff. As you may recall, we had to cancel the Commencement entirely in 2020 due to the pandemic. And then last year, we got creative, moving the massive event to the Fairplex, where we could safely and socially distance hold the event. More than 8,000 graduates crossed the stage in University Quad to receive their degrees and credentials, with a combined audience of more than 64,000 cheering them on. One of the highlights is the College of Engineering awarding board colleague Larry Gates with an honorary Doctor of Science degree. The California State University awards honorary degrees to recognize individuals who have achieved not only exceptional eminence in their careers but also demonstrated a deep commitment to public service and the intellectual and humane values embodied by the CSU. Larry truly deserves this high accolade and joins fellow Board members Diane Miller and Ganpat Patel in being granted honorary doctorates from CSU.

#### **Newest Broncos**

The latest enrollment figures are only preliminary at this point. Still, we continue to draw a diverse and talented student body, well-represented in first-time and transfer college students. Cal Poly Pomona continues to be a high-demand campus. The total number of applications for the term that starts today was a new high for Cal Poly Pomona, with nearly 64,000. Exceeding the previous record by more than 6,000 applications, and over the past five years, total applications for fall are up by 28 percent.

This interest and demand are a function of our academic excellence, commitment to learning by doing, and holistic approach to student success. Students want to come to Cal Poly Pomona because they see our University as a stepping stone to a lifetime of success. And we are committed to helping to launch them. We have deliberately cultivated these traits and made them real. The increasing demand to come to Cal Poly Pomona demonstrates that prospective students, their families, and supporters have noticed.

This incoming cohort of faculty is the largest in six years and the most diverse in Cal Poly Pomona history. This is a tremendous achievement, and it is no accident. It reflects the campus-wide commitment to fostering a diverse, equitable, and inclusive campus climate and specific strategic endeavors, including a purposefully designed cluster hiring program and strategically focused recruiting and hiring practices.

The future of Cal Poly Pomona is happening now, and our faculty represent the foundation of this work.

## BOARD OF DIRECTORS MEETING MINUTES

### Fall Conference

Fall Conference is the University's annual series of gatherings right before the start of the fall semester. The conference begins with President Coley's "state of the university" address, titled "The Thread that Binds Us." The conference was followed by an Academic Affairs Forum led by the provost and a host of other college and departmental meetings. The state of the University addressed how it has changed drastically over its 84 years of existence, from 110 students and three fields of study to nearly 30,000 students covering the full breadth of academic scholarship.

Based on our guiding principle of "One Team. One Goal. Student Success.," we recently launched the One Team Award last year to recognize and celebrate cross-divisional collaboration that closely aligns with the core university values delineated in the Strategic Plan. Last year's inaugural award went to Project CAMINOS, an intensely collaborative project that helps prospective students and families with their college selection and transition. This year's award went to the Fearless Campus project. A program that epitomizes the best of Cal Poly Pomona, the Fearless Campus project encompasses 32 academic departments across eight colleges, the University Library, and our faculty and staff professional development units. This genuine one-of-a-kind effort focuses on creating a psychologically safe classroom environment defined by trust, mutual respect, empathy, and compassion, all to enhance student learning and success.

In a Fearless Classroom, students feel supported in their efforts to succeed and are comfortable in expressing their opinions and insights. Students are empowered to ask for help when needed and feel a sense of belonging. And thanks to the team's concerted efforts to scale and institutionalize the project, an exceptional 9,000 students have enrolled in Fearless Classrooms since its launch in 2019. This collaborative and silo-busting work is happening all over campus and represents both our creative spirit and how we continually innovate to meet the needs of our students. I look forward to perhaps having faculty and staff from the Fearless Campus project present at a future Board meeting so you can get an even better sense of what a tremendous resource this effort is.

### State Budget

I also wanted to share some details from the finalized state budget. As I have discussed in previous meetings, the increased funding for higher education in California over the last few years signals the broad recognition of the critical role that public higher education plays in California. The budget signed by Governor Newsom includes a total increase in the ongoing funding of \$365 million for CSU and \$1.1 billion in one-time funding. The ongoing funding emphasizes support for student success, enrollment growth, and basic needs. The one-time funding includes support to increase student housing and deferred maintenance. It also includes \$75 million to be shared across the four campuses with university farms for equipment and infrastructure improvements. As one of those four campuses, Cal Poly Pomona will receive \$18.5 million, and we have already moved forward on approval for a variety of projects, including an apiary lab, leading-edge agricultural equipment, and a plant processing lab to help meet the increasing demand for plant-based protein alternatives products.

## BOARD OF DIRECTORS MEETING MINUTES

The budget also includes \$5 million for the Cal-Bridge program: a system-wide initiative hosted on our campus that supports underrepresented students pursuing doctoral degrees in STEM fields. The budget is a recognition of the importance of public higher education in California, but also of the unique role that Cal Poly Pomona plays. At the same time, the CSU continues to be challenged in covering increased costs across the 23-campus system that was not state-funded.

\$365 million in ongoing funding; \$1.1 billion in one-time funding, \$75 million is evenly split among the four CSU farms and \$5 million for Cal-Bridge

### **The University students, faculty, and staff are doing amazing work:**

- Money Magazine ranked the College of Business Administration the No. 5 program in California and No. 30 in the U.S.
- “Best Universities” named our Architecture Program the top program in California, beating out UCLA, Berkeley, and Cal Poly San Luis Obispo.
- The Western Psychological Association named Professor Lori Barker their incoming president.
- The American Society for Engineering Education awarded its annual Outstanding Teaching Award to Professor Paul Nissenson from the mechanical engineering department.
- And a \$300,000 grant from the U.S. Department of Agriculture’s National Institute of Food and Agriculture will support a three-year project at Cal Poly Pomona that will help California farmers growing grapes, strawberries, and citrus fruits prepare for climate change. These crops bring in billions of dollars to California every year.

## **V. COMMITTEE REPORT**

### **A. Development**

**MICHELE GENDREAU**

Diane Miller introduced Michele Gendreau, Development Committee Chair, to provide the update from the Development Committee.

### **Cultivation Cycle**

The Donor Cultivation Cycle is a framework we use to understand and explain development work. You see two frameworks here that are essentially the same but use different terms. On the left is a common-language translation for the framework on the right that uses typical fundraising terms. Essentially, the Donor Cultivation Cycle boils down to these five steps. First, identify people who may be interested in our mission and the students we support (Identification). We work to educate and involve them in what we do (Cultivation) – this step helps us to get a sense of whether they would be interested in providing support. If they are interested, then we make an ask (Solicitation). After a successful ask, thank and recognize our donors (Recognition) and involve them more deeply (Stewardship/Cultivation). Donor Relations and Stewardship are primarily recognized and involve more deeply categories.



## BOARD OF DIRECTORS MEETING MINUTES

### How to Help

These cycles help encourage long-term relationships with potential and current donors by sharing our gratitude for their investment. First, Join the “thank you crew” and participate in thanking opportunities: you can make a ThankView Video; or write a personal thank you to first-time, loyal, or endowment donors. Volunteer as a signer on the cover letters welcoming new Founders’ and Legacy Giving Society members.

Second, ENGAGE by volunteering to host an event, give your time by becoming a mentor, participate in our professor for a day program, or make calls to notify scholarship recipient winners. You can also join us in celebrating our new alumni at Commencement! Finally, talk with your development officer about how your gifts are used. Our goal is for donors to see and feel how their contributions make a difference for others.

The marketing tool kit was presented to the board of directors.

### B. Finance and Investment

**JOHN RESICH**

Diane Miller introduced John Resich, Finance and Investment Committee Chair, to provide the update from the Finance and Investment Committee.

#### Financial Highlights

Cash Receipts of \$13.09M - second largest amount in the last five years

Distributions to the Campus:

- Scholarships \$3.025M- 37.5% increase from Fy’21
- Educational Activities \$4.92M - 58.7% increase from FY’21

The administrative fee on Endowed Fund balances and the 5% Gift Fee both Exceeded Budgeted Amounts

Expenses Directly Related to Philanthropic Activities Equal to Budgeted Amounts

Total Foundation Assets \$213.945M

Fund Balances including Endowment and General Investment Pool \$198.609M

Investment Performance - Endowment 3 Year Average return 6.5%, One Year Return -11.9%

### C. Nominations and Governance

**KRISTIN CRELLIN**

Diane Miller introduced Kristin Crellin, Nominations and Governance Committee Chair, to provide the update from the Nominations and Governance Committee.

We are requesting nominations from the board for potential candidates that would be a good fit for the board.

Some colleges are not represented: Athletics, CLASS, CEIS, and Science. In addition, the Non-profit and science industries / communities are not represented on the board.

## BOARD OF DIRECTORS MEETING MINUTES

### D. Audit

**NATALIE GRAFF**

Diane Miller introduced Natalie Graff to report for Sean Yu, Audit Committee Chair, to provide the update from the Audit Committee.

The Audit Committee last met on April 6, 2022. The committee members reviewed and approved the engagement letter with the auditors from Aldrich. Since then, the audit has been proceeding on schedule, and the foundation team has been working diligently to get through the requests and the financial statements.

The auditors have also selected four pledges whose details will be confirmed with the donors. That is in the process now. The Audit Committee will meet on September 15th to review the audit outcomes and financial statements.

We will provide a final update at our November meeting.

### VI. ADVANCEMENT UPDATE

**DAN MONTPLAISIR**

#### Examples of Significant New Gifts

- **Raymond & Patricia Watje Farm Manager's Endowment Fund** - the income shall only be used to cover the costs and expenses related to the position of Farm Manager in the College.
- **San Manuel Tribal Administration** - the tribe donated \$70,000 toward scholarships in Collins College for students with financial needs and \$30,000 to hire a part-time outreach coordinator to recruit from Native American and other schools with URM students
- **Gilead Sciences** - to create a new two-semester program for underrepresented students to learn about careers and opportunities in scientific research. This gift will provide student scholarships, a stipend for the teaching assistant and professor instructor of record, and unrestricted support to the Biological Sciences department.
- **Linda Vogel** - This gift bequest agreement is designated to provide no-cost housing for homeless students, students documented to be at housing risk, or former foster youth/Renaissance Scholars without financial means to provide housing.
- **Michael and Mrs. Bridget Beckage** - Bronco Space Club, Liquid Rocketry Laboratory Program, Partners in Education Scholarship (PIE)

### VII. UNIVERSITY HIGHLIGHTS – COLLEGE OF ENV

**DR. MARY ACKERS/ANDY WILCOX  
KEIJI UESUGI**

Visual Communication Design - 29%

Urban and Regional Planning - 12%

Distribution of Level of Study – 80% Undergrad, 20% Graduate

Landscape Architecture – 19%

Architecture – 38%

**Professional Partnerships** - Private Companies, Community Organizations, Local Municipalities, State and Federal Governments, Healthcare, Schools K-12

## BOARD OF DIRECTORS MEETING MINUTES

**Benefits** - Strategic linking of professional practice with education to support staff development and improve local recruitment of diverse young talent.

Strategic academic partnerships play a significant role in business development through design-based research and exploration of potential future projects

Build an academic reputation by leveraging professional partnerships - both ways promote professional outreach and student exposure.

**Neutra Plaza Rebuild** - The ENV building was completed in 1971.

Modern architect Carl Maston designed it in the Brutalist style using concrete, glass, and brick materials. The courtyard on the east of the building was named after Richard Neutra, an influential pioneer of modernist architecture and former lecturer. The plaza has evolved numerous times, from turf-filled planters with a tall Eucalyptus tree to a wildflower meadow, as well as exhibiting the student-designed Wedge Cabin in 2015.

In the Fall 2019 semester, third-year undergraduate landscape architecture students in Keiji Uesugi's LA 3111L studio developed design concepts to re-envision the Neutra Plaza. BrightView Design Group, a landscape architecture firm, provided studio space, mentorship, and design critique. Students held community workshops for design feedback and selecting a design.

As the Spring 2020 semester began, the studio faced the dilemma that no financial support was available for construction, and no improvements would be allowed by the University of hardscape like concrete was impacted.

The students decided to edit the design to occur only in the existing planters, fundraise for materials, and build the plan by hand. As students gained momentum in construction, the project abruptly halted as the University and the entire world went into lockdown to reduce the spread of COVID-19. Two years after the COVID-19 lockdown, the Neutra Plaza construction recommenced. A new class of students participated in the construction, and BrightView Landscape committed to offering construction support using the donated materials from Spring 2020. For every class, the BrightView construction crew went over safety protocols and did interactive demonstrations where students learned numerous skills.

### VIII. OPEN FORUM/PUBLIC COMMENT

DIANE MILLER

No public comment was shared

### IX. ADJORNMENT

DIANE MILLER

Diane Miller thanked the members for their continued input and time to the University.

Next Board Meeting – Thursday, November 17, 2022, on campus and available by zoom.

**Diane Miller asked for a motion to adjourn the meeting.**

**Motion [Larry Gates/Walt Allen]: Be it Resolved; the Board of Directors of the Philanthropic Foundation board meeting to adjourn.** The motion was approved unanimously.

No further business, the meeting adjourned at 12:05 p.m.





## BOARD OF DIRECTORS MEETING MINUTES

Approval of Philanthropic Foundation Board Meeting Minutes:

As Board Chair of the Cal Poly Pomona Philanthropic Foundation Board, the meeting minutes for the August 25, 2022, meeting as presented is approved.

Approved by:

A handwritten signature in cursive script, appearing to read "Diane D. Miller", written in black ink.

10/13/2022

\_\_\_\_\_  
Diane Miller  
Cal Poly Pomona Philanthropic Board Chair

\_\_\_\_\_  
Date

Approval of Philanthropic Foundation Board Meeting Minutes:

As Board Secretary of the Cal Poly Pomona Philanthropic Foundation Board, the meeting minutes for the August 25, 2022 meeting as presented is approved.

Approved by:

A handwritten signature in cursive script, appearing to read "Winnie Dong", written in black ink.

10/13/2022

\_\_\_\_\_  
Winnie Dong  
Cal Poly Pomona Philanthropic Board Secretary

\_\_\_\_\_  
Date