



**Board Meeting**  
Thursday, November 18, 2021  
9:30 AM – 12:00 PM  
**On Campus Location:**  
Building 98-B (CLA), B1-262; Studio D  
& Zoom Video Conference

## MEETING MINUTES

**Board of Directors in Attendance:** Larry Gates (**Chair**), Diane Miller, Walt Allen, Ahmed Al-Khatib, Brett Berglund, Soraya Coley, Winny Dong, Rudy Duran, Earl Gales, Michele Gendreau, Christina Gonzales, Ron Gregoire, Prabhat Jammalamadaka, Susan Kellogg-Bell, Iris Levine, Dan Montplaisir, Doug Nelson, John Resich, Joe Simoneschi, David Singelyn, Ysabel Trinidad, Sharon Tomkins

**Board of Directors Absent:** Juliana Terian, Kristin Crellin, Ganpat Patel, Sean Yu, Majed Muhtaseb

**Staff Liaison in Attendance:** Natalie Graff, Gina Johnson

**Staff Recorders:** Diana Saldana and Diane Rivera

**Guest(s):** Michael Dow and Mike Breller

**Meeting Called to Order at:** 9:34 a.m.

**Meeting Adjourned at:** 12:01 p.m.

### I. Call to Order

Larry Gates

Welcome and introduction of Sandy Smith as an alumni guest who joined virtually. He is the Senior Vice President, Real Estate and Facilities at Hoag Memorial Hospital. Sandy graduated from Cal Poly Pomona with a degree in Architecture, the class of 79. Sandy thanked the group for the invitation to join and add CPP was a profound impact on his life and he's happy to continue to support the university and pleased to see it grow.

### II. Consent Agenda – **Item A**

Larry Gates

a. Approval of August 26, 2021 Meeting Minutes

**Motion 1: Diane Miller**

**Motion 2: John Resich**

**All in favor; none opposed**

**Action Item**

### III. President's Report

President Coley

Thanked everyone for their company last night host by Ahmed at his home in Newport. The event helped strengthen the bonds and make new friends. Thanked everyone for their service on the board and how their commitment to the University makes a difference.

a. U.S. News 2022 Best Colleges Ranking

b. College Deans Update

c. Future Path and Strategic Plan Insights

President Coley focused her update on the Strategic Plan. The Strategic Plan's goals and initiatives will remain the same, but the way they are pursued may evolve. There is a need for private support to advance various initiatives and components of the plan. When President Coley first arrived at CPP, she took the time to do a listening tour so that she could see firsthand what programs were impacting students. A steering committee was formed to create a collective vision and create a road map or going forward. Diane Miller was recognized and thanked for her vision and help with building five strategic initiatives. In addition, outcomes were identified so that there could be indicators toward progress.

Through dozens of open forums and focus groups, and more than 10,000 survey responses, we created a strategic plan that represents our collective vision and lays out the road map for continued progress at CPP. On that foundation we built five strategic initiatives. These initiatives with their specific and measurable outcomes, goals, and objectives — lay out the direction and action items.

In the State of the University address at Convocation in August 2021, the road ahead for Cal Poly Pomona is clear because we have built a collective mission and vision through a broadly collaborative effort of those who know how to reach the full potential of this university. Through the joint work of our campus community, a community of which the Foundation Board is an integral part, we can push forward in even the most challenging of times.

- The First Strategic Initiative focuses on leveraging our polytechnic identity to enhance academic excellence and innovation. The success in formalizing and growing the Learn Through Discovery program represents clear progress. Engaging students from all disciplines and colleges. Learn Through Discovery aims to ensure that each Cal Poly Pomona student engages in at least one signature polytechnic experience during their time here. We're calling these experiences "Poly X," and they are distinguished by collaborative learning, intense mentoring, and engagement beyond the classroom. From the PolyPet Spa to the Model UN to the Projects Hatchery, the breadth and impact of these opportunities mean that Learn Through Discovery will be a fountain of "big ideas" opportunities unique to CPP that will drive our philanthropic efforts.
- The Second Strategic Initiative is focused on Student Success and the CSU's system-wide Graduation Initiative 2025. Launched in 2015, Graduation Initiative 2025 is an ambitious system-wide effort to increase graduation rates, eliminate equity gaps in degree completion and meet California's workforce needs. Each of the 23 CSU campuses set individualized targets. As you can see, we're making good or moderate progress on five of the six key metrics. After seeing progress in the early years of the Initiative, the one glaring exception relates to the equity gap between URM and non-URM students. Eliminating those equity gaps currently sits at the top of our priority list. To that end, we have made and are making critical investments in data tools, programs, and personnel.
- The Third Strategic Initiative focused on the future of work, human and civic engagement — it grows out of our national leadership in promoting social mobility and preparing career-ready students. Our commitment to access combined with our inclusive polytechnic education is unique in our approach to preparing students for success long after they leave our campus. Consider the various rankings measuring social mobility. Whether it's the U.S. News analysis, the Social Mobility Index, or Money Magazine's best value colleges, Cal Poly Pomona ranks among the top in the nation, a testament to our deliberate focus on preparing students for the future of work. The intentionality fostered by our Strategic Plan ensures our ongoing leadership. Each year incorporates three tracks: Success in the classroom; Success outside the classroom; and Success in your future career. It embeds proven and high impact practices at critical transitions in the student life cycle and relies on keen collaboration with our community college partners. This data-informed and high impact approach promises to be a gamechanger for our students.

- The Fourth Strategic Initiative involves strengthening the resources that support our campus and ensuring that we're building for the future. The creation of the Philanthropic Foundation and the engagement of this Board has been prominent on this front. The work accomplished over the past three years will come to represent not just a watershed moment in our philanthropic work but for our entire enterprise.

As we consider how to apply the tenets of effective leadership in difficult times, President Coley stated her belief that when faced with challenging resource situations, the solution is innovation. Moving forward, innovating in philanthropy will be essential for Cal Poly Pomona. The university needs new big ideas and new avenues of support, as we rethink how we talk about Cal Poly Pomona and how we evolve as a university.

- The Fifth Strategic Initiative envisions efforts to advance organizational development and employee excellence. The Center for the Advancement of Faculty Excellence (CAFE) and the Office of Employee and Organizational Development have done exemplary work to support our faculty and staff and provide a full range of professional development opportunities as well as tools to promote work-life balance. This has particularly been the case during the pandemic when the needs for virtual learning and remote work transformed how we operate as a university. One critical piece of Initiative Five involves growing and diversifying our tenured faculty. The future of Cal Poly Pomona depends on recruiting and retaining a world-class and diverse faculty. The disinvestment in higher education during the Great Recession led to historic lows in the percentage of our faculty who were tenured or tenure-track. We are investing heavily in reversing that trend and utilizing strategies like cluster hiring to ensure the quality and diversity of our faculty essential to academic opportunity for our students. We have 45 faculty searches underway and are on pace to return our tenure density to pre-recession levels by 2027.

#### IV. Cyber Workforce Development – Item B

Ron Pike

Jeff Cox

Presentation on Cyber Workforce Development with Dr. Ron Pike, Associate Professor and Director of the Mitchell C. Hill Center for Digital Innovation, Computer Information Systems and Jeff Cox, Senior Director of Development, College of Business Administration. Key Points and Takeaways: Cyber Program at Cal Poly Pomona is Nationally Recognized, Purpose of the Cyber Collaborative, Core Areas of Focus, Degree Programs, Centers and Labs, Current & Future Plans: Big Data and Cyber Ops, and How You Can Help!

Why a Cyber Collaborative?

- Capitalize on an Interdisciplinary Area of Excellence
- Facilitate Collaboration of Cybersecurity Faculty Cluster
- Support Interdisciplinary Research Programs & Projects
- Increased Communication & Branding
- Coordination of IT Infrastructure & Labs
- Focused Advocacy & Industry Engagement and
- Secure Philanthropic Investment

#### Centers and Labs

- CA Center for Cyber Risk - Security Operations Center, College of Business
- Singelyn Center for Innovative Analytics, College of Business)
- Mitch Hill Center for Digital Innovation - Student-managed Data Center, College of Business
- Cyber Adaptive Learning Systems, College of Science
- Malware Analysis, College of Science
- PolySec, College of Science
- Smartgrid, College of Engineering

#### Current Project and Future Plans

- Launch of National Ransomware Sharing Network
- Expand Student Fellowships & Scholarships
- Expansions and Upgrades to Physical & Virtual Labs
- New Cyber Degree & Certificate Programs
- Cyber Operations Designation

#### How can you help?

- Be an advocate in your human network – Help Make Connections!
- Think about Cal Poly Pomona for future hires in Cyber
  - Competition for our graduates is strong
  - Offer paid internships for our students
- Explore Potential Industry Partnerships, Projects & Research
- Sponsor a Cyber Competition
- Help Secure Philanthropic Investment

Cyber faculty consists of twelve faculty from the College of Science, Business Administration, Engineering, and staff members from University Advancement, IT and Strategic Communication. For additional information on Cyber Collaborative: [www.cpp.edu/cyber](http://www.cpp.edu/cyber)

President Coley recognized Ron for the work that he does with our students.

Diane Miller recognized David Singelyn and his support for expanding analytics tools at the University.

#### V. Foundation Strategic Plan Update – **Item C**

**Diane Miller**

Diane Miller, Chair of the PF Strategic Plan committee shared the final draft of the Strategic Plan and the committee has been working over the past five months and discussed its implementation. She asked that each committee review the plan and explore its implications for integration into their committee plans and objectives. She will bring the plan forward for full adoption by the board at the February board meeting. She reviewed the Vision, Mission, Values and three pillars of the plan, promote, seek and steward.

#### VI. Chair Reports

##### a. Audit – **Item D**

**Ron Gregoire**

1. 20-21 Audit Report and Financial Statement
2. 990 Tax Return

Ron explained the 990 is a “snapshot” of the foundation’s activities. It was noted that the revenue from the prior year was much higher than the current year because the prior year was the initial establishment of the Cal Poly Pomona Philanthropic Foundation and the transfer of the donation funds from the Cal Poly Pomona Foundation Inc. occurred in that year. This year on the 990 includes payment made to independent contractors greater than \$100,000.

The Statement of Functional Expenses in the 990 is a popular page used by third parties and donors to assess the functional expenses of the foundation. Eighty-five percent of the foundation's efforts went to accomplish program services which is a good ratio. Last year's ratio was 90%. Nine schedules are included in the foundation's 990 which is the same number of schedules as last year.

Ron Gregoire asked for motion and second to approve 990 tax returns submission. *Action Item*

*Motion 1: Walt Allen*

*Motion 2: John Resich*

*All in favor; none opposed*

b. Development – **Item E**

Susan Kellogg-Bell

1. Storytelling and Why CPP Now

The committee did not have a quorum for their last meeting and were unable to proceed, therefore, the meeting has been rescheduled for Friday December 17, 2021 and we will report out at the next scheduled meeting.

c. Finance and Investment – **Item F**

John Resich

1. Q1 Investment Performance Reports

2. Q1 Financial Statements

Our representative from Beacon Pointe, Michael Dow presented on the capital market. Revisited many of the issues that have been driving capital market returns for the past eighteen months since the pandemic lockdown in March 2020. The September 30 report information is a little stale because markets ran up, and the S&P was up 6-7% in October. We had a better year-to-date period for nine months. The marketable portfolio year-to-date has moved up to 12.5% not including what might be a bump up in revaluation in our private equities because those do not get revalued until later in the quarter.

3. Donor Advised Fund – Proposed Policy

*Action Item*

In response to some of our donors made inquiries about creating a fund and the national trend, the staff gathered information from other organizations as it relates to a Donor Advised Fund (DAF) and confirmed with our legal counsel that this policy allows us to create a DAF.

The Philanthropic Foundation DAF policy will have \$100K minimum with a 2% annual administrative fee that will be charged quarterly. Each year there needs to be a distribution of at least 5% of the assets in the fund which is a little different because there are other donor advised funds that do not have minimums. Of those distributions on an annual basis, at least 50% must come to Cal Poly Pomona. The donor advise fund member can request on a quarterly basis, that we make distributions to other charities but no more than ten payments in a quarter and at least \$1K for each.

The committee members agree with this policy and recommends the approval of the full board that we create the Cal Poly Pomona Donor Advised Fund and make it available to perspective donors.

John Resich asked for motion and second to approve the Donor Advised Fund.

*Motion: Michele Gendreau*

*2nd Motion: Walt Allen*

*All in favor, none opposed*

d. Nominating – **Item G**

**Diane Miller**

**Action Item**

1. Approval of Nominations & Governance Committee Description

2. Board Demographic Data

President Coley recommended that we include governance related responsibilities to the role of the Nominations Committee. This could include board orientation, committee assignments, mentorship, and other engagement opportunities will be added as new combined responsibilities of the “Nominations and Governance Committee”. This committee will put together a tool to identify ways to be engaged.

The new committee description was presented to the board and asked for adoption of the revised definition of the committee. The committee will bring forward specific by-law changes for consideration at the next meeting to align the new responsibilities.

**VII. Advancement Update – Item H**

**Dan Montplaisir**

a. Division Goals and Staffing

We have three construction related projects that are being funded with philanthropic support: Rose Float Lab, new Liquid Rocket Lab, and plans are in design for a Plant Diagnostics Lab.

We have six open staff positions current underway, four are frontline fundraising positions and two are in advancement services.

Montplaisir highlighted some of the spring in-person events schedule listed in the material and expressed hope that they would all move forward, and board members would be able to participate in a number of these activities. He then discussed our current plans around campaign planning and the stages of readiness. President Coley and Dan will be meeting with a consultant in January to explore what role they may play in preparing the University for a major comprehensive fundraising campaign. We will continue to bring more details and updates to the development committee and board as we address the design and framework for this initiative.

**VIII. Beacon Pointe Portfolio Review and Economic Outlook**

**Michael Dow**

**Mike Breller**

Michael and Mike presented on the capital markets.

They revisited many of the issues that have been driving capital market returns for the past eighteen months since the pandemic lockdown in March and April 2020. The first issue is the financial repression that was articulated back in the summer. The recovery in the economy, it does not look like it's going to be as bad which is a way of saying financial repression has worked out as anticipated.

**IX. Open Forum/Public Comment**

**Larry Gates**

Next Board Meeting – February 9, 2022 in-person on campus and available by zoom

**X. Adjournment**

**Larry Gates**

**Motion 1: Michele Gendreau**

**Motion 2: Doug Nelson**

**All in favor; none opposed**

**Approval of Philanthropic Foundation Board Meeting Minutes:**

*As Board Chair of the Cal Poly Pomona Philanthropic Board, the meeting minutes for the August 26, 2021 meeting as presented, are approved.*

Approved by:

*Lawrence Gates*

Lawrence Gates (Dec 21, 2021 09:08 PST)

Larry Gates  
Cal Poly Pomona Philanthropic Board Chair

12/21/2021

Date

**Approval of Philanthropic Foundation Board Meeting Minutes:**

*As Board Secretary of the Cal Poly Pomona Philanthropic Board, the meeting minutes for the August 26, 2021 meeting as presented, are approved.*

Approved by:

*Winnie Dong*

Winnie Dong  
Cal Poly Pomona Philanthropic Board Secretary

12/21/2021

Date