



BOARD OF DIRECTOR MEETING MINUTES

Wednesday, August 23, 2023

8:30 AM – 11:30 AM

Student Services Building/West/1967-69

Zoom Video Conference: <https://cpp.zoom.us/j/88196162941>

Member Attendees in Person: Walt Allen, Brett Berglund, Kristin Crellin (Nominations & Governance Committee Chair), Soraya Coley (President), Winy Dong (Board Secretary), Rudy Duran, Michele Gendreau (Development Committee Chair), Jawaad Malik, Diane Miller (Board Chair), Doug Nelson (COO), Larisa Preiser-Houy (proxy for Provost Jennifer Brown), John Resich (Finance & Investment Committee Chair), Majed Muhtaseb, Dorothy Roberts (Audit Committee Chair), Scott Schork, Ysabel Trinidad (CFO)
Sandy Smith, Frances Teves (CEO)

Member Attendees via Zoom: Ahmed Al-Khatib, Maria Alvarez, Susan Kellogg, Wendy Rogers, Scott Schork

Members Absent: Larry Gates, Ganpat Patel, David Singelyn, Ilke Suzer (ASI President), Sean Yu

Advancement Staff Present: Natalie Graff, Pam Jones, Arah Parker, Diana Saldana, Connie Schmitz

Guests Present: Campus Highlight: Eileen Cullen, Martin Sancho-Madriz, Craig Walters (Dean and Faculty from Huntley College of Agriculture), Rachel Hunter, Linda Saravia (Students from Huntley College of Agriculture), Thomas Sekayan, Tonya Tardd (Enterprise Foundation)

CALL TO ORDER/OPENING REMARKS

Diane Miller, Chair, called the meeting to order at 8:37 AM, welcomed the members and attendees, and gave a brief overview of the items to be covered during the meeting.

CONSENT AGENDA

The consent agenda included the following items: 1) Approval of Minutes from the May 11, 2023, BOD meeting; 2) Appointment of Audit Committee Chair Dorothy Roberts; 3) Approval of FY23/24 Committee Assignments; and 4) Approval for Community Members to Vote on Audit Committee. Diane Miller requested a motion to approve the action items as presented. *John Resich moved to approve the agenda items as presented, Sandy Smith seconded, and the motion was approved unanimously.*

CHAIR'S REPORT (Diane Miller)

Diane Miller reviewed the objectives and desired outcomes from the Executive Committee Retreat held on August 7 and 8. This was the first time a retreat was held for this committee, and it proved very successful. Objectives included building social capital within the Executive Committee, discussing strengths and challenges and how they will be addressed at the committee and individual levels, establishing consensus on priorities and goals for next year, and measuring and reporting progress. The desired outcomes included defining priorities and goals for the 2023/2024 academic year and drafting reporting formats, including a dashboard. The committee participated in several exercises that guided the committee in identifying priorities.

Diane shared the results from the exercises, which showed four areas with a clear alignment with the Board's Strategic Plan: 1) Articulate the strategic advantages of a Cal Poly Pomona education to prospective donors and global community; 2) Identify, encourage, and invite individuals and industry leaders to participate in the life of the University; 3) Make specific and targeted investments to support and advance key university policies; and 4) Provide effective philanthropic and endowment management and audit, ensuring transparency and integrity.

Diane emphasized that the goals would cascade to the college level and that 40% of the deans' jobs would be focused on philanthropic activity. The key will be to connect the "wows" to the interests of prospective donors, the board, the advisory committees, and others to understand the areas of need and strength and which areas we want to market and be known. Ensuring there are opportunities to bring the different college advisory boards and the Philanthropic Board together for collaboration with intended strategic coordination and alignment will be key to ensuring the most significant impact from philanthropic efforts.

Diane recommends that the next steps for the board include each board member reviewing the Board and Committee and Member Engagement Opportunity Matrix to reflect and determine how they may individually contribute to high-priority goals; committees discussing the results of the strategic planning exercise to determine respective goals and objectives; and the Executive Committee developing a dashboard to track and report impact and bringing the draft to the board for feedback.

PRESIDENT'S REPORT (President Coley)

President Coley began her report by showing a 5-minute video titled "Dreams of Success." She spoke briefly about move-in day and the excitement of the students and their parents.

New CSU Chancellor Appointed

Dr. Mildred Garcia has been appointed the new CSU Chancellor. She will be the 11th chancellor to lead the Cal State System and the first Latina. She is the current president of the American Association of State Colleges and Universities based in Washington, D.C. She has formerly served as president of Cal State Fullerton from 2012 to 2018 and CSU Dominguez Hills from 2007 to 2012. She begins her tenure on October 1, 2023.

2023-24 Budget Highlights

The State of California entered into a five-year "Compact" with the CSU through 2026-27 to close equity gaps, promote student success, expand access, and increase affordability. In addition, it hopes to increase intersegmental collaboration, support workforce preparedness, and provide access to online course offerings. The remaining fiscal challenges include the potential redirection of existing campus funding for new employee compensation commitments, other CSU priorities partially or not funded, critical capital renewal backlog, academic facilities and infrastructure projects, compliance with Title IX, legislative mandates, compact expectations, and inflationary effects.

Tuition Proposal

The CSU proposes a 6% annual tuition increase for undergraduate students (\$342 for the 2024-25 school year). Under the proposal, a similar increase will apply to all other levels of education. The CSU Board of Trustees will review the tuition rate schedule every five years to ensure that the CSU continues to meet its mission to provide affordable, high-quality education to California residents. This would be only the second increase in the past 11 years; the annual tuition rate for undergraduate students has only increased by \$270 since 2011-2012. If approved by the CSU Board of Trustees, the tuition increase would begin in fall 2024.

Enrollment History of CPP

Cal Poly Pomona has intentionally reduced enrollment over the last three years to ensure alignment with resources. Cal Poly Pomona remains an in-demand destination campus and receives more applications that can be accommodated year after year. It is one of a select few campuses that has exceeded its CSU-funded enrollment target and is one of only eleven campuses that received enrollment funding last year.

Title IX – Cozen Report

Cozen O'Connor conducted a three-day campus visit from December 13-14, 2022. It conducted 18 meetings with more than 45 administrators and other key campus partners. Based on the Cozen Report, CPP's proactive plan includes the following: 1) Identifying an interactive campus-wide training modality to provide enhanced prevention/education programs for students, faculty, and staff; 2) Discussion with potential vendors and evaluation or options for a digital case management platform to enhance coordination with campus stakeholders on complaints that fall in the category of "Other Prohibited Conduct"; and 3) Continuing discussion with the Academic Senate and other campus stakeholders on the proposed establishment of the Office of Conflict Resolution Services and Ombuds.

University Advancement Vice President Search

Frances Teves was appointed Interim Vice President, effective March 6, 2023. Aspen Leadership Group has been retained to support the search for a permanent vice president. The search process will begin in September, with target completion by the end of the fall semester. The interim vice president continues to work on advancing strategic and operational priorities to stabilize and transform operations to meet divisional and philanthropic needs.

Strategic and Operational Priorities

Over the year, divisions across campus have coordinated efforts to advance institutional strategic and operational priorities. Strategic priorities include: 1) Serving our students holistically through assuring student success outcomes and enhancing support for student well-being; 2) Driving academic innovation by establishing our differentiating values and reaching new learners; 3) Investing in people and culture by fostering campus culture and climate; and 4) Strengthening institutional vitality by increasing external visibility and realizing the vision for Lanterman. Operational priorities include: 1) Strengthening student enrollment pipeline; 2) Enhancing revenue and proactively controlling costs; and 3) Supporting a sense of community and operational excellence.

ADVANCEMENT UPDATE (Frances Teves)

Division of University Advancement

Over the past five months, Frances has been working on several priorities. In collaboration with Jennifer Harris (JH Collective), she has focused on several strategic priorities, including stabilizing the division, fiduciary responsibilities, and strategic goals. She shared the UA Executive Team organizational chart, gave an update on key interim appointments reporting to the Interim VPUA, and explained the roles and functions of each team member. Jeff Cox has been appointed Interim Executive Director for Institutional Strategy and Engagement. Daniele LeCesne, a retired annuitant, will be starting next week and will help with the Philanthropic Foundation, specifically helping with creating policies and procedures and the position description for Doug Nelson's replacement as COO.

Strategic and Operational Priorities

Frances shared the strategic and operational priorities of the division and provided a roadmap during the transition period. Strategic priorities include: 1) Develop and implement an onboarding and development training program and a donor stewardship strategy for deans and campus leaders; 2) Develop a framework to streamline timely and strategic distribution to award available scholarship and programmatic support; and 3) Develop a framework to secure resources and support of institutional priorities related to cybersecurity through an integrated and coordinated alignment of philanthropic, corporate, foundation, extramural, and entrepreneurial funding initiatives. Operational priorities include: 1) Conduct a review of the UA organizational structure, procedure, and programming; 2) Create and implement a strategic planning and performance monitoring framework in alignment with the campus strategic plan; and 3) Conduct a review of campus advisory board and the philanthropic foundation board to assure strategic coordination and alignment. Mapping the Advancement work enables philanthropy to thrive. It consists of UA strategic alignment and work planning, cross-functional working group design, a dean's engagement strategy, board engagement, president and cabinet staffing, ongoing functional work assessment and stewardship strategies, a future donor commitment survey, and unified story and campus-side integration.

Ecosystem of Philanthropic Opportunity in Higher Education

Opportunities exist through university campus-wide initiatives and campaigns, centers of excellence, endowed chairs, capital initiatives, scholarships, programs, and projects across colleges and schools, divisions, and departments. Higher education needs to consider state and federal investments, including grant funding that can be leveraged by philanthropy.

Philanthropic Report

The philanthropic productivity report was shared explaining the activity over the last three years including gift commitments (aka new commitments), the \$40M MacKenzie Scott gift, the \$12.5M philanthropic investment by the Singelyns to expand the College of Business Administration graduate program, which has been formally named the Singelyn Graduate School of Business, and the total amount raised for FY22-23 from fundraising efforts (\$9.3M, which was 54% of our \$18M goal). Frances also shared an overview of the philanthropic landscape, explaining the areas in which Americans feel compelled to give. Individuals account for 67% or \$326B,

donor-advised funds are among the fastest growing forms of giving, and \$70B is given to education and charitable support of U.S. higher education institutions. She encouraged the committee to consider the board's role in the philanthropic landscape, how they define philanthropy, what inspires their philanthropy, and what inspires them and others to give to the University.

COMMITTEE REPORTS

Audit (Dorothy Roberts, Chair)

Dorothy Roberts thanked everyone for their vote of confidence in her as the Audit Chair and for everyone's help with her onboarding. She shared the Audit Update and Timeline from July 21 through November 7. Audit selections have been made, and documentation has been provided for gift inquiries. Audited financial statements from Aldrich Advisors are expected to be received by or before August 23; any feedback is due back to Aldrich Advisors by August 28. The committee is still on track to meet campus deadlines for financial statements as outlined in the timeline with the following exception: the Audit Committee meets from 2-3 PM on September 18, so a noon deadline is not applicable; the revised deadline is 5 PM.

Dorothy highlighted the FY22/23 Audit Committee accomplishments: February 9, 2023, [Issued Statement on Risk Related to Philanthropic Foundation](#); March 14, 2023: Reviewed/Approved FY22/23 Audit Engagement Letter; and May 11, 2023: Requested Conflict of Interest Statement at Annual Board Meeting. The committee identified the Steward Pillar of the Strategic Plan as a focus, including the need for transparency and accountability. As a result, they added two non-board members who are accomplished executives with backgrounds in accounting, fraud, bankruptcy, and healthcare finance. FY23/24 activities will focus on ensuring sufficient committee composition, transparency regarding financial statements, supporting a campus all-funds approach, and managing the RFP for the audit firm selection.

Development (Michele Gendreau, Chair)

Michele Gendreau highlighted several accomplishments, beginning with the recent gratitude campaign with 171 handwritten notes. Fifteen board members wrote thank you notes at least once (12 wrote at least twice, and 3 wrote 3 times) to donors identified as highly rated first-time or loyal donors who gave at the 2022 year-end and Giving Day 2023. Donor constituency was made up of primarily alumni (108), faculty (14), parents (7), and other individuals (42). A highlight of the campaign is one donor who had received a year-end handwritten note from Larry Gates and gave a \$50K anonymous gift on Giving Day. Giving Day resulted in a record-breaking \$629,990 raised from 1,298 unique donors and a pre-campaign letter. Additional accomplishments included the Hospitality Uncorked event, in which over \$250K was raised for Collins College. The event was a great success, with 540+ attendees. The WOW sheets are completed and posted to the CPP-PF website. The committee also hosted the first new Dean Welcome event for the College of Environmental Design.

The Development Committee's FY23/24 goals include evolving the gratitude campaign by continuing to focus on the campaign twice per year; developing an event hosting toolkit that includes best practices templates for hosting events; facilitating special invites to the "Celebration of Support" event; a BOD engagement/impact project; curating special stewardship experiences; and exploring a Development Committee name change.

Finance and Investment (John Resich, Chair)

John Resich reviewed the approved budget for 2022/23, the Statement of Revenues, Expenses, and Changes, the Statement of Net Position, and a brief overview of the Beacon Pointe Report. The Board was encouraged to review the financial statement provided and reach out with any questions.

Review of Year-End Financials

Doug Nelson reported that he has worked with the Enterprise Foundation to ensure that financial statements are correct. There has been a bit of a challenge due to two different entities involved and the system for accounting on their side. Currently, \$13M is cash, and the remaining is pledges. At this point, there is \$52M in the general investment pool or monies that can be spent by the campus. There is an emphasis on getting the deans to look at all the monies they have and to provide them with the information that allows them to look at all their sources of funds as they try to budget their expenses for the following year. Going back and looking at the Philanthropic Foundation as another source of revenue is essential and has not happened in the past. The question arises about how other funds can be used to enhance or create new programs that have not been done before.

Endowment Distribution

The distribution policy for the Philanthropic Foundation is that we distribute 4% of the average market value of a particular download only in the last twelve quarters. A policy says that if the average market value is less than 90% of the originally contributed amount, we will not make a distribution in the next year.

Beacon Pointe Review

Beacon Pointe's three-year investment contract will be ending soon. The group agreed to review and determine if they want to continue with Beacon Pointe due to ongoing frustration in their decision-making regarding allocations. They need to evaluate their active manager performance versus the costs. Frances Teves will be attending a CSU advancement conference in the coming weeks. She will raise the question of how other campuses have addressed this and their level of satisfaction and follow up with the committee by the end of September.

Nominations and Governance (Kristin Crellin, Chair)

FY23/24 Goals

Kristin Crellin reviewed the committee's FY23/24 goals: 1) Identify and onboard five new members in FY24; 2) Identify and implement best practices for onboarding and orienting new board members to maximize volunteer impact; 3) Continue to identify and track a robust and diverse pipeline of CPP-PF Board prospects utilizing the University Advancement database; 4) Identify and implement best practices of assessing board engagement and impact; 5) Assess other Nominations and Governance policies, procedures, and reports to maximize efficiency and the volunteer experience; 6) Successfully implement an electronic CPP-PF board survey and utilize the data gathered to improve board member experience and impact; 7) Conclude review of the CPP-PF bylaws to implement an annual review by the board and staff; and 8) Review the CPP-PF Board Strategic Plan to confirm that the committee is in alignment with the board and university priorities.

Survey Results

Kristin shared the results of the survey administered to the board members. Areas covered included planning success, opportunities for improvement, social media comfortability, interest areas, current successes, and board passions. Board members strongly agreed that accurate meeting minutes and timely follow-up are key to planning success. Opportunities for improvement include allowing input for meeting agendas and access to external and internal advisors. LinkedIn is the social media outlet that most board members feel comfortable using. Interest areas vary for board members, while 31% feel connections to colleges and faculty are essential and support students. Overall, they feel encouraged to promote university events and have clear engagement opportunities based on interests.

Kristin closed by encouraging the board members to review the board survey results, consider areas of interest, and how each member can contribute to opportunities for improvement.

CAMPUS HIGHLIGHT

A presentation was given on a recent campus product development of avocado ice cream with the Farm Store, Dining Services, Coney Island Creamery, and future Farm-to-Table opportunities with the Huntley College of Agriculture.

OPEN FORUM/PUBLIC COMMENT

Diane Miller called for an open forum and an opportunity for public comment; no items were brought forward.

Diane Miller, Chair, asked for a motion to adjourn the meeting. *Walt Allen moved to adjourn the meeting, Sandy Smith seconded, and the motion was carried. The meeting adjourned at 11:32 AM PST.*

Approval of the Board of Directors Meeting Minutes:

As Chair of the Board of Directors, the meeting minutes for the August 23, 2023, meeting as presented are approved.

Approved by:

Diane D. Miller

Diane Miller
Board Chair

11/16/2023

Date

Approved by:

Winy Dong

[Winy Dong \(Dec 11, 2023 11:46 PST\)](#)

Winy Dong
Board Secretary

12/11/2023

Date