



## BOARD OF DIRECTORS MEETING MINUTES

- Date and Time:** Thursday, November 17, 2022 | 9:30 AM – 12:00 PM
- Meeting Details:** On-Campus Location: SSB 121, MPR Rooms 1967/1969  
Zoom Video Conference: <https://cpp.zoom.us/j/81373004912>
- Members Present (in person):** Diane Miller (Chair), David Singelyn (Vice Chair), Walt Allen, Brett Berglund, Jennifer Brown, Soraya Coley, Kristin Crellin, Rudy Duran, Larry Gates, Susan Kellogg-Bell, Michele Gendreau, Christina Gonzales, Jawaad Malik, Dan Montplaisir, Majed Muhtaseb, Doug Nelson, Aliza Ortega, John Resich, Dorothy Roberts, Wendy Rogers, John Resich, David Singelyn, Scott Schork, Ysabel Trinidad, Sean Yu
- Members Absent:** Ahmed Al-Khatib, Winny Dong, Earl Gales, Sandy Smith, Pat Patel
- Guests:** Amon Rappaport, Senior Associate Vice President, and CCO  
Karen Lindell, Director, Marketing & Brand Strategy
- Staff Present:** Pam Jones, Natalie Graff, Diane Rivera, Diana Saldana

**I. CALL TO ORDER** **DIANE MILLER, CHAIR**

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.

**II. ANNOUNCEMENT OF NEW BOARD MEMBERS - Item A** **DIANE MILLER, CHAIR**

- a. Scott Schork - Principal and Vice President, BKF Engineers
- b. Jawaad Malik - VP of Strategy and Sustainability, SoCalGas

**III. CONSENT AGENDA- Item B** **DIANE MILLER, CHAIR**

- a. Approval of Minutes from August 25, 2022, Board of Directors Meeting

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

**Motion [Michelle Gendreau/Dorothy Roberts]: Be it Resolved; the Board of Directors of the Philanthropic Foundation approves the consent agenda as presented.**

The motion was approved unanimously.

- b. Approval of Minutes from October 27, 2022, Executive Committee Meeting

**ACTION ITEM**

**Diane Miller asked for a motion to approve the minutes of the Executive Committee meeting of October 27, 2022 as presented.**

**Motion [David Singelyn/Walt Allen]: Be it Resolved; the Board of Directors of the Philanthropic Foundation approves the minutes of the Executive Committee meeting of October 27, 2022 as presented.**

The motion was approved unanimously.

## BOARD OF DIRECTORS MEETING MINUTES

### IV. CHAIR'S REPORT- **Item C**

**DIANE MILLER, CHAIR**

#### a. Executive Committee

Diane Miller, Board Chair discussed expanding role of the Executive Committee. At October board meeting, reviewed the actions assigned to the board members on the Board Member & Committee Engagement Opportunity Matrix.

- President Coley reported on the update of the University Strategic Plan to reflect the realities and impacts of the pandemic. Several of the updated areas of focus will be wonderful opportunities where the Philanthropic Foundation can make a real impact.
- The Executive Committee also determined the Executive members should meet four times per year, three weeks before each Board meeting, with a summer session to evaluate our performance and to determine the following academic year's strategic goals and priorities.

b. The Executive Committee will craft key performance indicators to measure our success. We'll continue to use both the Strategic Plan and the Engagement Matrix to guide our priorities and actions, and we ask our Board committees and each of the directors to consider doing the same.

#### c. Response to Board Feedback

Survey responses:

- In general, you offered positive feedback balanced across the three sections of the survey. Two very positive areas are item 14: "Minutes of Board meetings", and item 31 "The Board is welcoming and inclusive". Overall, you've indicated you're pleased with the administration of the Board. Kudos to Dan and his staff for their effectiveness.
- Several areas were identified where we need to focus some attention for improvement.
  - The open comments were especially helpful. You told us exactly what you want to see, hear, and experience in future meetings! It's clear from your comments that you care deeply about your role on this Board and that you want to make a positive, personal impact in the entire Cal Poly Pomona community.
  - Notice the feedback is reflected in today's agenda. Board meetings will have greater opportunities for direct engagement with the deans, faculty, advisory boards, and students.
  - In addition, tour some labs and facilities first-hand, and to learn from the many student-success organizations and programs here on campus. We'll also get greater insight into how the Foundation's assets were distributed – the impact our efforts make.

#### d. Actions on Board Engagement Matrix

e.

### V. PRESIDENT'S REPORT- **Item D**

**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 to the University.

#### a. Higher Education and CSU Challenges and Opportunities

We are the #1 polytechnic university in the nation for diversity and social mobility. In simple terms, that means CPP helps our students move up the economic ladder by giving them a great education and setting them on a path for careers with good paying jobs and opportunities to make an impact on their communities and the world.

## BOARD OF DIRECTORS MEETING MINUTES

Yet the landscape of higher education is changing, and we have to adapt and are adapting to ensure that our university and the communities we serve continue to thrive. One big change has to do with declining enrollment trends nationwide. There are a number of reasons for this. First, low birth rates have decreased the number of high school graduates, and institutions in California are seeing increasing competition from out of state. We have also seen a decrease in international students since before the pandemic, and the two-year impact of COVID-19 has hit public institutions especially hard. Finally, the focus on traditional students has left a substantial population of adult learners less than fully served by higher education. Over the next decade, the competition for a smaller pool of college students in the state will increase. In addition, due to escalating tuition costs, a strong labor market, and other factors, there is a rise in prospective students and their families questioning the value of higher education.

### **Maintaining Demand**

With the demographic shifts in the number of college-aged students and the enhanced competition, leadership has been more proactive. For example, students who visit Cal Poly Pomona, experience the campus, and get familiar with Cal Poly Pomona's programs, enroll at higher rates. The campus engaged in the first open house that yielded nearly 8,000 attendees, including students and their families. In addition, we extended the outreach into other geographical areas and utilizing new technologies to enhance visitor experiences and continued communication.

### **Expanding Philanthropy**

Three examples of supporters who have made a difference in our ability to provide a world-class educational experience:

- Alumnus Pat and Manju Patel with their research innovation center in Engineering
- Professor Renford Reese who empowers students with his Uplift Study Abroad Program
- Jim and Carol Collins long-time friends of the College of Hospitality management

#### b. CSU Graduation Initiative 2025

Leadership has put together a senior cross-division team to focus on key interventions that will accelerate our progress toward the goals of the Graduation Initiative 2025. This includes more sophisticated data analysis and outreach. Many of our first-generation college students, who account for 57 percent of our student body, need to be supported through this initiative. We have been designated as a "First-Gen Forward University," which means that we have that have demonstrated a commitment to improving experiences and advancing outcomes of first-generation students. At First-Gen Week, which offered numerous events and invited first-gen students to connect with first-gen mentors made up of faculty, staff, and alumni. The Department of Strategic Communications partnered with the Office of Student Success, Equity and Innovation on a targeted campaign that aims to reach these students, offer them resources, and let them know they belong.

#### c. Future Paths

The Future Paths, initiative focuses on preparing our students for the future of work, and human and civic engagement. It aims to embed career and professional readiness for our students across the entirety of their CPP experience. It is a deliberate approach that strengthens our efforts to launch our students into a lifetime of success. It is an example of how campus leadership is innovating to keep up with the changing landscape of higher education. Future Paths focuses on fostering problem solving, analytical and quantitative skills, teamwork, written communication, and the ability to take initiative. These are the top-desired skills by employers. Once students begin at Cal Poly Pomona, the Future Paths model lays out three-levels of engagement that represent a holistic approach that includes success in the classroom, outside the classroom and in their future career.

## BOARD OF DIRECTORS MEETING MINUTES

We're utilizing a software tool called Badger Pro which allows students to show competencies gained from participating in community service, campus clubs, or professional development training with potential employers. The Career Center is central in this effort. We're investing in career counselors so that students are getting career coaching from the very start of their Cal Poly Pomona experience. We're funding the continued development and implementation of this initiative with \$8 million from the National Science Foundation and the Department of Education, and from donated funds from philanthropist MacKenzie Scott.

d. Singelyn Graduate School of Business

The Cal State University Board of Trustees approved the naming of the Singelyn Graduate School of Business, a transformative initiative made possible by a gift of \$12.5 million from our friends Ruth and David Singelyn. The Singelyn School will be the first graduate program named at Cal Poly Pomona. It is also the first named CSU graduate business school in Southern California. The school will have a profound impact on this institution and beyond.

### II. COMMITTEE CHAIR REPORTS

a. Audit - **Item E**

**SEAN YU, CHAIR**

1. Financial Statements and Supplementary Information

**ACTION ITEM**

**Diane Miller asked for a motion to approve the Financial Statements and Supplementary Information as presented. Motion [Larry Gates/John Resich]: Be it Resolved; the Board of Directors of the Philanthropic Foundation approves the Financial Statements and Supplementary Information as presented.**

The motion was approved unanimously.

1. 990 Tax Return Preparation and Filing Extension

**ACTION ITEM**

At the September Audit committee meeting, the members reviewed and approved the audit and financial statements. The audit was completed in accordance with the scope in the engagement letter for the year ended June 30, 2022 and Aldrich has rendered an unmodified opinion on the June 30, 2022 financial statements. The Audit committee reviewed and approved the 990 Tax Return which is a "snapshot" of the Philanthropic Foundation's activities.

Important items of note:

- Eighty-seven percent (87%) of our expenditures are program related, supporting scholarships and campus, which is a good ratio and in line with last year's percentage.
- The 990 includes nine (9) additional schedules based on our responses on pages 2 and 3 of the return.
- We did have a net unrealized loss of -31,893,868 due to negative market action.
- In addition, we are required to list donors who gave more than 2% of the total funds received during the reporting year. For more detailed information on the 990 Tax Return or the Audit results, refer to the meeting materials.

**Diane Miller asked for a motion to approve the 990 Tax Return as presented.**

**Motion [Walt Allen/Aliza Ortega]: Be it Resolved; the Board of Directors of the Philanthropic Foundation approves the 990 Tax Return as presented.** The motion was approved unanimously.

## BOARD OF DIRECTORS MEETING MINUTES

b. Development - **Item F**

1. Stewardship and Outreach Opportunities

**MICHELE GENDREAU, CHAIR**

The Development Committee discussed the Stewardship and Outreach, which is an important aspect of our roles as board members. One of the innovative ways that the advancement team has been using personalized videos is to have students, faculty or volunteers record a short video message and sending it to donors of a specific program area. Michele invites the committee members to consider writing personal thank you notes and/or making a thank you video to our donors. Connie Schmitz, our Director of Donor Relations, and Stewardship will work on sending stationary, envelopes, and donor information to the volunteers of the board or prepare talking points for thank you videos.

2. Policy 200 - Naming and Memorial

**ACTION ITEM**

The edits to the Policy 200 - Naming and Memorial Policy clarified language such that the Chancellor's Office policy supersedes our policy should there be conflict between the two, that the Executive Committee of the Academic Senate will have their consent sought prior to any naming(s) that go before the Board of Trustees of the CSU. Also reviewed changes to the naming ranges based on the other CSUs that are in our group (Group 2) and our history of accepting gifts of these types. However, after discussion we decided to bring the naming minimum changes forward to a future meeting.

3. Policy 110 - Gift Acceptance

**ACTION ITEM**

The edits to the Policy 100 - Gift Acceptance Policy brought it in line with the new campus-based policy on art acceptance. It creates two separate groups to review gifts of art; Gifts of fine art and Gifts of public art. Gifts of public art go through a more rigorous process than that of fine art.

**Diane Miller asked for a motion to approve the Policy 110 and Policy 200 as presented.**

**Motion [John Resich/Kirstin Crellin]: Be it Resolved; the Board of Directors of the Philanthropic Foundation approves the Policy 110 and Policy 200 as presented.** The motion was approved unanimously.

4. Communicating Assets and News

**DAN MONTPLAISIR**

Communicating assets and news about the university. In the Marketing Toolkit, banners and sample text have been created and to be used to post on board members LinkedIn accounts. The plan is to send out newsworthy information with accompanying visual images on an as needed and quarterly basis for you to post on LinkedIn and other social media channels.

5. Fundraising Highlights: FY21-22

**DAN MONTPLAISIR**

Scholarship Applications Received: the number of auto-match scholarship applications received increased by 105 percent, apply-to applications increased by 50 percent, and total applications increased by 65 percent). The amount of donor monies awarded increased by over 80 percent from \$1.65 million to \$3.01 million. Advancement is now in a better position to support students.

c. Finance and Investment - **Item G**

**JOHN RESICH, CHAIR**

1. Endowment Performance Report

2. Financial Reports

Cash Receipts of \$1.15M – typical slow first quarter

Distributions to the Campus

- Scholarships: \$321,377
- Educational Activities: \$1,250,044

## BOARD OF DIRECTORS MEETING MINUTES

Expenses Directly Related to Philanthropic Activities Below Budgeted Amounts

Total Foundation Assets: \$202.3M

Fund Balances including Endowment and General Investment Pool \$182.6M

Investment Performance

- Endowment 3 Year Average return 4.8%, One Year Return -15.7%

d. Nominations and Governance - **Item H**

1. Board Recruitment Strategy
2. Board Demographic Data

**KRISTIN CRELLIN, CHAIR**

For more details on the Recruitment Strategy, please refer to the meeting material packet.

### III. **MARKETING UPDATE - Item I**

**AMON RAPPAPORT**

**Why Branding CPP Matters & Your Role in It**

**KAREN LINDELL**

**Why Higher Education Needs Branding – Now**

California trends in high school graduation rates, which are also projected to decline after next year. While California High School Graduates are expected to increase to a projected peak in 2023-24, they decline significantly through the end of the projection period of 2032, for an overall decrease of 12.6%.

According to a recent Newsweek feature, in the wake of the pandemic, a cohort of college-aged students they call “Generation Covid” are opting out of college and choosing to work. Entry level jobs are plentiful and are perceived to offer wages that are competitive with or without a college degree. They don’t see the longer-term benefits of college and the return on their investment. College enrollment nationally is down nearly 10 percent over the past 2 years – a loss of 1.4 million students pursuing degrees.

**New CPP Branding Elements**

Purpose: To help anyone who dreams of success achieve it

Beliefs: Higher education belongs to everyone. Challenge and failure enrich learning. Diversity strengthens community.

There are many paths to greatness.

**Future Plans - What and When**

2022: Stakeholder Engagement, Brand Strategy, Audience Personas, Messaging Matrix, Brand Ambassador Training

2023: Develop Logos/Branding, Stakeholder Engagement, Logo Voting, Sub-Brand System, Creative and Campaign Development, Brand Ambassador Training and Tools

2024: Stakeholder Preview, Branding & Advertising Campaign Launch, Branding Transition, Ongoing Advertising

**Your Role**

Be the best possible brand ambassador and to get engaged.

### VI. **OPEN FORUM/PUBLIC COMMENT**

**DIANE MILLER, CHAIR**

No public comment was shared

## BOARD OF DIRECTORS MEETING MINUTES

### VII. ADJORNMENT

DIANE MILLER, CHAIR

Diane Miller thanked the members for their continued input and time commitment to the University.  
Next Board Meeting – Thursday, February 9, 2023, on campus and available by zoom.

**Diane Miller asked for a motion to adjourn the meeting. Motion [John Resich/Michele Gendreau]: 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 11:30 a.m.

Approval of Philanthropic Foundation Board Meeting Minutes:

As Board Chair of the Cal Poly Pomona Philanthropic Foundation Board, the meeting minutes for the November 17, 2022, meeting as presented is approved.

Approved by:



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

12/19/2022

\_\_\_\_\_  
Date

Approval of Philanthropic Foundation Board Meeting Minutes:

As Board Secretary of the Cal Poly Pomona Philanthropic Foundation Board, the meeting minutes for the November 17, 2022 meeting as presented is approved.

Approved by:



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

12/21/2022

\_\_\_\_\_  
Date