

SAN FRANCISCO STATE UNIVERSITY FOUNDATION

Board Meeting Minutes
Friday, September 15, 2017
AT&T Park, San Francisco

IN ATTENDANCE

V. Anicetti Director
W. Adams Director/Student Rep
K. Brandon Director
L. Bridges Director
W. Brown Director
D. Corvin Director
G. Cosko Director
D. Endo Director
N. Fudem Director
M. Huss Director
M. Kim Director
J. Marcus Director
D. Nasser Director
R. Nava President/VP, Univ.
Advancement, SF State

D. O'Donnell Director
W. Rose Director
M. Rosenbaum Director
T. Safford Vice-Chair
D. Serrano Sewell Chair

A. Sherman Director/CFO &VP,
Admin &Fin., SF State
R. Stanley Director
J. Summit Director/Provost, SF
State
V. Thompson-Ramsay Secretary & Treasurer
L. Wong Director/President, SF
State

ABSENT AND EXCUSED

V. Dolcini Director
T. Griggs Director
J. Gumas Immediate Past Chair
P. King Director
H. Myers Director
N. Nobari Director
D. Simmons Director
D. L. Simon Director
C. Smith Director
B. Stranathan Director

OTHERS PRESENT

D. Cano-Stocco Executive Director, Government & Community Relations, SF State
C. Johansson Director of Advancement Services, SF State
M. Kelleher Associate Vice President for University Development, SF State
J. Lopez Legal Counsel, SF State University Foundation
J. Romero ACE Fellow, SF State
A. Sanders Chief of Staff, Office of the President, SF State
F. Schumacher Director of Marketing and Brand Strategy, SF State
E. Smith Associate Vice President, Marketing and Strategic Communications, SF State
J. Sobol Interim Executive Assistant to the VP of University Advancement, SF State

MEETING CALL TO ORDER

Chair David Serrano Sewell called the meeting to order at 4:11 pm and welcomed everyone to the meeting.

APPROVAL OF AGENDA

Chair Serrano Sewell asked that the agenda be approved. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the agenda for the September 15, 2017 board meeting.

Motioned by: Wade Rose

Seconded by: Kimberly Brandon

Motion: Passed

APPROVAL OF CONSENT AGENDA

The board reviewed the consent agenda, which included the minutes from the June 22, 2017 board meeting and the July 13, 2017 special board meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the consent agenda and the minutes, as prepared.
Motedioned by: Judy Marcus Seconded by: Dana Corvin Motion: Passed

PURPLE & GOLD NUGGETS

Vice Chair Taylor Safford presented an update on the most recent accomplishments by the University community. He mentioned that after 2 years of construction, the Mashouf Wellness Center opened its doors on August 23rd. Safford reported that the new building was now a regular destination for students and the SF State community to meet for fun and exercise. He said the building was on track to be rated LEED Platinum, the highest designation for green construction.

Safford mentioned that the College of Business launched a yearlong commercial real estate fellowship open to all College of Business students. He said the funding for the program came from the Commercial Real Estate Alliance for Tomorrow's Employees (CREATE), a collaboration between various commercial real estate trade organizations, led by the Building Owners and Managers Association (BOMA) San Francisco.

Safford also mentioned that the University had formed a new Division of Equity & Community to promote equity and inclusion, advance social justice, improve the campus climate for all students and facilitate intercultural and intergroup dialogue. He said the office will work with student clubs and organizations and other campus partners to close the educational equity gap in support of the Graduation Initiative 2025, aimed at raising retention and graduation rates, strengthening student learning and improving the student experience at all levels.

Additionally, Safford noted that the University was recently named, for a second time, among the Best Colleges in the U.S. by Forbes magazine, Money magazine and U.S. News and World Report. He said SF State was 20th in physical therapy, 37th in rehabilitation counseling, 71st in social work, 81st in speech-language pathology, 96th in public affairs and 114th in fine arts in the U.S. News national program rankings.

Finally, Safford mentioned that Dean Alvin Alvarez of the College of Health & Social Sciences had been elected president of the American Psychological Association's (APA) Society for the Psychological Study of Culture, Ethnicity and Race.

SAN FRANCISCO STATE UNIVERSITY REPORT

SF State President Leslie Wong reported that the next few years would be a defining one for the University. He said the University had over \$500 million in deferred funding and within the next couple of years, there would be two major construction projects along Holloway Avenue. As a result, capital planning was now under the University Corporation (UCorp) where all such projects would be managed. President Wong mentioned that Jason Porth, Executive Director for UCorp was promoted to Vice President for University Enterprises.

President Wong mentioned that the President's Task Force was coming together well and that his office was waiting for three more people to confirm. In addition, he said that Student Affairs had been meeting on the campus climate issues and would be providing their report in a couple of weeks.

President Wong also shared that he had two significant fundraising dinners over the past month. One dinner was with Oscar Munoz, CEO of United Airlines, who was very interested in the hospitality program. The other dinner was with Mr. Katsunori Yamanouchi, President of SONY Professional Solutions America. Mr. Yamanouchi toured the Broadcast and Electronic Communication Arts (BECA) building. President Wong said that SONY Professional Solutions America had started a teaching research program with seven universities.

President also mentioned that enrollment was above last year (348 FTEs more or 1.9%). He said it was not easy lowering the deficit in eight to nine months but he credited the Provost and her team for their hard work in boosting enrollment.

EXECUTIVE COMMITTEE REPORT

Foundation President Robert Nava thanked board members for their participation in the special board meeting over the summer. He acknowledged Nancy Fudem and David Serrano Sewell for agreeing to serve on the President's Task Force and said the Task Force had a nice cross section of interfaith representatives, staff, faculty and students. Nava said the President's Task Force was the umbrella to the working groups, such as the Work Group on Jewish Campus Community Concerns, where the heavy lifting would occur. He said the Work Group on Jewish Campus Community Concerns would have their first meeting on September 28th.

Nava mentioned that board member Vince Anicetti was instrumental in connecting Genentech to the College of Science and Engineering (COSE). He said that, because of this, the City of South San Francisco approached the University to provide a physical presence for COSE. Nava said the City and County of San Mateo now wanted to be a part of the partnership with a \$500,000 commitment. Nava said the partnership would increase the number of people working in the biotech field. He said that currently there were no public universities in San Mateo.

Nava also announced that board member Leona Bridges would be serving on the CSU Investment Advisory Committee. He said that for some time the CSU was not allowed to invest in the market so the seven-member committee would provide importance guidance to the CSU.

Nava reminded the board that about five years ago, the CSU approved executive compensation for President Wong with the auxiliaries providing a portion of the compensation. He said that, effective January 1, 2018, the CSU will absorb the entire costs.

WRITTEN REPORTS

Chair Serrano Sewell mentioned that the written committee reports were enclosed in their packets.

PRESENTATION

Elizabeth Smith, Associate Vice President for Marketing and Strategic Communications and Frank Schumacher, Director of Marketing and Brand Strategy made a presentation on Brand Strategy. They discussed the 4-month preliminary research they underwent to identify and begin developing the SF State Brand. They discussed the research process and methodology used to

understand what separates SF State from other institutions of higher education and why students select the University over others, with the single most identified reason being students' ability to put their passion into action. Smith said the research would be used to refresh the SF State Brand (logo redesign, typography, color palette and guidelines for usage) and that based on this refreshed brand, we would develop a creative campaign to differentiate SF State from the other institutions of higher education in the Bay Area. She said the refreshed brand would be presented to the Board at a later time.

DIRECTORS' OPEN FORUM

Directors inquired about a number of campus items, including the campus master plan and student success. President Wong said we were a campus that had become really unified around student success with the vice presidents all taking ownership of issues like enrollment.

ANNOUNCEMENTS

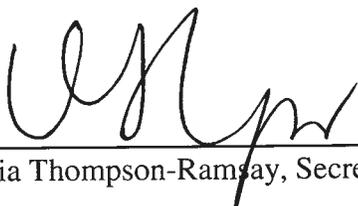
Serrano Sewell announced several important dates, including the Mashouf Wellness Center Celebration Dinner on October 12, 2017; the dinner in honor of Dr. Karim Persis, the Neda Nobari Distinguished Chair on October 21, 2017 and the President's Dinner & Alumni Hall of Fame on November 3, 2017. Marsha Rosenbaum mentioned that, starting September 28, 2017, there would be a two-day celebration of the Project Rebound program that was started 50 years ago at SF State by her late husband. Finally, Serrano Sewell reminded board members that the next board meeting was scheduled for December 14, 2017.

ADJOURNMENT

There being no further business and with Robert Nava making the motion and Kimberly Brandon seconding, Chair Serrano Sewell adjourned the meeting at 5:48 pm.

Dated: September 15, 2017

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Venesia Thompson-Ramsey, Secretary