

**SAN FRANCISCO STATE UNIVERSITY FOUNDATION
EXECUTIVE COMMITTEE SPECIAL MEETING MINUTES**

The Meritage Resort & Spa
875 Bordeaux Way, Trinitas Boardroom, Napa, CA
Friday, March 3, 2017 at 4:00 PM

Chair David Serrano Sewell started the Executive Committee meeting at 4:38 PM.

Committee Members Present

Robert Nava, Foundation President
David Serrano-Sewell, Board Chair
Taylor Safford, Vice Chair
Les Wong, President, SF State University
Kimberly Brandon, Investment Committee Chair
Herb Myers, Advocacy Committee Co-Chair

Committee Members Absent and Excused

John Gumas, Immediate Past Chair and Campaign Cabinet & development Committee Co-Chair
Ted Griggs, Committee on Athletics Co-Chair
Dennis O'Donnell, Committee on Athletics Co-Chair
Wade Rose, Advocacy Committee Co-Chair
Camilla Smith, Campaign Cabinet & development Committee Co-Chair
Mary Huss, Committee on Directors Chair
Don Nasser, Audit Committee Chair

Others Present

Venesia Thompson-Ramsay, Secretary and Treasurer
Dominique Cano-Stocco, Executive Director, Government and Community Relations
Leisha Claudio, Executive Assistant to President Les Wong
Luoluo Hong, Vice President for Student Affairs & Enrollment Management
Mark Kelleher, Associate Vice President for University Development
Allison Sanders, Chief of Staff to President Les Wong
Ann Sherman, Interim CFO & Vice President, Administration and Finance
J. Elizabeth Smith, Associate Vice President of Marketing & Strategic Communications
Jennifer Summit, Interim Provost

I. **Review of Agenda:** The committee reviewed the agenda.

II. **Opening Remarks**

Foundation President Nava expressed appreciation to the Committee for dedicating their time over the next two days to the Foundation Advance. He acknowledged Provost Summit, VP Sherman and VP Hong. He also introduced Dominique Cano-Stocco, the new Executive Director of Government and Community Relations.

III. **Operating Business – Opportunity Roadmap Presentation**

Nava reminded the Committee that four years ago at the Board Advance in Half Moon Bay, the board reflected on the campaign and the work ahead. Nava said the feedback from the board on marketing the University was very helpful. He said that today we were presenting a new initiative on campus – the framework for how we will approach marketing and branding from hereon in. Nava then introduced Elizabeth Smith.

Smith started out by talking about the things we already know from the data, including an increased competition amongst higher education institutions to attract and retain students and a shrinking high school graduate pool. She also examined the university's investment in marketing (about 1%) compared to other CSUs (about 3%) and where the funds were directed (output versus outcomes). She also pointed out that our target population (ages 18-29) receive their news from websites, apps and social media. She also presented a benchmarking study, showing SF State and similar-sized campuses, where SF State had the smallest staff (in some cases, we were four times smaller). Smith also talked more about our competitors, pointing out there were different levels of competitors, including the CSU (San Jose State University, East Bay), University of California and City College, as evidenced by institutions student apply to when they apply to SF State. She mentioned that our competitors stand out with their visual identity and showed a list of Bay Area higher education institutions and their logos to underscore her point. Smith then presented a new role for marketing at SF State, which included a three-phase approach – build, brand and broaden to be accomplished over the next three years. She also presented an estimated cost of about \$400,000 per phase.

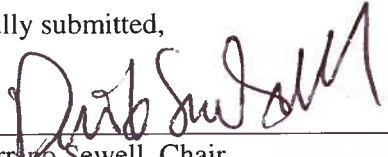
Directors said they did not feel the University was near where it ought to be in terms of web and felt we had not done much to build the belief system of how good our students and faculty were.

IV. Board Advance

Nava said the Advance over the next day and a half would be a very productive one. He walked the directors through the agenda and highlighted a couple of key events, including the conversation and book-signing with renown writer and SF State professor, Michael Krasny; a presentation on Asian American Art History by professor Mark Johnson; and a nature hike by professor Tom Parker.

V. Adjournment: Having no further business to discuss, and with Kimberly Brandon having made a motion to adjourn the meeting and Herb Myers seconding the motion, the meeting was adjourned at 5:44 pm.

Respectfully submitted,

 9/15/17

David Serrano Sewell, Chair

Date