



SACRAMENTO
STATE

**The University Foundation
at Sacramento State**

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**The University Foundation at Sacramento State
Board of Directors Meeting**

Wednesday, October 27, 2021 | 9:00 a.m.-12:00 p.m.
Cottonwood Suite, 2nd Fl. University Union | Zoom

<p>Members Present: Robert S. Nelsen, <i>President</i> Tina Treis, <i>Board Chair</i> Christine Ault* Margot Bach Bernice Bass de Martinez* Jonathan Bowman David Bugatto* Lisa Cardoza Samantha Elizalde David Lopez* Garry Maisel* Sue McGinty Alice Perez* Pam Stewart Holly Tiche Bud Travers*</p> <p>Members Absent: Ron Brown Sonney Chong Mark Drobny Vanessa Guerra Paul Lau Bob MacIntosh Scott Syphax</p>	<p>Guests: Lisa Woodard-Mink, <i>Advancement Services*</i> Jennifer Barber, <i>Alumni Relations*</i> Sharon Takeda, <i>Annual Giving*</i> Antoinette Vojtech, <i>Principal Gifts & Campaign*</i> Lora Hollingsworth, <i>Planned Giving*</i> Nathan Dietrich, <i>Public Affairs & Advocacy</i> Samantha Blackburn, <i>School of Nursing</i> Rita Gallardo Good, <i>Civic Affairs</i> Steven Salcido, <i>Student Services/ Enrollment Management Systems</i> Becky Repka, <i>Marketing & Communications*</i></p> <p>Advancement Staff: R. Paul Villaluz Amanda Lewis Terance Dass*</p> <p>*Virtual attendees</p>
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MEETING MINUTES

1. Chair Treis called the meeting to order at 9:04 a.m. The board adopted the meeting agenda. (Stewart/Bowman)
2. There were no public comments.
3. The board approved the consent calendar. (Perez/Bass de Martinez)
4. President's Report
 - a. President Nelsen started with news about several recent wins by the Sac State women's soccer and football teams and commended Coach Taylor for turning the team around.

- b. 61% of students currently take at least one class; 47% of classes are face-to-face. The goal for the fall semester was 70% face-to-face and 30% online. Moving forward, a ratio of 80%-20% for the rest of our history. Four hundred eighty-four classrooms converted to “smart” classrooms and the focus now is to convert meeting spaces to “smart” rooms. The University continues to provide students with computers, and the program will continue.
 - c. 96% of students received the COVID vaccine; 4% claimed religious or medical exemption. Only 20 students were disenrolled, and 40 were denied access to campus out of 3,100+.
 - d. The campus continues to grow; this was another record-setting year for enrollment. University Communications continuously publishes stories about the various successes on campus.
 - e. The Full Circle Project received a grant, but President Nelsen stated that we need to institutionalize the program so that the state pays for the staff instead of grant funds.
5. Advancement and Comprehensive Campaign Updates
- a. Because the From Dreams to Degrees event is still not happening this year, Ms. Woodard-Mink shared the video that their team will distribute via email in place of the event. The video is a mini-documentary about Lavonte Hill, an alum who benefitted from scholarships and went on to do great things.
 - b. Dr. Cardoza stated that operationally, it was a good budget year. The division is in the process of hiring additional team members because we also were impacted by the “great resignation.” Four new staff members are joining the team in the next few weeks to fill open positions. The Advancement Leadership Team conducted a mini strategic planning session. They determined a need for resources, both human and technology, and embedding diversity, equity, and inclusion in their efforts and how to tell the story of impact.
 - i. The partnership with Student Affairs Marketing and Communications has proven very beneficial.
 - c. The President’s Cabinet allocated funds to assist with updating the donor database. As a result, Advancement plans to overhaul the system post-campaign. Additionally, CCS Consulting Firm will help with a plan moving forward with fundraising for the Placer Center and perform a campaign assessment before starting the next campaign.
 - d. Advancement raised over \$30M for Fiscal Year 2020-21, surpassing the \$18,400,600 goal the Chancellor’s Office set.
 - i. In terms of the comprehensive campaign, the current total is \$219.4M out of the \$225M goal. So although they know it will succeed, we need to continue with the message that we are still working on going above and beyond the goal.
 - ii. June 30, 2022, is the official day to stop counting for the campaign. The academic year 2022-23 is the 75th year as a university so that the asks will shift to that focus. In addition, forming a task force and working group for the anniversary celebrations is in the works.
 - e. Ms. Vojtech provided information about the campaign’s close-related celebrations planned for April 22-23, 2022, an ice cream social for faculty and staff on the 22nd, and a community event for those who gave above \$50K since the start of the campaign in 2015. All the fundraisers are working to confirm commitments by the end of the fiscal year.
 - f. Ms. Takeda shared campaign messaging and phases:

- i. Phase 1: Need continued progress to reach our goal.
 - ii. Phase 2: Let's go all in.
 - iii. Phase 3: What more can we do?
 - iv. Phase 4: Keep moving forward.
 - g. Ms. Barber provided an Alumni Association report on behalf of Mr. Brown.
 - i. The Alumni Association awarded a total of \$43K in scholarships. In addition, the recently-held hybrid Distinguished Alumni Awards event raised \$7K through their silent auction. Homecoming also was a successful event, and they look forward to hosting more in-person/hybrid events.
 - ii. Their Board had two meetings and a retreat focusing on their mission/vision/values. Current president Collette Harris-Matthews is working on kicking off a fundraising campaign for the upcoming year, targeting scholarships and mentoring. Because they are no longer a dues-based membership, that transition has gone well, but they do not currently have data to report on the impact on their membership rates.
- 6. Committee Reports
 - a. Planned Giving
 - i. Ms. Hollingsworth presented the Planned Giving update on Mr. Drobny's behalf. They raised \$1.2M out of the \$3.5M goal for the current fiscal year. In addition, eight new gifts and increased planned gifts contributed to their positive outlook of reaching the goal. The Planned Giving 101 workshops, with a continued strong attendance and interest, also attribute to a successful program.
 - b. Finance Committee
 - i. Chair Treis provided the update on Mr. Lau's behalf. She highlighted that the total assets surpassed \$101M as of June 30, 2021. However, because of an accounting snafu, an adjustment of \$180K (part of the funding for critical needs campus programs), not reported in June 2021 will be represented in the 2022 reports. This error did not amount to a material correction, per our auditor. In addition, they look to have an advisory audit conducted by the Chancellor's Office to look for ways to improve and enhance controls in the accounting area.
 - ii. She also presented the dashboard provided by Sand Hill Global Advisors. We exceeded the benchmark, so the 70/30 philosophy is working for us.
 - c. Governance Committee
 - i. Dr. Bass de Martinez stated that because of the retreat postponement, the naming of the members of the Emeritus Board will occur at the February 2022 retreat. Additionally, she reminded Board members to connect with Advancement staff for names to consider as prospective board members.
 - ii. The committee continues to work on its committee charter and encourages other committees to do so as well.
 - iii. She advised BBoard members to fill out and submit the Conflict of Interest forms.
 - d. Audit Committee
 - i. Ms. Perez reported that the audit was very clean, with no adjustments made. She also highlighted the total increase in net position.
 - e. Executive Committee

- i. Chair Treis discussed the retreat and board meeting dates on February 3 and 18, respectively, as well as the UFSS co-sponsored President's Holiday Celebration on December 3 and the Chancellor's visit on November 3.
 - ii. An email from the Chancellor's Office regarding their approach to fossil fuel investments came out differently than initially thought. We have looked at environmentally sensitive investing in recent years. The letter gives us the impetus for looking at fossil fuels first and how our portfolio would look. President Nelsen added that the Chancellor's Office has two major funds that they're divesting from, but not from mutual funds because they don't have the capacity to divest from them. So it's a complicated process, and it will take some time.
- f. Student Update
 - i. Ms. Elizalde shared that students are prioritizing mental health, especially just coming out of midterms. With now a full board, ASI recently passed their strategic priorities:
 - 1. Supporting major and professional development
 - 2. COVID recovery and support with financial resources
 - 3. Supporting DEI initiatives
 - 4. Promoting ASI impact initiatives on campus
 - 5. Support basic needs such as mental health and technology
 - ii. ASI will also celebrate its 65th anniversary. Chair Treis reminded Ms. Elizalde to constantly think about how UFSS can help and partner with ASI.
- 7. Anchor Institution Presentation
 - a. Mr. Dietrich, Drs. Blackburn and Gallardo Good led an engaging presentation about Anchor Institution. They highlighted the definition, six focus areas, advisory council, strategic focus, strategic investment grants, and long-term anchor university goals.
- 8. Scholarship Update
 - a. Mr. Salcido presented data regarding student applicant/application status, applicants by academic college, ethnicities, gender, grade level, age, and financial aid status.
- 9. Adjournment
 - a. Chair Treis provided reminders about the upcoming February retreat, events, and the Dashboard. The meeting adjourned at 12:03 p.m.

Board Member Handbook: <https://www.csus.edu/university-advancement/university-foundation/board-member-handbook.html>

The University Foundation at Sacramento State Mission Statement

The University Foundation promotes philanthropy to provide a level of excellence at the University beyond what is possible through state funds.