

## **Minutes**

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A hybrid meeting of the Board of Directors of The Campanile Foundation was held in Montezuma Hall in the Conrad Prebys Aztec Student Union on June 3, 2021, pursuant to the notice duly posted for public information.

### **Board Members Present:**

Nikki Clay, Adela de la Torre, Alan Dulgeroff, Daisy Galeana, Jeff Glazer, Dan Gross, Todd Hollander, Christian Holt, Jeff Jeffery, Maxine Kreitzer, Evelyn Lamden, Mike Neal, Charlotte Ochiqui, Patti Roscoe, Jerry Sanders, Ashley Tejada and Adrienne Vargas

### **Board Members Present Virtually:**

Terry Atkinson, Ed Brown, Jason Campbell, DeAnn Cary, Mary Curran, Julie Dillon, Steve Doyle, Kim Kilkenny, Seth Mallios, Lidia Martinez, Thom McElroy, Alex Mora, Michael Schweitzer, Peter Shaw, Kit Sickels, Jim Sinegal and John Wills

### **Board Members Absent:**

Mike Pack, Fred Pierce and Bob Scarano

### **University Staff Present:**

Mary Darling, Brittany Santos-Derieg, David Fuhriman, Joyce Gattas, Jim Herrick, Anita Nottingham, Salvador Hector Ochoa, Cathy Terrones, Amy Walling and John David Wicker

#### **I. Welcome** (Presenter: Nikki Clay, Board Chair)

Nikki Clay welcomed guests to the meeting and thanked Anita Nottingham and the SDSU staff for making the in-person meeting safe and possible. She acknowledged board members who joined the meeting virtually from their remote destinations, including Seth Mallios from the Palomar Mountain archeological dig site and Peter Shaw from Israel. She reviewed the house rules and called the meeting to order at 3:06 p.m.

#### **II. Approval of Consent Agenda** (Presenter: Nikki Clay)

Nikki requested a motion to approve the June 3, 2021 Consent Agenda and minutes of the previous committee meetings.

**Motion:** A motion was made, seconded and unanimously carried to approve the Consent Agenda for The Campanile Foundation Board of Directors meeting of June 3, 2021 thereby approving the minutes of the:

- The Campanile Foundation Board Meeting – March 4, 2021
- Audit Committee Meeting – April 6, 2021
- Nominating and Governance Committee Meeting – April 7, 2021
- Government and Community Relations Committee Meeting – May 20, 2021

- Stewardship Committee Meeting – June 1, 2021
- Athletics Committee Meeting – June 2, 2021
- Finance and Investment Committee Meeting – June 2, 2021

### **III. Public Comment** (Presenter: Nikki Clay)

There were no members of the public in attendance for the meeting and no public comments were made.

### **IV. Election and Installation of New Board Member** (Presenter: Nikki Clay)

Nikki thanked past board chair Jerry Sanders for his efforts recruiting Rick Bregman to the board. She provided an overview of his background and welcomed him to The Campanile Foundation board.

Rick Bregman is Market President San Diego and National Co-Head, Healthcare Commercial Banking at Bank of America. He is responsible for coordinating all lines of business for Bank of America across San Diego, as well as delivering the bank's Environmental, Social and Governance efforts, which include philanthropic giving. Rick is a San Diego native and has deep philanthropic ties in the San Diego community. He has served as chair of the San Diego Regional Chamber of Commerce and as a member on the boards of BIOCOM, the National Conflict Resolution Center, CONNECT, the Zoological Society of San Diego Foundation, the YMCA of San Diego County and the United Way of San Diego.

Nikki requested a motion to approve Resolution 21-01 Electing and Installing Rick Bregman as a Director of the Board to serve a three-year term.

**Motion:** A motion was made, seconded, and unanimously carried to approve Resolution 21-01.

Rick shared gratitude for the opportunity to serve on The Campanile Foundation board and enthusiasm for his upcoming involvement with SDSU. He looks forward to seeing the growth of the university and the economic opportunity that the Mission Valley expansion project will provide to the San Diego community.

### **V. Chair's Report** (Presenter: Nikki Clay)

#### **Big Ideas:**

Patti Roscoe shared her appreciation for being able to participate on the Big Ideas Selection Committee and for the opportunity to be able to see the talent and creativity of the projects first-hand.

Nikki announced that one of the Big Ideas projects is focusing on adapting comics to work with social justice issues. Joyce Gattas and Patti Roscoe arranged for David Glanzer and members from Comic-Con to come to campus to provide an opportunity see a connection between the community and what we are doing at the university.

DeAnn Cary provided a thorough Big Ideas update at the last Board of Directors meeting where she encouraged everyone to watch the four virtual showcases. Since that time, the Big Ideas

projects are in the process of being refined and will be reviewed by the Selection Committee and final recommendations will be made to the President. DeAnn will bring an update to a future meeting.

### **2021 Football Season:**

The Campanile Foundation Board will have the opportunity to host at three upcoming Aztec football games at Dignity Health Sports Park in Carson. Additional details will be announced at a future date.

Nikki introduced President de la Torre and thanked her for being a “leader for our time”. Nikki congratulated the President for exemplifying accomplishments that align with the “We Rise, We Defy” Strategic Plan tagline. She noted the success of commencement at Petco Park with a total of 10,000 students and their families attending in person, celebrating the honorary doctorate recipients, the Mission Valley project coming to fruition and being both on time and on budget, and the overwhelming increase in recent applications with 103,000 for this fall.

## **VI. President's Report** (Presenter: Adela de la Torre)

### **Increased Admissions:**

President de la Torre commended Provost Ochoa and Stefan Hyman for their efforts with the recent increase in student applications and student enrollment. The university currently has a 34% acceptance rate. SDSU remains committed to providing access to affordable education and will continue to do so through the Mission Valley campus expansion. The Mission Valley project will allow for 15,000 additional students to be admitted.

### **Aztec Identity:**

Following the 2018 report from President Sally Roush regarding the Aztec Identity, the university has moved forward and embraced recommendations from the report. The university continues to look at ways to elevate the Aztec Identity.

John David Wicker announced that the university is working with Downstream, a visionary design agency, to develop iconography based on Aztec culture and history. John David and the Downstream team are working closely with the Aztec Education Committee and the university historian to remain familiar with the history of the institution throughout this process. Downstream has a history of working with the university in the Fowler Athletics Center, the JAM Center and with the graphics and design in the new Aztec Stadium.

President de la Torre shared that a public announcement will be made regarding the decision to retire the human representation of the mascot on June 4, 2021. She highlighted the following accomplishments since the 2018 report and opened the meeting for discussion:

- Established a Native Resource Center
- Hired a tribal liaison to foster collaborative partnerships
- Enhanced Kumeyaay education and recognition
- Established the Native and Indigenous Healing Garden

- Established new courses on Kumeyaay and Nahuatl, expanding the university's offerings on existing Indigenous language courses
- Created and launched a formal Kumeyaay land acknowledgement

Jim Herrick, Assistant Vice President for Alumni Engagement, affirmed that SDSU Alumni will continue to promote “Aztecs for Life” and “Aztec Proud” as the brands of SDSU Alumni. An email newsletter will reach 185,000 alumni next week and will communicate the university's messaging of retiring the human representation of the mascot and that we are embracing that we will remain to be the Aztecs.

Brittany Santos-Derieg, Chief of Staff, spoke about the university's broader communication plan regarding the Aztec Identity. The university will promote that we are “Aztecs for Life” and will strive to elevate and celebrate who we are as Aztecs. Moving forward, the university as a whole will lean into and celebrate who we are as Aztecs by identifying additional visuals and graphics that recognize and celebrate the culture and history of the Aztec Empire.

President de la Torre addressed a question about the use of “We Rise, We Defy” as the title of the Strategic Plan. President de la Torre explained that the terminology refers to SDSU defying expectations in relation to athletics, Mission Valley, academics, the university's public standing of providing affordable access and excellence, and goals for becoming a great R1 public university. President de la Torre invited Provost Ochoa to provide additional remarks on this topic.

Nikki announced that due to timing restrictions, the discussion regarding *The Union Tribune* article will be tabled until the next meeting. She introduced Stefan Hyman, Associate Vice President for Enrollment Management, to the meeting to provide an overview of the university's admission process.

## **VII. Reveal for Admissions (Guest: Stefan Hyman)**

Stefan Hyman presented “The Evolution of Admissions During COVID-19”. The presentation included historical admission trends and information on the university's wholistic approach to admissions. The CSU historically used an admissions index, which was inclusive of SAT and ACT scores and a weighted GPA. The CSU system has eliminated standardized test scores for the fall 2021/22 academic year and admissions will now be based on a multifactor admission review process. The new process is inclusive of environmental circumstances and extracurricular engagement to determine an academic fit and identify students who will be successful at SDSU. “The Evolution of Admissions During COVID-19” presentation will be uploaded to OnBoard.

## **VIII. Development Update (Presenter: Adrienne Vargas, President and CEO)**

Adrienne Vargas acknowledged the highly successful commencement at Petco Park and the “carmencement” at the SDSU Imperial Valley campus. She shared that in the 124-year history of SDSU only 58 honorary degrees have been conferred, twelve of which were awarded to current or former TCF board members. Adrienne congratulated Nikki Clay and Steve Doyle for receiving their recent honorary doctorates. Nikki Clay was recognized with an Honorary Doctorate of Humane Letters from the College of Professional Studies and Fine Arts and Steve Doyle was recognized with an Honorary Doctorate of Science in the College of Engineering.

Adrienne reported that the University Relations and Development fundraising team reached \$119.2 million, surpassing their \$100 million goal. To date they've secured \$47.5 million in cash against

their \$25 million cash goal, which includes grants from The Conrad Prebys Foundation for \$6 million to support the Performing Arts District, as well as \$8 million for KPBS. Additionally, more money was raised for the Fowler match than in any other fundraising year. In total, \$13.1 million has been raised and the fundraising team is eager to continue the momentum.

Adrienne thanked Mary Darling for her leadership and continued support with the development team and thanked board members for their continued support as leaders on campus and in the community. She invited David Fuhriman to share information about a new growth plan.

David Fuhriman provided an update on a growth plan for University Relations and Development. The URAD data and analytics team identified more high net-worth individuals with close connections to SDSU than URAD has capacity to work with, given the current level of staffing. A growth plan was developed to build a sustainable model that will allow for increased staffing and ultimately a higher level of fundraising. SDSU made a financial commitment for the expansion of philanthropy with an investment of \$5.3M over the next 5-years. With the investment from SDSU, development will be able to hire six front-line gift officers and three support staff. Additionally, the university is investing in two other fundraising positions.

## **IX. Committee Updates**

Nikki invited Committee Vice Chairs to provide brief updates. Minutes from all past committee meetings are included in the board book for review.

### **Stewardship Committee** (Presenter: Patti Roscoe, Vice Chair)

Patti Roscoe announced that the Discover SDSU virtual event “From Bright Ideas to CEO’s” was held on Thursday, April 22, 2021. The program showcased students and how they have turned their research, inventions, and discoveries into successful businesses through SDSU’s entrepreneurial ecosystem. Patti acknowledged Richard and Sharon Fogg for their continued support of the Discover SDSU series.

### **Government and Community Relations Committee** (Presenter: Kim Kilkenny, Vice Chair)

Kim Kilkenny announced that Rachel Greg, Director of Government and Community Relations, provided an overview of the governor’s revised budget at the May 20, 2021 committee meeting. The update provided positive news for CSU system, including the announcement of \$300 million being restored from the 2020 budget cuts and \$325 million available systemwide for deferred maintenance. The committee also received a briefing on the status of the Mission Valley campus. Kim complimented President de la Torre and her team on the remarkable accomplishments of the university.

### **Arts Committee** (Presenter: Evelyn Lamden, Vice Chair)

Evelyn Lamden reported that the Arts committee continues to hold fundraising for the Performing Arts District as their highest priority. To date the project has received a total of \$45 million in funding. This includes \$37 million from the State of California, a \$6 million grant from The Conrad Prebys Foundation, and \$2 million in gifts from private donations. The project will include the renovation of the 350 seat Don Powell Theatre and the creation of a new 150 seat second stage theatre. A new “Take a Seat Campaign” is being launched with 450 seats available for naming opportunities. The project is expected to be complete in the Spring of 2023.

## **Athletics Committee** (Presenter: Steve Doyle, Vice Chair)

Steve Doyle reported that Jordan Schakel attended the June 2, 2021 committee meeting to provide an update on his basketball career plans after graduating from SDSU. Kathy Van Wyk attended and spoke about highlights from her 27-year career as the women's head softball coach at SDSU.

### **X. Associated Student Executive Team Introductions**

Christian Holt thanked Dan Gross for reaching out and becoming his mentor. Christian provided a brief introduction for A.S. President, Ashley Tejada who was not in attendance for this portion of the meeting. Members of the Executive Team provided brief self-introductions.

Ashley Tejada, Associated Student body president. Ashley recently graduated after four years at SDSU. She is the first-ever graduate student serving as A.S. President.

Karina Esteban, Executive Vice President, chose SDSU because of the vast opportunities for student engagement. She shared her goal of creating pride through Athletics and A.S. programming on campus.

Shawki Moore, Vice President of External Relations, chose SDSU after attending events associated with Explore SDSU that supported the black community and promoted diversity in San Diego. He shared his goal of diversifying marketing strategies to increase recruitment and outreach to cultural communities to ensure SDSU encompasses all student voices.

Austin Barber, Vice President of Financial Affairs, chose SDSU after attending Explore SDSU. He shared his goal of establishing greater educational practices on the A.S. financial policy, making sure students know how to use these resources.

Jennifer Schenkenfelder, Vice President of University Affairs, chose SDSU because of the opportunities for student engagement that the university has to offer. She shared her goal of supporting students in their academic transitions back to campus.

### **XI. Finance & Investment Committee Update** (Presenter: John Wills)

Vice Chair John Wills announced that the committee discussed the investment policy at the June 2, 2021 committee meeting. An agreement was made to create an ad-hoc committee to review and make recommendations to the full committee.

### **XII. Audit Committee Update** (Presenter: Alan Dulgeroff)

Vice Chair Alan Dulgeroff reported that Grant Thornton presented an audit plan for the 20/21 fiscal year at the April 6, 2021 meeting. The committee reviewed and approved the prior year's Form 990 tax return as presented.

### **XIII. Nominating & Governance Committee Update** (Presenter: Julie Dillon)

Vice Chair Julie Dillon announced that at the April 7, 2021 Nominating and Governance Committee meeting a decision was made to move to an annual recruitment process for new board members. Throughout the year, research profiles will be reviewed and election and installation will be reserved for the annual Board of Directors meetings in December. The number of new members

will be based on board vacancies. The committee continues to focus its recruitment efforts around these three principals: Diversity, Capacity and Affinity.

Julie acknowledged Christian Holt for his service during his role as Associated Student Body President and Director of the Board. She thanked him for his leadership, positivity and optimism throughout this unprecedented and challenging year and for making it a year of reflection and action.

**Motion:** A motion was made, seconded and unanimously approved to accept Resolution 21-02 Commending Christian Holt for his service on The Campanile Foundation Board.

Christian was presented with a congratulatory diploma frame on behalf of The Campanile Foundation Board of Directors. Christian thanked the TCF board for their support during service on the board and as Associated Student Body President.

Julie provided additional information for incoming Associated Student Body President, Ashley Tejada. Ashley is a postsecondary educational leadership graduate student who recently graduated from SDSU with a bachelor's degree in English and a minor in leadership.

**Motion:** A motion was made, seconded and unanimously approved to approve Resolution 21-03 Electing and Installing Ashley Tejada as Student Representative and Director of The Campanile Foundation Board.

#### **XIV. Conclusion of Meeting**

The meeting adjourned at 4:43 p.m.

*nikki clay*  
nikki clay (Jul 13, 2021 10:36 PDT)

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Nikki Clay, Chair

**Attest:**

*Anita Nottingham*  
Anita Nottingham (Jul 13, 2021 10:38 PDT)

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Anita Nottingham, Secretary

RESOLUTION NO. 21-01

RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
ELECTING AND INSTALLING  
RICK BREGMAN  
AS DIRECTOR OF THE CAMPANILE FOUNDATION

WHEREAS, nominee Rick Bregman has been brought to the Board for election; and

WHEREAS, it is the intention of the Board to have Rick Bregman serve in the capacity of director.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of The Campanile Foundation hereby elect and install Rick Bregman to the Board to serve a three-year term.

PASSED, APPROVED, AND ADOPTED by the Board of Directors of The Campanile Foundation this 3rd day of June 2021.

*nikki clay*  
nikki clay (Jul 13, 2021 10:36 PDT)

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Nikki Clay, Chair

Attest:

*Anita Nottingham*  
Anita Nottingham (Jul 13, 2021 10:38 PDT)

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Anita Nottingham, Secretary



RESOLUTION NO. 21-02

RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
COMMENDING  
CHRISTIAN HOLT  
FOR HIS SERVICE TO  
SAN DIEGO STATE UNIVERSITY

WHEREAS, The Campanile Foundation was formed in 1999; and

WHEREAS, Christian Holt has served as Student Representative on The Campanile Foundation Board of Directors.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of The Campanile Foundation hereby thanks Christian Holt for his dedicated service.

PASSED, APPROVED, AND ADOPTED by the Board of Directors of The Campanile Foundation this 3rd day of June 2021.

*nikki clay*  
nikki clay (Jul 13, 2021 10:36 PDT)

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Nikki Clay, Chair

Attest:

*Anita Nottingham*  
Anita Nottingham (Jul 13, 2021 10:38 PDT)

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Anita Nottingham, Secretary

RESOLUTION NO. 21-03

RESOLUTION OF THE BOARD OF DIRECTORS  
OF THE CAMPANILE FOUNDATION  
ELECTING AND INSTALLING  
ASHLEY TEJADA  
AS STUDENT REPRESENTATIVE OF  
THE CAMPANILE FOUNDATION

WHEREAS, the term of Christian Holt, student representative elected through Resolution 20-02, has come to a close; and

WHEREAS, the Associated Students wish to nominate Ashley Tejada to serve as the student representative of The Campanile Foundation; and

WHEREAS, it is the intention of the Board to elect Ashley Tejada as the new student representative.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of The Campanile Foundation hereby elects and installs Ashley Tejada as student representative to the Board to serve a one-year term.

PASSED, APPROVED, AND ADOPTED by the Board of Directors of The Campanile Foundation this 3rd day of June 2021.

*nikki clay*  
nikki clay (Jul 13, 2021 10:36 PDT)

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Nikki Clay, Chair

Attest:

*Anita Nottingham*  
Anita Nottingham (Jul 13, 2021 10:38 PDT)

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Anita Nottingham, Secretary