



Board of Directors Meeting
Thursday, June 8, 2023
3:00 – 5:00 p.m.
Stephen L. Weber Boardroom
Parma Payne Goodall Alumni Center

Minutes

A hybrid meeting of the Board of Directors of The Campanile Foundation was held in the Stephen L. Weber Boardroom in the Parma Payne Goodall Alumni Center at San Diego State University on June 8, 2023, pursuant to the notice duly posted for public information.

Board Members in Attendance (*virtual): Terry Atkinson*, Rick Bregman, Jason Campbell, DeAnn Cary, Nikki Clay, Mary Curran*, Julie Dillon, Steve Doyle, Alan Dulgeroff, Daisy Galeana, Joyce Gattas, Jeff Glazer, Todd Hollander*, Zeynep Ilgaz, Joseph Johnson, Kim Kilkenny*, Maxine Kreitzer, Lidia Martinez, Thom McElroy, Shawki Moore, Alex Mora*, Mike Neal, Christine Probett*, Patti Roscoe, Jessica Sarowitz*, Bob Scarano, Michael Schweitzer*, Peter Shaw, Adrienne Vargas, and John Wills

Board Members Absent: Chiloh Baty, Ed Brown, Adela de la Torre, Dan Gross, Fred Pierce, Kit Sickels, and Jim Sinegal

Staff in Attendance: Mary Darling, Stephanie Dathe, David Fuhriman, Chris Lindmark, Bob Moosbrugger, Agnes Wong Nickerson, Anita Nottingham, and Amy Walling*

I. Call to Order – Welcome and Announcements

Board Chair, Steve Doyle, called the meeting to order at 3:01 p.m. and welcomed everyone. He provided the following announcements:

Provost Ochoa has been named sole finalist for president of Texas A&M University-San Antonio. Dr. Ochoa is a South Texas native, having earned his doctorate from Texas A&M University. Dr. Tong will serve in the Interim Provost role and Dr. Pruitt-Lord Associate Dean for Academic Affairs in the College of Health and Human Services and a Speech Language Professor, will serve as Interim Vice Provost.

Dr. Luke Wood, Vice President for Student Affairs and Campus Diversity and Chief Diversity Officer, has been appointed by the CSU Board of Trustees to serve as president of California State University, Sacramento. He will begin this role on July 16th. Christy Samarkos will serve as interim until a permanent Vice President is named.

John David Wicker has been selected by the Sports Business Journal as the 2023 Athletic Director of the Year. He was evaluated against five other Athletic Directors from nationally ranked programs and was recognized with this accomplishment for his amazing efforts spearheading the Snapdragon Stadium project – a \$310M project that was built on time and on budget.

A Major League Soccer team will begin playing at Snapdragon Stadium in 2025. This is a historic announcement for SDSU, Snapdragon, and the San Diego community. In addition to successfully hosting the San Diego Wave, the San Diego Legion, Aztec football, concerts such as Jimmy Buffett and Red Hot Chili Peppers, and dozens of other events, this is another exciting way the stadium can serve the San Diego community.

Commencement ceremonies for the seven colleges and the inaugural Graduate Studies ceremony for doctoral, terminal degree and master's candidates took place between May 12-14. A total of 8,832 graduates participated and 71,325 guests attended. This was the highest graduate participation to date. SDSU also conducted its first Trans-Border graduation ceremony, held in Tijuana so that families across the border could celebrate. The ceremony was held on May 3rd and honored almost 80 graduates and over 300 family members attended.

SDSU awarded honorary degrees in recognition of individual service to the university, the San Diego community and the nation. Honorary degrees were conferred upon former Qualcomm and Microsoft executive Peggy Johnson and General McPeak, who served on the Pentagon's Joint Chiefs of Staff; and at SDSU Imperial Valley, the university honored José Padilla, former executive director of California Rural Legal Assistance. Irene Salazar, his sister, received the honorary doctorate in his place.

The Nominating Committee will be finalizing the Annual Board and Committee Assessment. This is an annual process where Board members have the opportunity to provide feedback on their Board and Committee service. The assessment will be sent out late July. Steve asked Board members to keep an eye out for it and encouraged everyone to participate.

The Special Events team prepared a list of several university events from July – December 2023. Steve asked everyone to save-the-date for the events they would like to attend and announced that formal invitations will be extended prior to each event.

The 2023 Aztec football schedule has been released. Steve shared that an invitation will be sent in the next few weeks for Board members and a guest to attend a game this season in a suite hosted by Adrienne and President de la Torre at Snapdragon Stadium. Guests will be asked to rank their top three game preferences.

Performance Data Overview - La Monica Everett-Haynes

La Monica Everett-Haynes, Associate Vice President, Chief Communications Officer, joined the meeting to provide an overview of the media value surrounding the NCAA Men's Basketball Tournament. She spoke about how the university gained worldwide affinity and how the recent success of the Men's Basketball team has been beneficial to not only SDSU, but the surrounding community. ([Slide Presentation linked here.](#))

II. Public Comment

There were no members of the public in attendance at the meeting.

III. Approval of Consent Agenda and Past Meeting Minutes

A motion was made, seconded, and unanimously carried to approve the Consent Agenda and Past Meeting Minutes.

- Campanile Foundation Board Meeting
Minutes of the March 27, 2023, Meeting
- Nominating and Government Committee
Minutes of April 12, 2023, Meeting
- Government and Community Relations Committee
Minutes of the May 18, 2023, Meeting
- Stewardship Committee
Minutes of the May 23, 2023, Meeting
- Athletics Committee
Minutes of the May 31, 2023, Meeting
- Arts Committee
Minutes of the June 2, 2023, Meeting (handout)
- Finance and Investment Committee
Minutes of the June 7, 2023, Meeting (handout)

IV. Board Chair's Report - Steve Doyle

Steve Doyle provided the following updates following the May 4th Executive Committee meeting:

He welcomed Sandy Mekany, a recent political science graduate who was named SDSU's first-ever recipient of The Harry S. Truman Foundation's scholarship for public-service leadership. There were over 800 universities with applicants and only one university in California received the award. Sandy joined the meeting to share the process in applying for the scholarship, and what her future plans are.

In response to a request through a Board survey to learn about trends in giving, Amy Walling, Associate Vice President for Planned Giving and Estates, joined the Executive Committee meeting to provide an overview of her department. She shared information about the Heritage Society, the history of Planned Giving at SDSU, the successes of marketing and how it has impacted the discovery of new planned gifts and information on estates in progress. She provided data regarding projected realized planned gifts and gave examples of successes through sharing multiple donor impact stories.

Steve announced that after a lengthy trial period, and receiving feedback from both Board members and staff, a decision was made to not renew our contract with OnBoard. He shared that Anita's goal is to provide efficiency and consistency across the Board and all committees. Moving forward, she and her colleagues will provide all TCF materials and meeting invitations through email and Google calendar. He thanked everyone for their efforts using the system.

Committee chairs have been tasked with assessing their committee membership by analyzing committee member engagement and meeting attendance. All committee rosters will be updated by the annual meeting in December.

Steve shared that AB656, a bill to allow the CSU system to develop independent professional doctoral degrees, was passed by the Assembly with a 79-0 vote of approval. The bill is now headed to the Senate and is expected to be heard in the Education Committee this month. A total of eleven Assembly members and one Senator are co-authoring the bill. To put the bill in a stronger position, we hope to add more Senators to co-author the bill. The bill is likely to reach the Governor's desk sometime in late August. Steve asked if anyone has relationships with any Senators or with the Governor, to please let Rachel Gregg know and she will prepare talking points and provide a timeframe to send out this communication.

Steve announced that Dr. Janet Franklin will be the guest faculty speaker at the September 7th Board of Directors meeting. She is the Endowed Campanile Foundation Professor of Geography, Center for Open Geospatial Sciences. Following the meeting, we will host a meet & greet reception in the Allan Bailey Library.

The 2024 Board Meeting Dates have been scheduled for Monday, March 4, Thursday, June 13, Thursday, September 12, and the Annual meeting is Thursday, December 5. Steve shared that the March meeting date was scheduled on the Monday in the first week of March to avoid any potential conflicts with the Mountain West Basketball schedule. Anita will send calendar invitations for these meetings.

A motion was made, seconded, and unanimously carried to approve Resolution 23-01: Approving Quarterly Board Meeting Dates for Calendar Year 2024.

V. Get to Know Your Fellow Board Members – Jason Campbell

Steve welcomed Jason Campbell as the guest Board member for the “Get to Know You” segment. Jason has served on The Campanile Foundation Board since 2018 and has been a member of the Finance and Investment Committee. Jason shared personal sentiments about his passion for SDSU and how the university gave him the trajectory that led him to his current position and success in life. He expressed gratitude for the relationships he built and the support he received from the faculty.

VI. Guest Speaker - Andy Ballester & Hala Madanat

Steve introduced and welcomed Hala Madanat, Vice President for Research and Innovation, and Andy Ballester, co-founder of GoFundMe, to speak about SDSU’s new partnership with Techstars San Diego.

Hala Madanat provided a review of the progress of the SDSU Mission Valley Innovation District and shared details regarding the university’s three-year contract with Techstars. Techstars will connect startups, investors, corporations, and cities to help build thriving startup companies. They will provide support in the way of dedicated staff, a network of investors and mentors, internship opportunities, funding and more. The innovation district will house a 315 square foot building that will be an expansion of the ZIP Launchpad. This space will serve as an ecosystem -- the home of entrepreneurship in the community that will be an accelerator that serves a global audience. The Techstars program launched in early 2023 and the first class will be offered in Fall 2023 with up to 12 startups in the class.

Andy Ballester spoke about his professional accomplishments and his experience in leadership with the ZIP Launchpad. He shared that his philanthropic investment was driven by his passion for mentorship and seeing the success of budding entrepreneurs. Three ways to support Techstars are through becoming a mentor, bringing a company to the accelerator, or donating to either the operating or investment fund. ([Slide presentation linked here.](#))

VII. White Paper Overview – Adrienne Vargas

Adrienne Vargas provided an update on the status of the White Paper project. She remarked that Jim Langley, a fundraising consultant, was hired to train deans to develop visionary ideas that have an impact, so that donors would be inspired to give because of the impact the donation will have, rather than depending on loyalty for continued giving. Through the process, Board members were engaged through personal interviews and specific metrics were incorporated into deans’ 2023 performance plans. She shared that initial conversations have not generated significant donor interest in large scale transformational, principal gifts yet. There have been a

number of setbacks and challenges with the current structure; however, the university remains committed to developing interdisciplinary, inspirational ideas that will inspire donors to make transformational investments in SDSU. The university will also continue to secure gifts at all levels that advance these concepts. The Board engaged in a discussion and shared comments from both a donor and former dean's perspective.

VIII. Nominating & Governance Committee Update - Patti Roscoe

Patti Roscoe shared that the Board is not in an active recruitment phase; however, the committee continues to identify potential future candidates who fit the need for affinity, capacity and diversity. The committee continues to assess areas of campus where we can foster immediate involvement with individuals as a way to strengthen their relationship with the university and build a potential pipeline for future Board service.

Patti welcomed Tarek Morsy, the new Associated Student Body President. Tarek served as the A.S. Vice Chair of the Financial Affairs Committee. He is a senior from Danville, California, working toward a Bachelor of Science in Finance in the Fowler College of Business. The class of 2023-24 Associated Student Body Executive Officers; Sam Lingao, Executive VP, Melvin Ridley III, VP of External Relations, Leo Pena Reyes, VP of Financial Affairs and Ally Gallant, VP of University Affairs, joined the meeting for self-introductions.

Shawki Moore was thanked for his service to the university this past year as the TCF Student Representative and A.S. President. Patti remarked that Shawki served as a wonderful ambassador representing our student body and brought a diverse perspective. Shawki shared remarks expressing gratitude for the support he received from the TCF Board and concluded by sharing his accomplishments which included; getting over 700 students to the NCAA Tournament, launching a mental health campaign, raising over \$109,000 for the Aztecs Rock Hunger campaign, becoming #1 in the CSU system for registering students to vote in the Rock the Vote campaign, and raising the participation in election voting from 9% to 15% during the A.S. elections.

Shawki was presented with a diploma frame to proudly display his SDSU diploma.

A motion was made, seconded, and unanimously carried to approve Resolution 23-02 Commending Shawki Moore for his Service and Electing and Installing Tarek Morsy as the Associated Student Body Representative and Director to serve a one-year term.

IX. Finance and Investment Committee Update – John Wills

John Wills shared that the committee reviewed both the fixed income and endowment funds. There has been a recent change for the fixed income fund manager from Gilliard to UBS. There is an anticipated 4% projected earnings, due to positive changes in the market, compared to .05% in

past years. The endowment funds are at \$418M which gained 2.2% in earnings over the last year, during a volatile market. This is a 9% increase from the benchmark. The committee reviewed and approved draft Resolution 23-03 showing a 4% increase in the Operating Budget from \$1.286M to \$1.348M.

A motion was made, seconded, and unanimously carried, to approve Resolution 23-03 Approving the 2023/2024 Fiscal Year Operating Budget.

Steve announced that there had been no meeting of the Audit Committee since the last Board of Directors meeting, therefore there was no report.

The meeting was adjourned at 5:02 p.m.

Stephen Doyle
Stephen Doyle (Jun 19, 2023 13:14 PDT)

Stephen P. Doyle, Chair

Anita Nottingham
Anita Nottingham (Jun 28, 2023 12:07 PDT)

Anita Nottingham, Secretary