



Board of Directors Meeting
Thursday, September 12, 2024
3:00 – 5:00 p.m.

Minutes

A meeting of The Campanile Foundation Board of Directors was held on Thursday, September 12, 2024, in the Fowler Family Ballroom in the Parma Payne Goodall Alumni Center, located at San Diego State University, pursuant to the notice duly posted for public information.

The following members of The Campanile Foundation Board were present: Rick Bregman, Ed Brown, Jason Campbell, Mary Curran, Adela de la Torre, Steve Doyle, Julie Dillon, Alan Dulgeroff, Joyce Gattas, Jeff Glazer, Dan Gross, Kat Hernandez, Zeynep Ilgaz, Joe Johnson, Alex Mora, Mike Neal, Christine Probett, Patti Roscoe, Jessica Sarowitz, Adrienne Vargas, and John Wills

The following members were absent: Terry Atkinson, Chiloh Baty, DeAnn Cary, Kim Kilkenny, Lidia Martinez, Michael Schweitzer, and Kit Sickels

The following members of the SDSU Alumni Board of Directors was present: Victor Alfred Lopez, David Baron, Risa Baron, Brianna Bennett, Whitney Bond, Martin Bridges, Sam Brown, Nikki Clay (past president) Kevin Decker, Mark Emch, Dirk Epperson, Carey Fernandes, Richard Gonzalez, Keith Harris, Brandon Kyle, Yolanda Apalategui Lugo, Channelle McNutt, Brian Moffitt, Corey Polant, Gabriella Penaloza, Humberto Peraza, Justin Quis Quis, Scott Robert, Marlene Ruiz, Scott Summerfield, Ashley Rodriguez Thompson, Alberto Velasquez, Krystin West, Gerry Widmer, and Denise Zellmann

The following staff members were in attendance: Blaire Chapman, David Fuhriman, Mary Darling, Caitlyn Smiley, Cynthia Swanson, Amy Walling, Stephanie Dathe, Chris Lindmark, Anita Nottingham, Bob Moosbrugger, Agnes Wong Nickerson, and Richard Noble

I. Call to Order and Welcome

Steve Doyle called the meeting to order at 3:00 p.m. He welcomed the SDSU Alumni Board members attending.

II. Public Comment

There were no members of the public in attendance, therefore no comments were made.

III. Approval of Consent Agenda & Past Meeting Minutes

A motion was made, seconded, and unanimously carried to approve the Consent Agenda, thereby approving minutes of:

- The Campanile Foundation Board meeting - June 13, 2024
- Nominating and Governance Committee meeting - July 10, 2024
- Athletics Committee meeting - August 7, 2024
- Government & Community Relations Committee meeting - August 15, 2024
- Audit Committee Meeting - September 10, 2024
- Finance and Investment Committee Meeting - September 11, 2024

IV. Executive Committee Chair's Report

Steve Doyle reported the following updates from the August 7th TCF Executive Committee Meeting:

A Celebration of Life for Fred Pierce will be held on Sunday, September 29th at 2 p.m. in Montezuma Hall.

He shared that a recommendation was made and approved by both the Nominating and Governance and Executive Committees to present Julie Dillon for approval as Chair Elect. A motion was made, seconded, and unanimously carried to approve Julie Dillon as Chair Elect and to recommend her to be formally elected and installed as Chair of the Board at the Annual meeting in December.

An announcement was made that the Fowler Impact Award has been established in celebration of Ron Fowler's 80th birthday and to acknowledge his extraordinary dedication to SDSU as the largest donor. The award will be presented annually to a donor who has made extraordinary contributions to the university, created a positive impact and demonstrated loyalty to the institution and its mission of educating the next generation of leaders. This year's inaugural award will be given to Ron Fowler. In the following years, nominations will be submitted by the deans and will be presented to President de la Torre. Based on established criteria and in consultation with Ron Fowler, she will select the top three nominees. Those three nominees will be presented to the TCF Executive Committee

for review and final selection of an awardee. The award will be presented annually at the Evening Celebration Philanthropy. This year's event will take place on October 21st.

David Fuhrman shared an Endowment Management Handbook – a document that the TCF team created as a tool to better understand the endowment management process at SDSU. This is a document that is accessible on the TCF website and may be used by development staff as well as members of the public.

The meeting concluded with Committee updates and Steve encouraged everyone to visit the TCF shared drive to review committee meeting minutes to stay up to date.

V. Guest Student Speakers – Associated Student Body Leadership

Associated Student Body Executives, Katarina (Kat) Hernandez, President, Tajuddin (Taj) Henry, Executive Vice President, and Derrick Herrera, Vice President of External Relations were welcomed to provide self-introductions and to share their goals for the upcoming year. A handout noting the theme for the 2024-25 year “Be the Change You Want to SEA (Safety-Equity-Accessibility)” was distributed which detailed their specific goals and aspirations.

VI. Get to Know You

Steve Doyle introduced and welcomed SDSU Alumni Board President, Denise Zellmann as the first “Get to Know You” speaker. Denise shared background and involvement with SDSU including her passion to support the Equal Opportunity Program (EOP). She shared that she is a double SDSU alumna.

Mary Curran, TCF Board member and former Board Chair was welcomed as the second “Get to Know You” speaker. She shared stories from her upbringing, her passion for travel, and her experiences and involvement on campus, including serving as a mentor in FCB and with the Guardian Scholars program. She has served on The Campanile Foundation Board for 18 year and was past Chair of the Board.

VII. University Updates

President de la Torre spoke about the announcement made earlier in the day that San Diego State University joined the Pac-12 Conference. She shared the importance of this move and the profound opportunities it will provide for the university, community, alumni, and students. The move will help to ensure the continued strong future for SDSU Athletics while also elevating the visibility for our university.

The university's enrollment is the highest ever, surpassing 39,000 students on campus and 9,000 online. There were a total of 119,000 applications this fall with a 36-40% acceptance rate. With the increased enrollment, there is a need for additional student housing. Agnes Wong Nickerson shared the university's plans to move forward with new housing projects. Construction is anticipated to begin in May 2025, with the first building available for students by Fall 2026. The first phase of the project will utilize property owned by Aztec Shops to build the first set of student housing. Additional housing will be increased with the transformation of existing low-density housing on 55th Street to be converted to high-density housing. With both projects there is the potential to add 3600 beds.

Projects in Mission Valley are moving forward as planned to include success of the ground lease with AvalonBay and the River Park, with recreation amenities that are being used by the community. The university is pursuing affordable housing and has been successful in initiating change in legislature so faculty and staff can utilize the new housing. Development with the Innovation District is underway and with the leadership of Hala Madanat, the university is pursuing partnership opportunities.

For a variety of reasons, including demographic shifts, the CSU system is suffering with declined enrollment. This has caused pressure for SDSU to increase enrollment SDSU is ensuring more students take full course loads and will offer access to all courses throughout the summer to avoid delayed graduation. There are currently 12,400 summer enrollments.

There are challenges ahead with the state budget pending a proposal from the governor for an 8% cut to the budget which would be a \$25 million base cut. This would have potential negative effects, including a decrease in the amount of new faculty positions available.

A bill has been introduced to the Governor to amend the Education Code to facilitate joint doctoral degrees with international universities. Currently, we are restricted to UC or private California institutions. By broadening our global opportunities, this bill would empower students with a wider array of joint degree options, paving the way for more transformative educational outcomes.

President de la Torre concluded her report sharing exciting news that as of February 2025, SDSU will be designated as a Research 1 University.

VIII. Fundraising Update

Adrienne Vargas provided a comprehensive fundraising overview of the 2023-24 fiscal year and shared goals for the upcoming year. She began by thanking those in the room who are generous and consistent donors and noted that so many programs on campus would not be possible without donor support.

She reported that the university raised \$132 million in philanthropic support last year, inclusive of all giving across campus, including KPBS. She noted a consistent giving trend over the past few years with a slight dip in the last academic year. Adrienne noted speculation around the decrease due to broad economic indicators such as social, political, and economic trends happening in the country.

She shared different levels of activity within the development team including the number of meetings with donors, active proposals, newly established endowments, upgraded first-time donors, and those who have increased their giving.

Adrienne shared that an important metric tracked in development is donor retention rates and how the development team strives to ensure to have a continual broad base of support. Compared to other higher education universities, SDSU's retention rates exceed those at \$100+ level. A major objective for the upcoming year is to focus on building the donor pipeline and to focus on retaining \$1,000+ donors. Adrienne acknowledged and thanked the TCF Stewardship Committee for their leadership and support of stewarding donors.

The planned giving program, led by Amy Walling, secured 81 planned gifts with \$30 million discovered in fiscal year 2023-24. The planned giving team utilized multiple platforms to make two million impressions annually, 350,000 alone through a KPBS Radio campaign. In the upcoming year, the Planned Giving team will be exploring new platforms, such as a partnership with Education Advisory Board (EAB), to increase outreach to the 500k+ alumni base and build pipeline through direct mail, email streams and social media with a goal to increase crowd funding and annual giving campaigns, and to identify those who have listed SDSU in their estates so that we may steward them and keep them involved with SDSU.

She concluded her report stating the following fundraising priorities for fiscal year 2024-25:

- a focusing on building the pipeline to broaden the number of individuals giving to the institution.

- specific strategic priorities within the individual colleges, Athletics and Student Affairs.
- university-wide strategic priorities with urgency such as the North Life Sciences building
- the continued growth and development of the Innovation District.

IX. Get to Know the Gift

Jeff Glazer was introduced as the “Get to Know the Gift” guest speaker. Jeff shared personal sentiments behind the reason for making a gift to support the Glazer Outstanding Lecturer Fellowship Endowment. He spoke about his involvement with SDSU which included being a previous lecturer in the Fowler College of Business.

Lois Olsen, a lecturer in the Fowler College of Business Marketing Department, was a recipient of the Glazer Outstanding Lecturer Fellowship Endowment. She was welcomed to the meeting to share how the award made a positive impact on her work at SDSU and how it opened the door for her to obtain additional training and experiences that she otherwise would not be able to do.

Additionally, Steve Doyle read remarks from Kristine Ehrich – a marketing lecturer and a 2023 awardee regarding the personal impact of the award on her career as a lecturer at SDSU.

X. Nominating and Governance Committee Update

Julie Dillon reported that the Nominating and Governance Committee last met on July 10th and as previously reported, the committee is in an active recruitment phase.

A recommendation was made and approved by the committee to bring Michael Kanigher and Mark Filanc to the full Board of Directors for approval.

A recommendation was made to re-elect and install Rick Bregman, Zeynep Ilgaz, and Joe Johnson for an additional 2nd term and Jason Campbell, DeAnn Cary, Alan Dulgeroff, Mike Neal and Michael Schweitzer for a 3rd term. They will be formally re-elected at the Annual meeting in December.

A recommendation was made to re-elect Christine Probett for a third and final term as faculty representative and to elect Risa Baron for a one-year term as Alumni Representative.

Additionally, there are several potential candidates that the committee is in the process of pursuing for the Board. Next steps for each will be determined prior to the next meeting.

The committee discussed the importance of maintaining an updated Board Diversity Matrix - a document that is utilized for recruitment to assess the Board's make-up. A recommendation was made to send an annual survey for Board members to self-identify their areas of interest and engagement in order to ensure accuracy for each Board member.

Julie concluded her report noting the 2025 Quarterly Meeting dates: March 6, 2025, June 5, 2025, September 4, 2025, and December 4, 2025.

As recommended by the Nominating and Governance Committee, a motion was made, seconded, and unanimously carried to approve the following action items:

- Inviting Michael Kanigher and Mark Filanc to the Annual Meeting in December for Election and Installation as Directors of the Board.
- Inviting Christine Probett to serve an additional one-year term as Faculty Representative and Risa Baron to serve a one-year term as Alumni Representative.
- Bringing the aforementioned Board members to the Annual Meeting in December for approval to serve additional second and third terms as Directors of the Board.
- Approving Resolution 24-04, Accepting the 2025 TCF Quarterly Meeting Schedule.

XI. Finance and Investment Committee Update

John Wills reported that there is a total of \$600 million in total assets that are managed by The Campanile Foundation, \$485 million of which is in endowments. There are approximately 1600 independent endowments that are individually managed. The outside CIO, Meketa, manages funds around the investment policy, which specifies the asset allocations and may be viewed on the TCF website. Last year the endowment earned approximately 10%, with an average of 7% earnings over the past 10 years.

XII. Audit Committee Update


Alan Dulgeroff reported that Grant Thornton conducted an audit to assess financial risks and there were no exceptions or issues identified. Alan shared that the Audit Committee made a recommendation to present the Audited Financial Statements for the 2023-24 fiscal year to the full Board for approval.

A motion was made, seconded, and unanimously carried to approve Resolution 24-05 Accepting the Audited Financial Statements for Period Ending June 30, 2024.

XIII. Conclusion of Meeting

Steve Doyle announced that the next Campanile Foundation Board of Directors meeting is scheduled for Thursday, December 5, 2024. He shared a friendly reminder that there will be a reception in the Pierce Family Foyer following the meeting.

The meeting was adjourned at 4:55 p.m.


[Stephen Doyle \(Sep 24, 2024 09:49 PDT\)](#)

Stephen P. Doyle
Chair


[Anita Nottingham \(Sep 24, 2024 10:18 PDT\)](#)

Anita Nottingham
Secretary