



**Board of Directors Meeting**

Friday, March 8, 2024 9:02 a.m. – 11:05 a.m.  
 Alumni and Visitors Center – Lobby

**Minutes**

| <b>Board Members Present</b>  |                                  | <b>Members Absent</b>           |
|---|----------------------------------|---------------------------------|
| Bettye J. Saxon, Ed.D., Chair   | Vanya Quiñones, Ph.D., President | Ted Balestreri, II, Director    |
| Ian Oglesby, Director   | Rachel Molatore, Director        | Debbie Juran, Secretary         |
| Caroline MacDonald, Director  | Mac Clemmens, Director           | Arlene Haffa, Director          |
| Robert Behl, Director   | Adrian Villalpando, Director     | Martha Drexler Lynn, Director   |
| Jonathan Merrill, Director  | Glen Nelson, Ph.D., Director     | Greg Gonzalez, Director         |
| Sandor Nagy, Director   | Susan Lansbury, Director         | Betsey Pearson, Director        |
| Pete Delgado, Director  |                                  |                                 |
| <b>Presenters:</b>  |                                  | <b>Staff Present</b>            |
| Rick Paradis, Associate Vice President of Development                         |                                  | Nancy Ayala, Gov. & Compl. Mgr. |
| Andrew Lawson, Ph.D., Interim Provost & Vice President for Academic Affairs   |                                  |                                 |
| Glen Nelson, Ph.D., Vice President of Admin and Finance                       |                                  |                                 |
| Ben Corpus, Ph.D., VP for Enrollment Management & Student Affairs             |                                  |                                 |
| Marylou Shockley, Interim Dean of the College of Business                     |                                  |                                 |
| Garret Sutherland, CSUMB Alum   |                                  |                                 |
| Maria Bellumori & Dale Grubb, Strategic Planning Steering Committee Co-Chairs |                                  |                                 |
| Aaron Bryant, Associate VP of Communications and Marketing                    |                                  |                                 |

**Regular Meeting**

- I. Call to Order:** A quorum being established; Chair Bettye Saxon called the meeting to order at 9:06 a.m.
- II. Approval of Minutes:** Moved by Director Robert Behl and seconded to approve the December 8, 2023 meeting minutes as presented. With no further discussion, the motion carried.
- III. Public Comment:** There were no requests made for public comment.
- IV. Business - None**
- V. Reports**
  - A. **President’s Report:** President Vanya Quiñones thanked the Board for their participation and leadership in the community. President Quiñones provided an update on the strike mentioned at the last meeting, noting that negotiations are in their final stages. The results from negotiations may impact the budget. The University launched a voluntary separation initiative program where staff could separate from the campus to ease budget constraints. The program includes incentives for employees while easing the budget deficit. Forty-two employees have enrolled in the program thus far. The campus continues to improve internal processes via contractor Campus Works. Campus Works is now in the proposal's implementation stage. We hope to improve and streamline processes to enhance the student experience, mainly in IT-related services. President Quiñones noted that the new marketing and branding campaign will focus on highlighting our midsize residential institution, which is unique. President Quiñones reported that the Physician's Assistant Program (MSPA), noting that all students have been reassigned to other programs successfully. The plan is to seek accreditation for this program in the future.

- B. Campaign Update: Associate Vice President of Development Rick Paradis provided an update on the campaign, noting that the working goal is \$250M. Mr. Paradis noted that the blended campaign will count both philanthropic and sponsored research support towards the campaign goal. This is the second blended campaign in CSU history. High-priority areas in need of funding are healthcare and scholars' programs and a greenhouse/farm complex that is in development. The campaign name is currently still underway. Challenges during this campaign include donor fatigue, fully engaging research faculty and budget constraints. As of July 1, 2022, the total for philanthropic and research efforts totaled \$18.3M and \$41.7M, respectively. This campaign will end on June 30, 2029.
- C. Provost's Report: Interim Provost and Vice President for Academic Affairs Andrew Lawson provided an update on Academic Affairs for the Fall semester. Provost Lawson announced the launch of the Pebble Beach Scholars program thanks to the generous support of the Pebble Beach Company. Currently, the program is reviewing applicants to identify the award's first recipients. The program provides scholarships, internships, summer housing, and potentially permanent employment. There were five USDA NextGen grant opportunities in California last year, and CSUMB was awarded or attached to funding for four of those awards. The construction of the Edward (Ted) Taylor Building will begin this summer. The building will be the home of the Mechatronics Engineering and Marine Science programs. A Health Sciences building is the next priority. Provost Lawson announced name changes to some of the educational programs. These changes were necessary to make programs more appealing to incoming students. The content of their curriculum remains unchanged.
- D. CFO's Report: Vice President of Administration and Finance Glen Nelson presented an update on the University's finances. Dr. Nelson described the four entities on campus: Stateside, which is the University and its three auxiliaries; Otter Student Union, University Corporation at Monterey Bay; and the Foundation of CSUMB. The University's sources of revenue include State appropriation, grants and contracts, housing and dining, tuition, student fees, and other. As a recap, the fiscal year 2022/23 ended with a \$4.5M deficit, as reported at previous meetings. The fiscal year 2023/24 began with a \$1M deficit; however, lower enrollments and unfunded mandates caused additional financial pressures. The year will result in an approximate \$5.7M deficit due to base salary staff adjustments for 52 underpaid employees and Faculty salary plan increases and benefits as proposed by the CFA (Faculty Union). The fiscal year 2024/25 is expected to have an approximate \$11.2M deficit and a \$14.7M deficit in the fiscal year 2025/26. Over the last seven years, student enrollment has decreased by more than 12%, and the University has not fully adjusted spending to correct for declining enrollment. Salaries and benefits represent 80 to 82% of the total budget. The majority of the deficit comes from salary adjustments. These increases are only partially funded by the Chancellor's Office (CO) and tuition. In fall 2023, overhead was reduced by \$11M. The operating budget is only 18-20% of the total budget. Thus, there is little capacity to make additional reductions to operating costs. The compact from the Governor is not guaranteed from Academic Year 2024/25 and forward—this represents a possible reduction of \$1.3M or higher per year. In 2024/25, the Chancellor's Office XYZ budget reallocation plan will be implemented, reducing the budget by 3%—\$1.7M.
- E. Enrollment Management and Student Affairs Report: Vice President of Enrollment Management and Student Affairs Ben Corpus provided an update on enrollment and retention. Dr. Corpus reported that transfer and grad admissions applications in Extended Ed have decreased approximately 41% and 36%, respectively. Regular First-year applications have increased by 13%, transfer applications have increased by 40%, and grad applications have increased by 27% for Fall 2024. Dr. Corpus presented the recruitment and transfer process that will be implemented to

increase enrollment. Currently, applications that result in enrollment are at 8%, one of the lowest in the CSU system. Transfer yield rates are at 26%. These issues are not only due to demographics; dramatic increase in mental health concerns among students has increased. These include anxiety, severe anxiety, and depression, and major depression. In these cases, it's been found that people make the most significant impact. Investment in a sense of belonging is needed at higher learning institutions. Scholarships also ignite students and show them that their hard work and dedication are recognized and valued. Changes to offer scholarships early are in progress.

- F. Auxiliary Investment Committee Report: A memo in lieu of the presentation was emailed.

*Chair Saxon deferred her comments for the end of the meeting.*

## **VI. Presentations**

- A. Friends of Froshman: Interim Dean of the College of Business Marylou Shockley introduced CSUMB alum Garret Sutherland and provided background on Friends of Froshman. Faculty Jeffrey Froshman has been teaching Accounting at the University since 1996. Friends of Froshman is a network of accounting and financial planning employees and alums who meet to provide advice and feedback to one another. In appreciation of Mr. Froshman, the network members created a fund to dedicate the room in the business center to Jeffrey Froshman and a plaque. This network recommends CSUMB accounting alum to firms seeking employees. The hope is to increase the funds to allow for scholarships.
- B. Strategic Plan Update: Strategic Planning Steering Committee Co-Chairs Maria Bellumori and Dale Grubb provided an update on the Strategic Plan. The approach is to construct a three-year strategic plan that engages all campus constituencies and the surrounding community. The goal is to develop a small set of pillars that represent focal areas for the strategic plan and identify goals for each (including metrics). The pillars will serve as the architecture for the strategic plan, and each will contain specific goals, strategies to achieve them, and metrics to measure progress toward each goal. The proposed pillars are holistic student success, innovation with sustainability, cultivating our community, and a culture of accountability. The deadline is December 2024. It was noted that the strategic plan should have referenced education. Co-Chair Dale Grubb reported that these concepts are in their initial stage and will review the feedback.
- C. Campus Branding Update: Associate VP of Communications and Marketing Aaron Bryant presented the new campus brand. The public launch will be on April 4. Dr. Bryant presented the new logo and spirit marks. The campus slogan is "The Strength of Us".

*The agenda reverted to V. Reports for Chair Comments.*

- G. Chair's Comments: In the interest of time, Chair Saxon bypassed her comments.

**VII. Open Communications/Announcements**: Chair Saxon thanked the board and reminded the Board that Commencement is on May 18 at the Salinas Sports Complex

**VIII. Closed Session**: The Board did not enter into closed session.

**IX. Adjournment**: With no further business to conduct and no objection, the meeting was adjourned at 11:05 a.m.

  
Deborah Juran (Jul 2, 2024 11:22 EDT)

Deborah Juran, Secretary

07/02/2024

Date