



Board of Directors Meeting

Friday, December 8, 2023 9:06 a.m. – 11:00 a.m.
 Alumni and Visitors Center – Lobby

Minutes

| <u>Board Members Present</u> | | <u>Members Absent</u> |
|---|----------------------------------|---------------------------------|
| Bettye J. Saxon, Ed.D., Chair | Vanya Quiñones, Ph.D., President | Ted Balestreri, II, Director |
| Ian Oglesby, Director | Betsy Pearson, Director | Glen Nelson, Ph.D., Director |
| Caroline MacDonald, Director | Mac Clemmens, Director | Sandor Nagy, Director |
| Robert Behl, Director | Adrian Villalpando, Director | Martha Drexler Lynn, Director |
| Jonathan Merrill, Director | Glen Nelson, Ph.D., Director | |
| Debbie Juran, Secretary | Susan Lansbury, Director | Barbara Zappas, CEO |
| Pete Delgado, Director | Gregory Gonzalez, Director | Rachel Molitore |
| <u>Presenters:</u> | | <u>Staff Present</u> |
| Andrew Lawson, Ph.D., Interim Provost and Vice President for Academic Affairs | | Nancy Ayala, Gov. & Compl. Mgr. |
| Michal-Anne Miller, AVP of Finance and Auxiliary Audit Committee Chair | | |
| Ben Corpus, VP for Enrollment Management and Student Affairs | | |
| Kirby Bryant, Athletics Director | | |
| Glen Nelson, Ph.D., Vice President of Admin and Finance | | |

Regular Meeting

- I. Call to Order:** A quorum being established; Chair Bettye Saxon called the meeting to order at 9:06 a.m.
- II. Governance:**
Nominating Committee Report: Moved and seconded to elect Faculty Director Arlene Haffa as presented for a two-year term. With no further discussion, the motion carried.
- III. Approval of Minutes:** Moved and seconded to approve the September 8, 2023 meeting minutes as presented. With no further discussion, the motion carried.
- IV. Public Comment:** There were no requests made for public comment.
- V. Business - None**
- VI. Reports**
 - A. President’s Report: President Vanya Quiñones provided an update on University activities, noting that with Foundation CEO Barbara Zappas' retirement, Associate Vice President of Development Rick Paradis will run the day-to-day operations. A nationwide search will be conducted to fill the vacancy, along with searches to fill other leadership positions at the University. The campus holiday party open to the community is today between 6 pm and 8 pm. President Quiñones wished the Board a happy holiday season. President Quiñones introduced Mr. Paradis to provide a Campaign update.
 Mr. Paradis provided an overview of consultant CCS's internal and external campaign assessments. The next step in this process is to create a board retreat to discuss campaign initiatives and create a Campaign Cabinet that includes volunteers who embrace the campaign. The comprehensive campaign is set to end in 2029 with a goal of \$120M. This is a blended campaign, meaning that although traditional donations are sought, grant funds are also pursued from federal and state agencies for key initiatives. Mr. Paradis presented key initiatives to enhance the student experience and broaden academic opportunities. The Board's role in the campaign was presented. Developing the campaign before it's ready for the public may take approximately 12-15 months.

President Quiñones introduced the Associate Vice President of Communications and Marketing, Aaron Bryant, to provide an update on the campus branding project. The refresh of the brand was a collaborative project with the entire community. Mr. Bryant increased media positive mentions by 17%. The campus social media presence has increased significantly over last Fall. The branding update has completed phase one and two of the branding update. Phase three of the branding update, which consists of strategic brand implementation and community engagement, begins on December 19. Brand implementation workshops will be held in December and January. The new University logo was revealed to the Board. Phase 4 of the Branding update project will launch the advertising plan in April 2024. The Board provided feedback on the branding update.

- B. 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 conducted a listening tour across Academic Affairs to learn what issues lie within the faculty. Recently, a Retention Tenure and Promotion Reception was held for the 22 newly tenured faculty members this year. The 9th Annual Fall Undergraduate Research, Scholarship, and Creative Activity Competition was held and was a great success. In October, the Accrediting Commission for Schools Western Association of Schools and Colleges "WASC" returned for a follow-up visit after the last major reaccreditation visit to review the progress on three areas the University was to focus on over several years. WASC wanted to see improvement in retention, recruitment, and hiring of diverse faculty and staff, ensure a process to align resource allocation with enrollment management and strategic planning and improve academic advising. The final report will be shared at a later meeting. Provost Lawson announced leadership changes. The accreditation for the Physician's Assistant Program (MSPA) was withdrawn. The accreditation is gone but the University can still teach out the graduating class of 2024. Students set to graduate later must be placed in other programs. The University is committed to reinvesting and rebuilding the program. The faculty was dedicated to the program. However, the issue was not the program but rather the documentation of assessment work. The Board expressed a concern that the community should be notified that the reason for the accreditation was not incompetency but rather paperwork-related. President Quiñones stated that the University will make a public announcement regarding this issue early next year. Four-year graduation rates exceeded the CSU System target and had 44%. Similarly, the six-year CSU System graduation rate was exceeded, and CSUMB held a 63% graduation rate. CSUMB is the only campus in the system that met all six of its graduation initiatives.
- C. CFO's Report: This report was tabled for later in the meeting since Vice President of Administration and Finance Glen Nelson recorded his report and time is running short.
- D. Auxiliary Audit Committee Report: There was a memo emailed in lieu of this report.
- E. Enrollment Management and Student Affairs Report: Vice President of Enrollment Management and Student Affairs Ben Corpus provided an update on enrollment and retention decrease. FTEs for fall have increased, but there is work to be done to increase the number of first-year students. Dr. Corpus presented various methods his department is working on to increase contact with prospective students and recruit juniors in high school. Student Affairs aims to ensure that students are engaged and have a sense of belonging. This year, the Division of EM and SA will design and begin implementing aggressive campus-wide, outcomes-driven strategic enrollment management initiatives that are focused, aligned, data-centric, and transparent. It will also Design and build a purposeful Student Affairs organization that delivers impactful programs, significantly boosting students' feelings of inclusion, community spirit, and CSUMB pride within a dynamic campus network, carving deep connections and a sense of professional and career relevance.

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

VII. Presentations

Athletics Update: Athletics Director Kirby Garry provided an update on Athletics.

- F. Chair's Comments: Chair Saxon wished the Board happy holidays and noted that this year's board meeting dates were noted in the agenda.

VIII. Open Communications/Announcements: President Quiñones announced that the state will not fund the Academic four building. The University is looking to fund the building with a combination of philanthropic funds, funds from the College of Science, and borrowing approximately \$7M for a smaller building. Instead of a \$110M building, it would cost approximately \$37M. The ground-breaking Ceremony should be sometime in the Spring.

IX. Closed Session: The Board did not go into closed session.

X. Adjournment: With no further business to conduct and no objection, the meeting was adjourned at 11:00 a.m.

Deborah Juran
Deborah Juran (Jul 2, 2024 11:21 EDT)
Deborah Juran, Secretary

07/02/2024
Date