



100 Campus Center ~~~ Seaside, CA ~~~ 93955-8001

Memorandum

TO: Foundation Board of Directors
CC:

FROM: Nancy Ayala
DATE: March 1, 2024

SUBJECT: Agenda and Read-Ahead Materials

Enclosed are the agenda and read-ahead materials for the Foundation Board of Directors meeting on Friday, March 8, 2024. The meeting will begin at 9 a.m. at the Alumni and Visitors Center on campus. Meeting instructions were emailed.

If you have any questions or concerns before the Board meeting, please contact me at nayala@csumb.edu.



100 Campus Center ~~~ Seaside, CA ~~~ 93955-8001

Board of Directors Meeting
Friday, March 8, 2024 9:00 a.m. – 11:00 a.m.
Alumni and Visitors Center – Lobby
Light Breakfast will be served.

AGENDA

- | | | | |
|--------------|--|--|--------------------------|
| I. | Call to Order | | B. Saxon |
| II. | Approval of Minutes | | |
| *2 min. | Approval of December 8, 2023 meeting minutes | | B. Saxon |
| III. | Public Comment | | |
| IV. | Business-None | | |
| V. | Reports | | |
| 10 min. | A. President’s Report | | V. Quiñones |
| 15 min. | B. Campaign Update | | R. Paradis |
| 10 min. | C. Provost’s Report | | A. Lawson |
| 15 min. | D. CFO’s Report | | G. Nelson |
| 15 min. | E. VP for Enrollment Management and Student Affairs Report | | B. Corpus |
| 10 min. | F. Auxiliary Investment Committee Report | | Memo |
| 10 min. | G. Chair’s Comments | | B. Saxon |
| VI. | Presentations | | |
| 10 min. | A. Friends of Froshman | | M.Shockley/G. Sutherland |
| 15 min. | B. Strategic Plan Update | | D. Grubb/M. Bellumori |
| 15 min. | C. Campus Branding Update | | A. Bryant |
| VIII. | Open Communications/Announcements | | B. Saxon |
| IX. | Closed Session | | |
| | In accordance with Education Code § 89923 | | |
| X. | Adjournment | | B. Saxon |

Note: In accordance with Education Code §89921 and Foundation Bylaws Article VII §5, this agenda provides notice of the business to be transacted (i.e., topics for Board discussion). Action may be taken on any item on the agenda. The italicized notations above are for guidance purposes only and the Board may take action on any item listed on the agenda, whether action is specifically prescribed.

Campaign Update Highlights

- Significant progress toward our working goal of \$250 million
- Priority Areas: Healthcare; Scholars Programs; Greenhouse/Farm
- New brand standards 4/4
- Campaign name in development 3/15
- VQ & RPP continue donor cultivation & solicitation
- Board member recruitment continues

Challenges

- Donor fatigue
- Research faculty fully engaged
- Budget



Working Totals

Philanthropy

7/1/2022 – 6/30/2023: \$8.3

7/1/2023 – 2/29/2024: \$10.0

Sub-total: \$18.3

Research

7/1/2022 – 6/30/2023: \$22.9

7/1/2023 – 9/30/2023: \$18.8

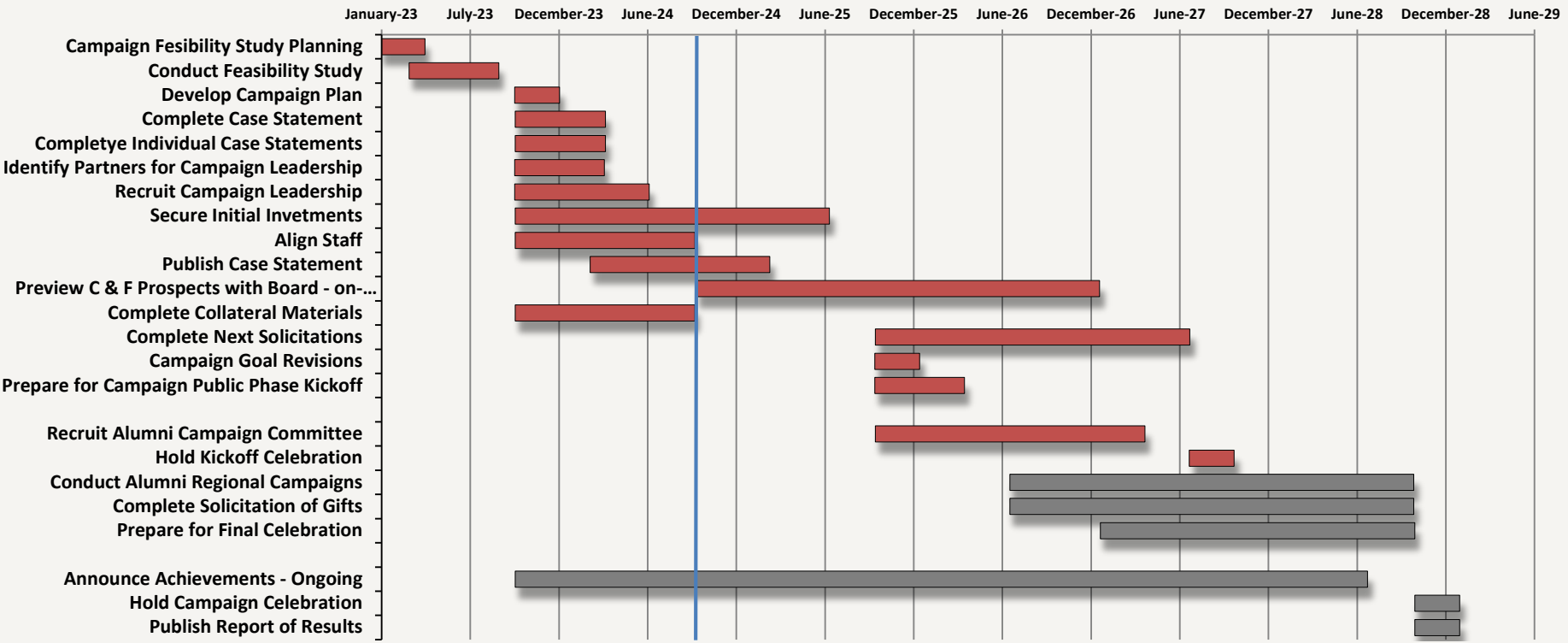
\$41.7

Blended Total: \$60 million



California State University
MONTEREY BAY

CSUMB Campaign Planning



KEY INITIATIVES



Enhancing the Student Experience

Provide safe and welcoming environments where every student is valued, supported, and empowered while guiding them toward fulfilling career paths and providing hands-on learning opportunities.

- Success Hub
- Scholars Programs and Internships
- Scholarships (including athletic)



Broaden Academic Opportunities

Expanding and enhancing learning environments, investing in innovative programs, and providing students with a greater array of academic choices, CSUMB aims to increase the number of skilled and prepared students to meet regional workforce needs.

- Greenhouse and Research Farm
- Marine Sciences
- Health Sciences Programs
- Performing Arts
- Endowed Chair and Faculty Positions



THE BOARD'S ROLE IN THE CAMPAIGN

Communicate philanthropy's role in advancing CSUMB's mission	Open doors and make introductions	Recommend supporters and prospective donors
Make a personally meaningful gift to the campaign and ask others to "join me"	Feedback and input on campaign marketing materials and collateral	Participate in events, meetings, and be a public advocate for CSUMB

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California State University
MONTEREY BAY

Foundation of CSUMB Board Meeting Provost Update

March 8, 2024

Student Support



Pebble Beach Scholars
Launched



United States Department of
Agriculture NextGen Grant

New Infrastructure

- Breaking ground this summer on the Edward (Ted) Taylor Science and Engineering Building
- A Health Sciences building is a next priority

New Programs

- Mechatronics Engineering BS
- Sociology Degree BA
- Biology Integrated Teacher Prep
(Biology BS + Teaching Credential
in 4.5 years)

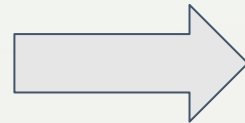


Dr. Luis Cabrales Arriaga,
founding faculty
Mechatronics Engineering

Program Change



School Psychology MS



School Psychology EdS

(EdS = Education Specialist)

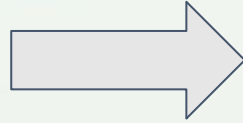
New Concentrations

- Music Technology



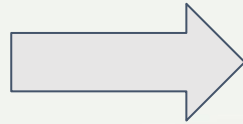
Name Changes - Mathematics

- Subject Matter Preparation []



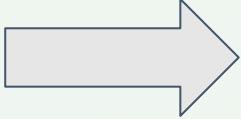

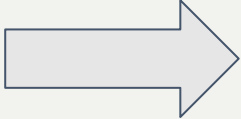

- Mathematics for Teaching []

- no concentration []



- Pure and Applied Mathematics []

Name Changes - Business

- Sustainable Hospitality Management BS  • Sustainable Hospitality & Tourism Management BS
- Sustainable Hotel, Resort and Event Management []  • Hospitality & Event Management []
- Sustainable Eco Tourism []  • Destination and Tourism Management []
- Information Systems []  • Business Analytics and Information Systems []

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Memorandum

TO: Investment Committee

VIA: Gifford Lehman, Chair

FROM: Nancy Ayala

DATE: March 1, 2024

SUBJECT: Investment Committee Report Memo

The Auxiliary Investment Committee members:

Gifford Lehman, Chair, Members: Brian Corley, Robert Behl, Michal-Anne Miller

Investment Consultant: Verus Advisory Inc.

The Committee met on February 7, 2024. Verus conducted the annual Capital Market Assumption and Asset Allocation review of the Endowment. The exercise of reviewing target allocation expectations to ensure that they are still aligned with the portfolio's goals and risk tolerance is an important and insightful task for investment committees, staff, and stakeholders. It is prudent to perform this type of review every few years, as small changes in the assumptions are made annually. The Endowment portfolio has an expected return of 7.4%.

Based on conversations over the last year, Verus recommended raising the allocation to private real estate from 5% to 10%. Opportunities in the real estate market for fresh capital are very attractive and will likely remain that way for some time. While it will take at least a year to reach the 10% target through private real estate vehicles, Verus will invest the unfunded amount in the current equity funds that will serve as the funding source. The Committee approved the recommendation as presented.

The Committee discussed the Request for Proposal for Investment Advisory Services. Verus' contract will expire on June 30, 2024. The Committee and staff are working diligently to ensure an RFP is sent out in March.

At the period ending December 31, 2023, the Endowment held approximately \$42M. The Endowment portfolio had an 8% gain, underperforming the policy index by 0.1%. Over a five-year period, the endowment portfolio returned 8.3%, overperforming the policy index by 0.3%.

The Committee will meet again on April 17, 2024. These meetings are open to the public.

Strategic Planning Update

March 8, 2024

Foundation Board Meeting

Goals for this morning's strategic planning update:

- Provide an overview of our approach to strategic planning.
- Introduce the Strategic Planning Steering Committee.
- Summarize the timeline for strategic planning.
- Share tactics and – time-permitting – solicit feedback from you.

CSUMB's Strategic Planning Steering Committee

Co-Chairs:

Maria Bellumori, College of Health Sciences and Human Services

Dale Grubb, Academic Affairs

Committee Members:

Kristjan Bondesson, Social and Behavioral Sciences, Lecturer Representative

Liam Cristescu, Undergraduate Student Representative, Computer Science Major

Jennifer Geertsen, Administration and Finance, Staff Representative

Joanna Iwata, Student Affairs, Staff Representative

Jenny Kuan, College of Business, Faculty Representative

Vanessa Lopez-Littleton, College of Health Sciences and Human Services, Dean Representative

Clementina Macias, Student Affairs, MPP Representative

Arun Sharma, College of Science, Faculty Representative

Denise Wineglass, University Advancement, MPP Representative

Graduate student and Foundation Board representatives are being sought.

Our approach to strategic planning:

- Construct a 3-year strategic plan.
- Use an inclusive planning process that engages all constituencies on campus and from the surrounding community.
- Develop a small set of pillars (3-5) that represent focal areas for the strategic plan, and identify goals for each (including metrics).

Strategic Planning Timeline:

Jan 10 - committee meets to review planning stages and timeline

Jan 17 - activity at employee appreciation breakfast to collect input from staff and faculty

Feb - committee solidifies pillars based on feedback from CSUMB community

March - sub committee meetings

April Town Hall - present Vision and Pillars to receive input on focus and prioritization

May - metrics are completed by subcommittees

June - Aug - outlines for each pillar are completed

Sept - 1st open forum

Oct - 2nd open forum

Nov 15 - Final subcommittee documents to co-chairs/steering committee for compilation and editing

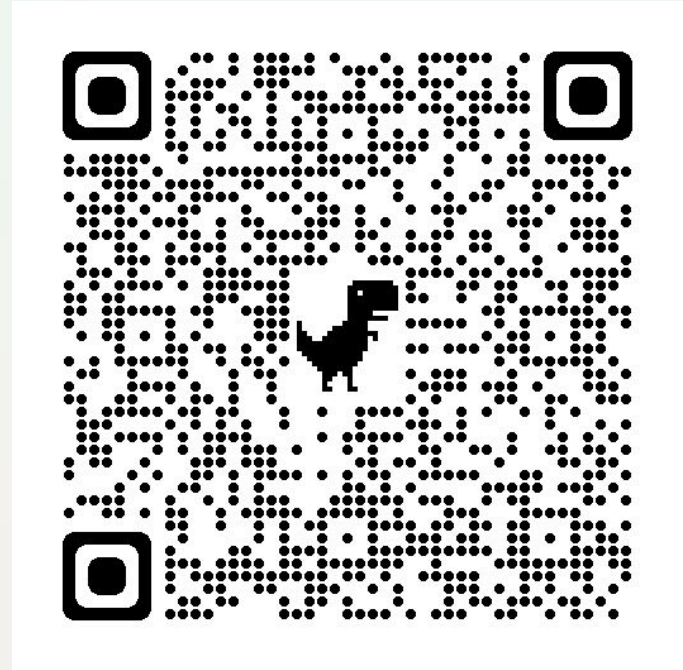
December 2024 - Present complete plan to President

Visioning

What are some words or short phrases that you think should describe the kind of place CSUMB should be 3 years from now?

Guiding Vision (draft) for the Strategic Plan:

“Cal State Monterey Bay is a midsize residential public institution committed to fostering social mobility and community well-being.”



Pillars

- ❖ 3-5 pillars will serve as the architecture for the strategic plan.
- ❖ Each pillar will contain:
 - Specific goals
 - Strategies to achieve the goals
 - Metrics to measure progress toward each of the goals
- ❖ Once the strategic plan is implemented, progress toward the goals will be assessed regularly and the strategies and goals may be adjusted in response to those assessments.
- ❖ The strategic plan may also be altered in light of additional opportunities or threats that emerge during the time frame for this plan.

SWOT Exercise

- STRENGTHS and WEAKNESSES refer to characteristics **INTERNAL** to CSUMB
- OPPORTUNITIES and THREATS refer to factors **EXTERNAL** to CSUMB



TOWS Exercise

Using the content from your SWOT handout, select various combinations of external factors and internal characteristics to identify strategies CSUMB could use to:

- Leverage its STRENGTHS or minimize its WEAKNESSES to pursue OPPORTUNITIES.
- Use its STRENGTHS or mitigate its WEAKNESSES to confront THREATS.

	WEAKNESSES	STRENGTHS
OPPORTUNITIES	"Constraints"	"Leverage"
THREATS	"Vulnerabilities"	"Problems"



Questions or comments?

**We look forward to
additional conversations
with you ...**