



**Board of Directors Meeting**

Friday, September 9, 2023 9:07 a.m. – 10:58 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
Barbara Zappas, CEO	Debbie Juran, Secretary	
Caroline MacDonald, Director	Mac Clemmens, Director	
Robert Behl, Director	Adrian Villalpando, Director	
Jonathan Merrill, Director	Glen Nelson, Ph.D., Director	
Jill Hosmer-Jolley, Director	Pete Delgado, Director	
Martha Drexler Lynn, Director	Gregory Gonzalez, Director	
Ian Oglesby, Director	Sandor Nagy, Director	
Susan Lansbury, Director	Betsey Pearson, Director	
Adrian Villalpando, Director	Glen Nelson, Ph.D., Director	
<u>Presenters:</u>		
Ben Corpus, VP for Enrollment Management and Student Affairs		
Andrew Lawson, Ph.D., Interim Provost and Vice President for Academic Affairs		
Glen Nelson, Ph.D., Vice President of Admin and Finance		<u>Staff Present</u>
CCS Fundraising Consulting Firm		
Aaron Bryant, Associate Vice President of Communications & Marketing		Nancy Ayala, Gov. & Compl. Mgr.

**Annual Meeting**

- I. Call to Order:** A quorum being established; Chair Bettye Saxon called the meeting to order at 9:07 a.m.
- II. Governance:**
  - A. Nominating Committee Report: Moved by Director Glen Nelson, PhD and seconded to elect the Directors as presented. With no further discussion, the motion carried.
  - B. Appointment of Standing Committee Members: Moved by Director Ian Oglesby and seconded to adopt the standing committee appointments as presented. With no further discussion, the motion carried.
- III. Approval of Minutes:** Moved by Director Barbara Zappas and seconded to approve the June 9, 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. President Quiñones reviewed CSUMB's rankings in several U.S. publications. President Quinones briefly reported on the budget, noting that Dr. Nelson would provide more details during his report. As reported in previous meetings, significant improvements have been made to campus communication and transparency. Campus staff is working on the University's marketing. After a survey, it was found that 45% of the community knows we are here. Marketing and branding are being updated to become more visible to the community and increase enrollment. New goals for this academic year include balancing the budget, enrollment management, retention, and student

success. President Quiñones provided a Title IX update, noting that a report from the Chancellor's Office revealed systemic issues. CSUMB has proactively addressed any issues, including appointing a Title IX Director to address issues and initiatives in the future. An ombudsperson has also been appointed to work with community and staff members on campus issues. VP for Enrollment Management and Student Affairs Ben Corpus was introduced. Enrollment management will be one of his priorities. Mr. Corpus introduced himself and provided a brief update on Student Affairs. President Quiñones thanked CEO Barbara Zappas for her dedication to the University. Ms. Zappas will retire at the end of the year.

- B. Provost's Report: Interim Provost and Vice President for Academic Affairs Andrew Lawson provided an update on Academic Affairs. The new mechatronics engineering program is underway, and students will be admitted to begin next fall. Provost Lawson provided an update on leadership changes within Academic Affairs. Program updates include moving the Nursing program from self-support to state support program with new degree and credential programs. Faculty has actively pursued external funding with 77 recent awards, approximately \$22M. Through the Office of the Provost, a new program to invest in leadership development for faculty as faculty members are moved into leadership positions.
- C. CFO's Report: Vice President of Administration and Finance Glen Nelson provided an update on finances. Dr. Nelson reported rising expenses over the past seven years with declining student enrollment at CSUMB. The CSU introduced a new program last year to encourage an increase in enrollments. The plan states that for all campuses that are 10% below target or more, the campus will lose 5% of its state appropriation. The decrease in student enrollment is new to the CSU system. In the past, enrollment management consisted of cutting student enrollment. The CSU has had to change its enrollment management style to focus on increasing enrollment rather than decreasing it. Budget cuts were made to balance the 23/24 budget for the campus due to rising expenditures and declining enrollment. Budget cut efforts reduced expenses from \$ 155M to \$144M.
- D. Foundation's CEO's Report: Foundation CEO Barbara Zappas provided an update on University Advancement activities. Ms. Zappas announced the Women's Leadership Luncheon and the Donor Appreciation Dinner. The total philanthropic commitments this year are approximately \$7.7M. A board retreat will be underway in 2024. The Board retreat will consist of training and showing the Board how to support the campaign and provide training. This will likely occur in 2024. Ms. Zappas welcomed fundraising consultant CCS to provide an update on the feasibility study and campaign update. Key initiatives are enhancing the student experience and broadening academic opportunities. CCS presented the Board's role in the campaign. The next steps include case support and developing donor engagement tools. President Quiñones thanked CCS for the update. CCS will provide the next steps at the next meeting.
- E. Investment Committee Report: Investment Committee Chair Gifford Lehman was not available to present. A memo in lieu of the report was emailed to the Board.
- F. Chair's Comments: Chair Saxon thanked the Board for their participation. There is work that each board member can do to support CSUMB. CSUMB has the opportunity to educate and produce a new local workforce.

## **VII. Presentations**

Campus Marketing and Branding Update: Associate Vice President of Communications & Marketing Aaron Bryant provided an update on campus marketing and branding. Mr. Bryant reported on the four phases of this project and data derived from focus groups. Mr. Bryant reviewed the next steps and expects a comprehensive marketing plan by January 2024.

**VIII. Open Communications/Announcements:** The next meeting will be on December 8, 2023.

**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 10:58 a.m.

*Deborah Juran*  
[Deborah Juran \(Jul 2, 2024 11:20 EDT\)](#)  
Deborah Juran, Secretary

07/02/2024  
Date