

Board of Directors Meeting

Friday, December 6, 2024

MEMBERS PRESENT:

Mr. Monir Ahmed

Dr. Emily Cutrer

Mr. Jonathan Duran

Ms. Jennifer Haynes

Mr. Neil Markley

Dr. Kyuho Lee

Dr. Mario Perez

Ms. Kim Purdy

Ms. Vanessa Sanchez

Dr. John Urbanski

Ms. Amanda Visser

MEMBERS ABSENT:

Dr. Gerald Jones

Dr. Karen Moranski

Mr. Fred Vaske

GUESTS:

Jessica Way

AGENDA

**24.16 Call to Order**

Mr. Ahmed called the meeting to order at 3:06 pm.

**24.17 Approval of the September 20, 2024 Minutes**

Mr. Ahmed brought attention to the minutes that were sent out prior to the meeting. There were no changes noted.

**24.18 President’s Report**

Dr. Cutrer discussed the difficult enrollment and budget issues the campus is facing. She noted that SSE and the operations that it oversees are significant to the success of our students.

**24.19 University Report**

Dr. Moranski was not present, so no report was given.

**24.20 Vice President for Student Affairs Report**

Dr. Jones was not present, so no report was given.

**24.21 Vice President for Advancement Report**

Dr. Perez reported on University Advancement’s $10,000,000 goal. Advancement achieved 65% of the goal last year due to some challenges we faced in the last quarter. For 24/25, after Q1, they were at $2.9 million. As of the end of November, they have raised at $4,600,000 which has them trending to meet their goal. The Foundation’s endowment as grown from $50 million in 2020 to now over $70 million. The Foundation distributed over $2,000,000 to the campus this year. Advancement held the Seawolves Say Thank you and Sip and Chat events to engage with donors. Strategic Communications and Marketing are moving to Advancement. Finally, Commencement planning is under way.

**24.22 Associated Students Report**

Ms. Sanchez reported that the students were winding down the semester. AS has passed resolutions that were sent to the Cabinet, Chancellor’s Office, and Governor Newsom. Lobo’s Pantry had over 500 visits in the last few weeks. ASP held over 30 events. AS election season has started for the nine positions needing to be filled.

**24.23 Report from SSU Vice President for Administration and Finance/Chief Financial Officer and Chair of SSE Board of Directors**

Mr. Ahmed reported that the UPD Toy Drive has been popular. We are continuing to look at how to do the best we can with the resources we have to support students. Cabernet Village housing is filling up with employee and non-traditional students. Dr. Cutrer mentioned that Vice President Ed Mills is adding guaranteed housing for incoming students.

**24.24 Chief Operating Officer’s Report**

Mr. Markley reported on Seawolf Bundle presentations he has been doing at AS Senate and Academic Senate. He thanked the AS for their feedback and is working with Edith, the AS Senator for Engagement, to conduct surveys and focus groups related to the Seawolf Bundle. Markley reported that an algorithm change created some learning material stock issues at the beginning of the Fall semester. Markley is working with Barnes and Noble to ensure this does not reoccur in the Spring. At this point, 65% of courses have learning material orders in for Spring. Mr. Markley also acknowledged the work Culinary has done with diversity meals each month. The campus received notice that the search committee for our new President will be on campus February 4. The summer conference numbers are looking good which has a direct impact on SSE revenue. Dr. Lee inquired about Charlie Browns and if SSE is considering renting it out. Dr. Urbanski spoke about how slack resources on campus, like Charlie Browns, could be used for rentals and the campus needs to think outside the box. Dr. Perez urged the group to think differently in the way of being entrepreneurial. Mr. Duran mentioned the HUB is moving to Schulz and added foot traffic help is something opened. Conversations ensued.

**24.25 Chief Financial Officer’s Report**

Ms. Visser reviewed the October financial reports. Dr. Urbanski asked about the status of the Petaluma Hill Road land. Dr. Cutrer asked why we haven’t listed the land. Markley explained the land had previously been on the market and interest was expressed from potential buyers. The previous administration was not supportive of selling the land, given the longer term need they may exist. The question was raised if we considered rezoning it and then putting it on the market. There was a general consensus to list the land for sale. Ms. Purdy brought back some of the expense-reduction options that were presented to the board last December and asked where are we with those. Dr. Cutrer asked why SSE had not followed up on these options. Mr. Ahmed noted the challenges with the expense reductions due to the campus and students’ expectations. The general consensus was to bring options back to the Board to consider.

**24.26 ACTION ITEM: Resolution for Authorized Signature/Approval Authority Procedures for Transfer of Funds**

Ms. Visser reported on the resolution at hand to update signers at Exchange Bank. Dr. Urbanski moved to vote. This was seconded by Dr. Lee.

AYES: 9

NAYS: 0

ABSTAIN: 0

ABSENT: 3

**24.27 Presentation of 23/24 Financials by Venue**

Mr. Markley reviewed the financials. Ms. Haynes talked about redeploying some bookstore items to the retail locations. Dr. Perez asked about how we could get creative with vending, there are unique opportunities out there. It was noted SSE needs to look at diversification to not cannibalize business.

**24.28 Seawolf Bundle Impact Presentation**

Mr. Markley presented on the Seawolf Bundle. Dr. Urbanski noted the challenge with opting out and business students could be paying unnecessarily. Mr. Duran spoke to not knowing how to do to opt out himself. Ms. Sanchez suggested advertising the cost of the fee so it doesn’t seem free. Dr. Cutrer took the Seawolf Bundle as something they opt-in not opt-out of, by listing the benefits it looks like a sales pitch. Ms. Haynes mentioned that opting out may be perceived that they only need to opt-out once and it will carry to future terms. Mr. Markley expressed is thanks for the feedback and will share this with the marketing team.

**24.29 Other Non-Action Items**

There were none.

Mr. Ahmed adjourned the meeting at 5:02 pm.