

Board of Directors Meeting Minutes
Friday, May 9, 2025

MEMBERS PRESENT:

Dr. Emily Cutrer
Mr. Monir Ahmed
Mr. Jonathan Duran
Ms. Jennifer Haynes
Dr. Gerald Jones
Dr. Kyuho Lee
Mr. Neil Markley
Dr. Karen Moranski
Dr. Mario Perez
Dr. Karen Thompson
Dr. John Urbanski
Mr. Fred Vaske
Ms. Amanda Visser

MEMBERS ABSENT:

Ms. Kim Purdy
Ms. Vanessa Sanchez

GUESTS:

Ms. Jessica Way

AGENDA

24.43 Call to Order

Mr. Ahmed called the meeting to order at 9:02 am.

24.44 Approval of the March 28, 2025 Minutes

Mr. Ahmed brought attention to the minutes that were sent out prior to the meeting. The minutes were approved with no objections.

24.45 President's Report (note 24.46 was moved before 24.45)

Dr. Cutrer continued Dr. Moranski's enrollment report. We have trained recruiters actively working on increasing our yield. Enrollment Management has a new campaign – Reconsider Sonoma State. At the next CSU BOD meeting, she will be presenting on North Bay Network noting the student population decrease in northern California is 20-30%; the network will decrease administrative costs to offset some revenue declines.

24.46 University Report (note 24.46 was moved before 24.45)

Dr. Moranski reported on the research symposium and its high numbers of participation. She reported that summer enrollment is high (1041 students). Fall enrollment is continuing higher than anticipated and is this enrollment is above where it has been during the previous two years. The first-year student count is down but we are still working to yield new students – both transfer and first year.

24.47 Vice President for Student Affairs Report

Dr. Jones reported the black student initiative received funding again this year. The HUB moved has moved to the Schulz Information Center, The Associated Students had their end of term transition meeting.

24.48 Vice President for Advancement Report

Dr. Perez reported Advancement gifts are at 85% of goal at end of April and is optimistic they are going to meet their annual goal. They have recently held a number of events – pre-symposium presentation to donors, celebrated the Foundations 50th, Commencement is upon us. They did choose to pause Giving Day this year. The endowment will distribute \$2,200,000 to programs and scholarships this year.

24.49 Associated Students Report

Ms. Sanchez was absent. Mr. Duran reported they held 60 events this semester. The last event, Spring Fling, had 500+ students in attendance. The passed 18 resolutions this semester and Basic Needs served more than 1000 unique students. They saw more than 1000 transactions through Lobo's Pantry.

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

Mr. Ahmed shared solar panel project update. We will have a power outage in August to bring new our new substation online. This will also bring solar panels online which will result in savings in our monthly utility bills. SSU formalized Cotati/Rohnert Park collaboration. The Bay Area initiative network is rolling out – we were the initiators.

24.51 Chief Operating Officer's Report

Mr. Markley reported that the University Store sales were up 2% at the end of their fiscal year on April 30th. The Seawolf Bundle survey launched with results due on Friday (5/16). At this point, Culinary revenue is coming in close to projections. Prelude has reopened through a sublease agreement with a third-party revenue. Rental revenue will accrue ultimately to the campus housing program with a small amount retained by SSE for property management. Summer Conference season is starting soon and we anticipate an excellent year for revenue. We are in consultation to move cashless for the fall. Discussion ensued about implementing cashless as soon as possible. The consensus of the Board was to move ahead with cashless. Both parcels of land are currently in escrow.

24.52 Chief Financial Officer's Report

Ms. Visser presented the Q3 reports and also noted we will be close to the budgeted loss for the year, perhaps a bit over. Dr. Cutrer noted we should not be funding expenses with land sale and asked what are we doing to close the gap. The previous plans presented to the board were mentioned. Mr. Ahmed gave a first-year freshman in housing count update and indicated he will be working with Mr. Markley to update the numbers based on those new numbers. Mr. Vaske noted our next budget cycle needs to account for the drop in first years since we have been budgeting at a loss and using reserves for several years now. We can't do that anymore. There was board consensus on this point.

24.53 Financial and Operational Update

Mr. Markley presented this during the COO Report.

24.54 Other Non-Action Items

Discussion ensued about practical budget ideas to address the further declines in enrollment. Dr. Cutrer asked we have another meeting sooner rather than later to address the deficit.

Meeting adjourned at 10:51 am