

**BOARD OF GOVERNORS  
GENERAL SESSION**

Colusa Hall 100B  
Friday, February 24, 2023  
10:00 a.m. to 2:00 p.m.



Approved June 23, 2023

*(r) = remote*

**Governors Present:** *Chuck Nelsen, Chair; Cathy Pleasant, Vice Chair; David Hodson, Past Chair; Stuart Casillas; Joyce Densmore-Thomas; Jay Gilbert; Tom Giustina; David Heinsen (r); David Hufford (r); Tom Martin; Marcia Moore; Christina Nichols; Matt Ober; Tim Sauer; Darryl Schoen; Dave Scotto; Braydan Young; David Alexander (Faculty Representative); Taylor Stewart (Student Representative)* **Absent:** *John Morrell; Dennis Murphy; Marilyn Rees.*

**Ex Officio Present:** *Gayle Hutchinson, President; Ahmad Boura, Vice President for University Advancement (CEO); Ann Sherman, Vice President for Business and Finance (CFO); Stephen Perez Interim Provost and Vice President for Academic Affairs*

**Staff Present:** *Robin Carter, Christine Ponce, Pam Hollis(r) and Jessica Booth, University Advancement*

**Guests:** *Ryland Moore, Bryan Shipley and David Janec, Arnerich Massena*

## **MINUTES**

Board Chair Chuck Nelsen called the meeting to order at 10:02 a.m. He announced that John Morrell's wife passed away yesterday and we'll be reaching out to John as a board with our condolences.

Ahmad Boura shared some scholarship thank you letters, written by students, with the board.

Nelsen asked for changes or corrections to the minutes of the General Session of October 7, 2023. There were none. Joyce Densmore-Thomas moved to approve the minutes. Dave Scotto seconded, and the board approved the minutes.

### **Chair's Report: Nelsen**

Nelsen introduced Patricia Stock, Dean of the College of Agriculture to present about the Governors' Award they received for undergraduate research at the University Farm. Noting that the farm comprises 70 acres of almonds, 75 acres of walnuts, 10 acres of pecans, eight acres of peaches, a 10-acre certified organic plot and a wide variety of annual row and field crops they use to feed the farm's livestock. Additionally, the farm has a USDA certified meat laboratory, 100 acres for grazing 150 head of purebred Red Angus, and organic dairy with 80 Jersey cows on 85 acres of organic pastures, two flocks of 75-80 Suffolk x Hampshire ewes, 35 Yorkshire sows and a mushroom unit with button and crimini varieties. The governors award they received created opportunities for undergraduate students to participate in research and attend professional conferences where they presented their research results. Stock highlighted four students and their research projects.

Nelsen introduced Jennifer Duggan, Assistant Dean for the College of Business, who presented on the "Company Worth Keeping Ambassador Program" a peer-to-peer recruitment and retention effort. CSU average yield rate is 30%. Chico State's is 11%. Yield is the percentage of admitted students who actually attend. Peers connect with prospective students throughout the process personally, answering questions and encouraging them through the process. One of the primary roles of the ambassadors is to message

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through social media. The Governors Award funded student workers who messaged prospective students through social media. As students, they know what's trending.

Nelsen introduced a draft proposal to create the Gayle E. Hutchinson Excellence Award, to honor President Hutchinson as she retires. The award will be sponsored by the University Foundation and given to a faculty or staff member who has distinguished themselves with a sustained record of exemplary leading-edge research and/or creative activity. Their achievements and contributions to an academic field must be acknowledged by peers on a national scale as impactful. The foundation will fund \$60,000 every other year, while building an endowment which could eventually fully fund the award. Whatever that endowment generates will offset the \$60,000 contribution from the foundation. The hope is that one day, the endowment distribution may supplant the university foundation funding entirely. Chair Nelsen asked the board to approve commit to funding the award at \$60,000 every other year. Chris Nichols made the motion to approve \$60,000 in funding for the award with an undetermined amount of endowment earnings supplanting a portion of the funding annually. An ad hoc committee would be formed to finalize the details of the award including the criteria, the name of the award and the process for nominating and selecting awardees.

Volunteers for the ad hoc committee were Darryl Schoen, Dave Scotto, Tim Sauer, Dave Hufford, Chris Nichols, Stuart Casillas and Cathy Pleasant.

Nelsen reminded the group that the June board meeting will be a retreat in San Francisco. Most of the committee work will happen remotely and earlier in the week. Spoused will be welcome and the retreat will conclude with a visit to the Castello di Amorosa Winery and Castle. Boura noted that this event will be an opportunity to say farewell to President Hutchinson, and perhaps to welcome the new president.

**Board Education: Arnerich Massena**

Ryland Moore from Arnerich Massena presented education on Fiduciary Responsibility and Behavioral Bias. Fiduciaries are responsible for managing assets on behalf of another party, such as your foundation. This body's members are fiduciaries. Fiduciaries are required to act in good faith with care and prudence, advised by guidance from UPMIFA, the Uniform Prudent Management of Institutional Funds Act.

Moore provided a thorough training to the board about their fiduciary responsibilities to this particular foundation and how the Arnerich team partners with the board to make decisions in the best interest of the long-term financial health of the institution.

Moore also gave an educational presentation on behavioral biases to watch out for when making decisions. Essential his guidance is to seek opposing perspectives, follow a disciplined process and follow multiple sources.

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**CEO's Report – Ahmad Boura:**

Boura welcomed Dean Eddie Vela and Associate Dean Ryan Patten from the College of Behavioral and Social Sciences to make a presentation on the new college building. Ground has been broken and the construction will take about a year. The new building will be on the site of the old Natural Sciences building and be ready for occupation the summer of 2024.

After the committee broke for lunch, Boura reviewed the process and timeline for selecting the governors awards this year. A new point system was approved at the October meeting. Any proposal receiving less than 50 points will not be awarded. Proposals receiving up to 50-59 points will receive 80% of their request, proposals receiving 60-74 will receive 90% of their request and proposals receiving 75-100 points will be funded at 100% of their request. Each board member will receive on 85 points total to award. The proposals and the voting tool will be sent out in the next couple of weeks.

Boura asked the group to save the date of April 28 for President Hutchinson's retirement party in Chico.

Boura reported on the presidential search committee's work and process. Darryl Schoen and Dave Hodson are representing the board on the search committee.

Each of the committee chairs summarized their committees' meetings, which are detailed in the minutes of each meeting.

**Consent Agenda:**

Nelsen asked for any changes or corrections to the Consent Agenda. There were no changes or corrections. A motion was made to approve the Consent Agenda as presented. The motion was seconded, and the board voted to approve.

**President Hutchinson's Report:**

President Hutchinson gave an update on the campus master plan and her hopes that the work she began will continue after her departure with the new president and a strong collaboration with the City of Chico. Hutchinson introduced Kate Post, Director of Digital Engagement and Jerry Ross, Associate Vice President of Enrollment Management who gave a presentation about new strategies to increase enrollment and retention.

**New business:**

There was no new business. The meeting was adjourned at 2:10 p.m.

The next meeting will be held on Friday, June 23, 2023 at the offices of Kirkland & Ellis at 555 California Street in San Francisco.

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