

**CAL POLY POMONA FOUNDATION, INC.
CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA**

Meeting of the Board of Directors, Meeting 391

**December 9, 2021 at 2:00 PM
Kellogg West Hotel & Conference Center – In-person
Zoom Conference Call – Screen Share**

Join Zoom Meeting
<https://cpp.zoom.us/j/86586144530>

AGENDA

Board Chair: Dr. Soraya Coley

Directors: Mayra Brown, Dr. Lea Dopson, Daniel Foncello, Erica Frausto Aguado, Deborah Goman, Christina Gonzales, Prabhat Jammalamadaka, April Jimenez, Dr. Iris Levine, John McGuthry, Daniel Montplaisir, Cynthia Nelson, Aliza Ortega, Lowell Overton, Dr. Jocelyn Pacleb, Stephanie Pastor, Dr. Homeyra Sadaghiani, Oliver Santos, Mark Shin, Dr. David Speak, Ruby Suchecki, Dr. Maryann Tolano-Leveque, Ysabel Trinidad
Staff: Shari Benson, Claudia Burciaga-Ramos, Jared Ceja, Joanne Mathew

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I. ACKNOWLEDGEMENT OF MEMBERS OF THE PUBLIC who may or may not be commenting on a specific item or making a general comment.

II. PRESIDENT’S REPORT

Dr. Soraya Coley, Board Chair

III. CONSENSUS ACTION ITEMS

*Items in this section are considered to be routine and acted on in one motion. Each item of the Consent agenda approved by the Board shall be deemed to have been considered in full and adopted as recommended. Any Board member may request that a consent item be removed from the consent agenda to be considered as a separate action item. If no additional information is requested, the approval vote will be taken without discussion. An “**A**” distinguishes items requiring approval.*

A. Approval of Minutes #390 (09/23/21) (Attachment) A	Dr. Soraya Coley	3 - 5
B. Investment Report 1st Quarter 2021-2022 (Attachment) A	Ysabel Trinidad, F&I Committee Chair Joanne Mathew, Director/CFO	6 - 17
C. Request for Proposal for External Auditors (Attachment) I	Dr. David Speak, Audit Committee Chair Joanne Mathew	18 - 19
D. Salary Schedule 2022 (Attachment) A	Christina Gonzales, Personnel Chair Jared Ceja, Executive Director/CEO	20 - 22
E. Flex Plan Revisions (Attachment) A	Christina Gonzales Shari Benson, Director/CHRO	23 – 24
F. Healthcare Plans for 2022 (Attachment) I	Christina Gonzales Shari Benson	25 - 26
G. Executive Director/CEO Job Description Update (Attachment) A	Christina Gonzales Shari Benson	27 - 30

IV. INFORMATION & DISCUSSION ITEMS

The following items provide information and reports by management staff to the Board. Staff and Board may engage in discussion on any item if requested by committee member or staff member.

H. Executive Director's Report	Jared Ceja	31
I. Financial Highlights 1 st Quarter 2021-2022 (Attachment) I	Jared Ceja Joanne Mathew	32 - 34

V. ACTION ITEMS

J. Rebranding Cal Poly Pomona Foundation (Attachment) A	Jared Ceja Darren Isomoto, Marketing Manager	35 - 43
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VII. OPEN FORUM

VIII. ADJOURNMENT

Next Board Meeting – February 24, 2022 at 2:00 p.m. at Kellogg West & via Zoom

CAL POLY POMONA FOUNDATION, INC.
CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA
Board of Directors, Meeting 390
September 23, 2021 at 2:00 PM
Zoom Conference Call & Screen Share Only

Notice is hereby given that a meeting of the Board of Directors was held by video conference/teleconference on Thursday September 23, 2021 at 2:00 p.m. to discuss matters on the posted agenda. The meeting notice in its entirety was posted on the internet at <https://foundation.cpp.edu/meetingpackets.aspx>.

Present: Dr. Soraya Coley, Mayra Brown, Dr. Lea Dopson, Daniel Foncello, Erica Frausto Aguado, Deborah Goman, Christina Gonzales, Prabhat Jammalamadaka, April Jimenez, Dr. Iris Levine, John McGuthry, Daniel Montplaisir, Cynthia Nelson, Aliza Ortega, Lowell Overton, Dr. Jocelyn Pacleb, Stephanie Pastor, Dr. Homeyra Sadaghiani, Oliver Santos, Mark Shin, Dr. David Speak, Ruby Suchecki, Dr. Maryann Tolano-Leveque, Ysabel Trinidad

Staff: Shari Benson, Claudia Burciaga-Ramos, Jared Ceja, Nora Fernandez, Joanne Mathew, and Aaron Neilson

I. PRESIDENT'S REPORT

A. Introduction of Board members (self-introductions)

Dr. Coley welcomed all new and returning Board members and asked all attendees; new board members, staff and guests to introduce themselves.

II. APPROVAL OF BOARD MEMBERS & ROLES

B. Election of New Board Members

Jared Ceja welcomed those nominated and appointed to be a part of the 2021-2022 Board: Dr. Jocelyn Pacleb, Prabhat Jammalamadaka, Dr. Iris Levine, Ysabel Trinidad, Mayra Brown, Daniel Foncello, Aliza Ortega, and Erica Frausto (returning) and Dr. David Speak (returning).

A motion was made by Erica Frausto and seconded by Maryann Tolano-Leveque that the Board of Directors accepts the nominations and welcomes them to the 2021-2022 Foundation Board of Directors. No opposition, the motion was approved.

C. Officers & Committee Chairs for 2021-2022

Jared Ceja reviewed the nominated slate of officers as put forward by the Nominating Committee. They included Dr. Soraya Coley (Chair), Ysabel Trinidad (Vice Chair), and Dr. Lea Dopson (Secretary/Treasurer). Mr. Ceja also presented the five appointed chairs and eight members of the Foundation staff serving as corporate officers/executives.

A motion was made by Oliver Santos to approve the appointment and election of new Officers and Committee Chairs as presented. The motion was seconded by Deborah Goman; no opposition, the motion was approved.

III. CONSENT ACTION ITEMS

Items in this section are considered to be routine and acted on in one motion. Each item of the Consent agenda approved by the Board shall be deemed to have been considered in full and adopted as recommended. Any Board member may request that a consent item be removed from the consent agenda to be considered as a separate action item. If no additional information is requested, the approval vote will be taken without discussion. An "A" distinguishes items requiring approval.

- D. Reading of Minutes 389 (05/11/21)
- E. Committee Assignments for 2021-2022
- F. Board Meeting Schedule
- G. 2020-2021 External Child Care Center Audit
- H. Investment Portfolio Report for Q4 2020-2021
- I. Minimum Authorized Signature Policy 122
- J. Additional Capital Budget Requests for 2021-2022
- K. Holiday Observances 2021-2022
- L. Healthcare Rates for 2021-2022
- M. Telecommuting Policy

A motion was made by David Speak and seconded by April Jimenez-Valadez to approve the consensus items as presented. The motion was unanimously approved.

IV. INFORMATION ITEMS

The following items provide information and reports by management staff to the Board. Staff and Board may engage in discussion on any item if requested by committee member or staff member.

N. Board Orientation & Responsibilities (time certain 2:30 PM)

Shannon Boyce, Legal Counsel with Littler Mendelson, started by providing a brief orientation to new Board members and any interested existing Board members. She also references the 10-minute Board Orientation Video available on the Foundation webpage. As returning Board members rejoined the Zoom, Shannon discussed the duties and responsibilities that come with serving, potential conflicts of interest and conflicts of commitment, and other annual requirements. Board members asked questions throughout for additional insight.

O. Executive Director's Report

Jared Ceja summarized the preparatory activities that occurred since last Board meeting, specifically reopening operations to support the return on students with the fall semester. The start of this semester was our most challenging ever with recruitment difficulty, supply shortages, almost no carryover of student staff from the previous COVID-impacted year, and utility issues bringing buildings back into operation. This forces a phased reopening of sites. Financially speaking, the residential numbers are better than expected while commuter foot traffic is far below April projections. Positive feedback has come in from students on Fitbites, a healthy and delicious new option that replaced The Den. There is also significant excitement about the return of the Pumpkin Fest and Poly Trolley 2 as can be seen in the Poly Post and social media. The brightest news is that the Bronco Bookstore broke a record for the number of course materials transacted, from 33,188 in fall 2019 to 55,181 this fall with the average price to student only \$45.13 per book! Jared thanked the Provost's Office, Student Account Services, and countless faculty for their support of the low-cost and convenient Instant Access program that drove these numbers.

P. Financial Statements 2020-2021

Joanne Mathew reviewed the financial statements for the fiscal year ended June 30, 2021 which included the Statement of Activities, the Statement of Financial Position and the Rolling 12-month cash flow projection to August 2022. At year-end the unrestricted current assets are at \$31,091,637 leading to available resources of \$24,620,804. After consideration for the total operating deficit of \$4,716,666, the Foundation's unrestricted funds available as of June 2021 is \$19,904,139. Additional discussion ensued around the availability of funds for the capital budget requests as previously addressed. The Board was also informed on the year-end audit for the fiscal year that were issued with an unmodified opinion for the fiscal year.

V. ACTION ITEMS

Q. 2020-2021 Financial & Single Audit Reports

Joanne Mathew reported that Aldrich has completed the financial and single audits of Cal Poly Pomona Foundation for the fiscal year ended June 30, 2021. The Foundation received an unmodified financial statement opinion on both audits. Aldrich, Management, and the Audit Committee discussed the reports at length including any adjustments, findings, and recommendations and on compliance over major programs as of June 30, 2021 in the single audit, including actions taken in response to the audit. At its meeting the Audit Committee approved the Financial and Single Audit Reports for forwarding to the Board of Directors for review and consideration.

Moved and seconded by Dr. David Speak and Daniel Montplaisir that the Board of Directors accepts Aldrich's unmodified opinion of the Foundation's Financial and Single Audit Reports and supporting documents for fiscal year ended June 30, 2021.

VI. EXECUTIVE SESSION

All non-Board members were asked to sign off of the Zoom other than staff invited to remain by the Chair.

S. Personnel Issue

Jared Ceja discussed personnel issues with the Board. No action was taken.

T. Executive Director's Regular Performance Appraisal

Jared Ceja left the meeting for this segment. Shari Benson, Director of HR and Chief Human Resources Officer, summarized the comprehensive survey findings. Dr. Soraya Coley voiced her appreciation and opened the floor for comments. After discussion, Executive Session was closed and the regular meeting was reconvened.

VII. REPORT OUT FROM EXECUTIVE SESSION

U. Acceptance - Executive Director's Performance Appraisal Summary

Dr. Soraya Coley welcomed back Jared Ceja to the meeting. On behalf of the Board, Jared was thanked for his outstanding performance and commitment to the organization, particularly in the face of the pandemic. Jared responded with great appreciation for the support shown to him by the Board members, Foundation team, and university community.

Moved and seconded by Dr. Lea Dopson and April Jimenez that the Board of Directors accepts the positive performance evaluation of Executive Director/CEO Ceja.

VIII. OPEN FORUM

IX. ADJOURNMENT

Next Board Meeting (Hybrid) – December 9, 2021 at 2:00 p.m. via Zoom and In-person

Memorandum

Date: December 9, 2021
To: Board of Directors
From: Ysabel Trinidad, F&I Committee Chair
Joanne Mathew, Director of Financial Services/CFO



Subject: INVESTMENT HIGHLIGHTS – First Quarter 2021-2022

Attachment: (1) Graystone Investment Portfolio Review
(2) CommonFund Account Summary

The Foundation's General Investment Policy 131 requires a comprehensive quarterly report of the investment portfolio's performance be provided to the members of the Finance & Investment Committee and Board of Directors at each regularly scheduled meeting. This quarter's allocation differs from that of 2020/2021 as a result of the policy changes approved by the Board last year.

GENERAL INVESTMENT PORTFOLIO

The General Investment Portfolio ("Portfolio") has a current market value of \$30.8M as of September 30, 2021. The majority portion managed by Graystone Consulting has a current market value of \$30.2M with 30% Fixed Income, 48% Equities, 20% Alternatives, and 2% Cash. All allocations are within current policy ranges. The return over the last quarter was 0.34% (gross) and 14.51% over the last twelve months (9/30/20-9/30/21). Additional information is included in the report provided by Graystone.

Management received capital call notices and has contributed \$234,375 against its commitment of \$250,000 to Capital Partners IV and \$697,500 against its commitment of \$750,000 to Capital Private Equity Partners VII. The value of the Non-Marketable Investments is \$470,920. The CommonFund Summary Investment and Performance Reports are available for further details.

The Finance & Investment Committee met to discuss the first quarter reports, our portfolio allocation, and market trends in detail. Upon review, the Finance & Investment Committee approved acceptance of the reports and forwarded them to the full Board for consideration.

BE IT RESOLVED, that the members of the Board of Directors have reviewed the comprehensive quarterly investment report and believe the report is in compliance with the investment policy.

BE IT FUTHER RESOLVED, that the Board accepts the recommendation of the Finance & Investment Committee and approves the quarterly investment reports as presented.

PASSED AND ADOPTED THIS 9th DAY OF DECEMBER, 2021.

By: _____
Dr. Lea Dopson, Secretary/Treasurer
Board of Directors



A business of Morgan Stanley

Cal Poly Pomona Foundation



Portfolio Review As of September 30, 2021

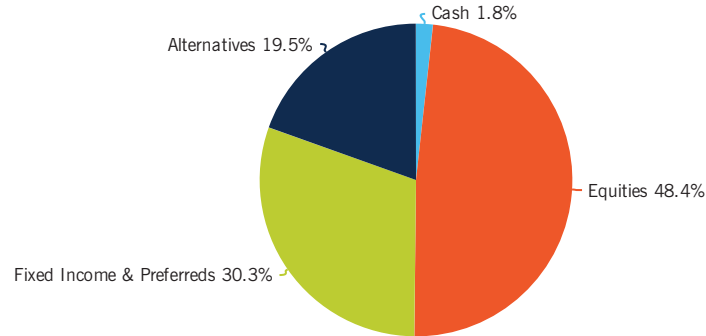
Andrew B. Price, CIMA, (310) 788-2043
Managing Director, Wealth Management
Institutional Consulting Director
andrew.price@msgraystone.com

Karin Longhurst, CTFA (310) 788-2156
Senior Vice President, Wealth Management
Senior Institutional Consultant
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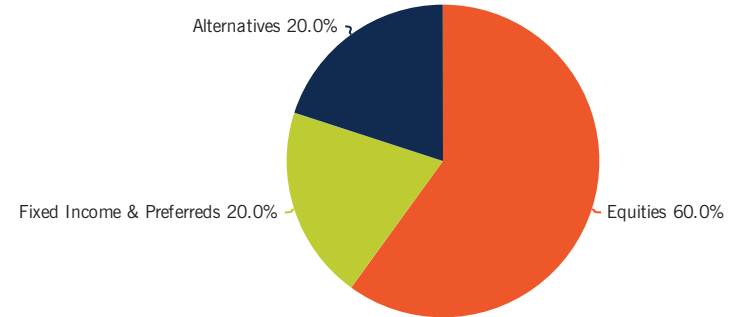
1999 Avenue of the Stars, Suite 2400
Los Angeles, CA 90067

ACTUAL VS. TARGET

Actual

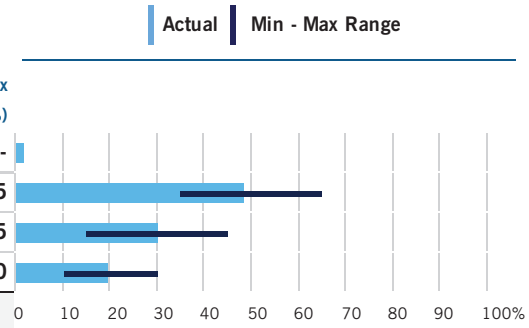


Target



ASSET ALLOCATION: ACTUAL VS. TARGET WITH MIN-MAX RANGE

Asset Class	Actual 09/30/2021		Target		Difference		Min-Max Range (%)
	(\$)	(%)	(\$)	(%)	(\$)	(%)	
Cash	529,578.62	1.75	0.00	0.00	529,578.62	1.75	-
Equities	14,671,009.71	48.43	18,175,638.71	60.00	-3,504,629.00	-11.57	35 - 65
Fixed Income & Preferreds	9,173,380.23	30.28	6,058,546.24	20.00	3,114,833.99	10.28	15 - 45
Alternatives	5,918,762.63	19.54	6,058,546.24	20.00	-139,783.61	-0.46	10 - 30
Total Assets	30,292,731.18	100.00	30,292,731.18	100.00			

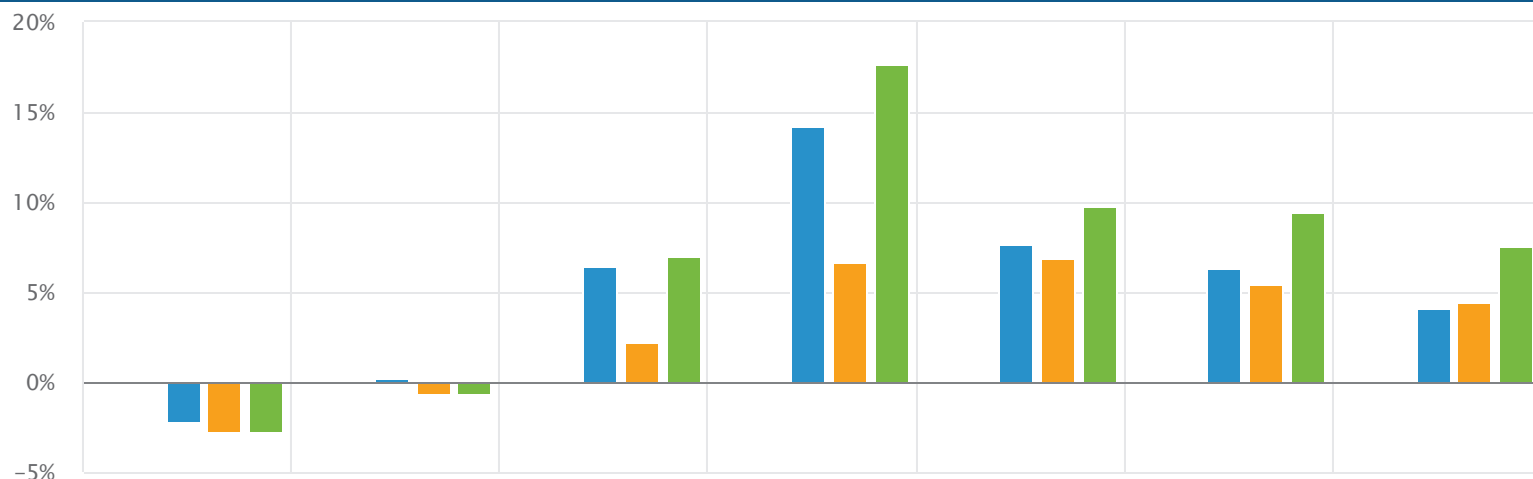


Target Allocation as determined by you and your Financial Advisor for this account only.

OCIO - Cal Poly Pomona Foundation

As of September 30, 2021 | Reporting Currency: USD

RETURN % (GROSS AND NET OF FEES) VS. BENCHMARKS (ANNUALIZED)



	Month to Date 08/31/21 - 09/30/21	Quarter to Date 06/30/21 - 09/30/21	Year to Date 12/31/20 - 09/30/21	Last 12 Months 09/30/20 - 09/30/21	Last 3 Years 09/30/18 - 09/30/21	Last 5 Years 09/30/16 - 09/30/21	Performance Inception 03/04/13 - 09/30/21
Beginning Total Value (\$)	31,327,601.80	30,561,867.95	29,320,565.82	27,336,543.43	67,631,722.94	38,313,437.65	24,450,830.11
Net Contributions/Withdrawals (\$)	0.00	0.00	-553,999.99	-553,113.59	-44,275,316.03	-19,379,783.60	-7,074,339.18
Investment Earnings (\$)	-686,432.55	79,301.31	1,874,603.42	3,857,739.41	7,284,762.35	11,707,515.21	13,264,678.33
Ending Total Value (\$)	30,641,169.25	30,641,169.25	30,641,169.25	30,641,169.25	30,641,169.25	30,641,169.25	30,641,169.25
Return % (Gross of Fees)	-2.18	0.34	6.70	14.51	7.93	6.61	4.38
Return % (Net of Fees)	-2.19	0.26	6.48	14.20	7.66	6.34	4.13
Allocation Over Time (%)	-2.73	-0.63	2.19	6.62	6.85	5.43	4.47
Cal Poly Pomona Policy BM (%)	-2.73	-0.63	7.01	17.66	9.76	9.39	7.51

The investment returns shown on this page are time-weighted measurements which exclude the effect of the timing and amount of your contributions and withdrawals.

TIME WEIGHTED PERFORMANCE DETAIL

OCIO - Cal Poly Pomona Foundation

As of September 30, 2021 | Reporting Currency: USD

RETURN % (GROSS OF FEES) VS. BENCHMARKS

	Account Number	Investment Description/ Benchmark	Performance Inception Date	Total Value (\$) 09/30/21	% Of Portfolio 09/30/21	Month to Date (%) 08/31/21 - 09/30/21	Quarter to Date (%) 06/30/21 - 09/30/21	Year to Date (%) 12/31/20 - 09/30/21	Last 12 Months (%) 09/30/20 - 09/30/21	Last 3 Years (%) 09/30/18 - 09/30/21	Last 5 Years (%) 09/30/16 - 09/30/21	Performance Inception (%) to 09/30/21
US Large Cap Growth				3,895,199.73	12.71							
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Vanguard Russell 1000 Grth ETF <i>Russell 1000 Gr</i>	05/21/21	1,930,552.34	6.30	-5.37 -5.60	1.42 1.16	9.21 8.73	- -	- -	9.21 8.73
	Polen Large Cap Growth Equity <i>Russell 1000 Gr</i>			05/21/21	985,064.49	3.21	-5.86 -5.60	2.81 1.16	10.73 8.73	- -	- -	10.73 8.73
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Polen Large Cap Growth Equity <i>Russell 1000 Gr</i>	05/21/21	985,064.49	3.21	-5.86 -5.60	2.81 1.16	10.73 8.73	- -	- -	10.73 8.73
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Brown Advisory LC Sustain Grth <i>Russell 1000 Gr</i>	05/21/21	979,582.90	3.20	-5.52 -5.60	5.07 1.16	15.54 8.73	- -	- -	15.54 8.73
US Large Cap Value				3,936,247.67	12.85							
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	ClearBridge Large Value ESG <i>Russell 1000 Value</i>	05/21/21	1,595,715.55	5.21	-4.73 -3.48	-0.60 -0.78	-0.05 -0.63	- -	- -	-0.05 -0.63
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Boston Partners LC Value <i>Russell 1000 Value</i>	05/21/21	1,584,309.86	5.17	-4.47 -3.48	-1.69 -0.78	-2.71 -0.63	- -	- -	-2.71 -0.63
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Vanguard Russell 1000 Val ETF <i>Russell 1000 Value</i>	05/21/21	756,222.26	2.47	-3.94 -3.48	-0.85 -0.78	-1.57 -0.63	- -	- -	-1.57 -0.63
US Mid Cap				717,925.83	2.34							
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Earnest Prnts Small/Mid Core <i>Russell Midcap</i>	05/21/21	717,925.83	2.34	-2.53 -4.12	2.24 -0.93	2.79 2.35	- -	- -	2.79 2.35
International Equities				4,171,889.97	13.62							
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Harding Loevner Intl Eq ADR <i>MSCI ACWI Ex USA NR USD</i>	05/21/21	1,774,209.93	5.79	-4.80 -3.20	-0.93 -2.99	0.51 -1.77	- -	- -	0.51 -1.77
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	iShares ESG Aware MSCI EAFE <i>MSCI EAFE ESG Focus NR USD</i>	05/21/21	1,245,371.85	4.06	-3.16 -2.87	-0.87 -0.26	-1.06 -	- -	- -	-1.06 -
	CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Causeway Intl ADR <i>MSCI EAFE Net</i>	05/21/21	1,152,308.19	3.76	-1.40 -2.90	-0.48 -0.45	-2.55 -0.37	- -	- -	-2.55 -0.37
Japan Equities				286,103.92	0.93							

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TIME WEIGHTED PERFORMANCE DETAIL

OCIO - Cal Poly Pomona Foundation

As of September 30, 2021 | Reporting Currency: USD

RETURN % (GROSS OF FEES) VS. BENCHMARKS (Continued)

	Account Number	Investment Description/ Benchmark	Performance Inception Date	Total Value (\$) 09/30/21	% Of Portfolio 09/30/21	Month to Date (%) 08/31/21 - 09/30/21	Quarter to Date (%) 06/30/21 - 09/30/21	Year to Date (%) 12/31/20 - 09/30/21	Last 12 Months (%) 09/30/20 - 09/30/21	Last 3 Years (%) 09/30/18 - 09/30/21	Last 5 Years (%) 09/30/16 - 09/30/21	Performance Inception (%) to 09/30/21
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Matthews Japan Fund <i>MSCI Japan Net</i>	05/21/21	286,103.92	0.93	2.69 2.75	5.40 4.56	6.42 5.63	- -	- -	- -	6.42 5.63
Emerging Market Equities				2,046,280.51	6.68							
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	iShares ESG Aware MSCI EM <i>MSCI EM ESG Focus NR USD</i>	05/21/21	1,024,728.32	3.34	-3.26 -4.32	-7.52 -7.64	-3.29 -	- -	- -	- -	-3.29 -
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Martin Currie Emerging Markets <i>MSCI EM Net</i>	05/21/21	1,021,552.19	3.33	-3.89 -3.97	-8.74 -8.09	-4.13 -4.59	- -	- -	- -	-4.13 -4.59
Ultra-Short Term FI.				3,950,849.08	12.89							
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	iShares BC Short Treasury Bd <i>90-Day T-Bills</i>	05/21/21	3,950,849.08	12.89	0.00 0.00	-0.02 0.01	-0.04 0.01	- -	- -	- -	-0.04 0.01
US Taxable Core				4,492,438.94	14.66							
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Western Core Plus Fixed Income <i>Barclays Aggregate</i>	05/27/21	2,426,404.88	7.92	-1.19 -0.87	0.09 0.05	0.69 0.76	- -	- -	- -	0.69 0.76
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	CCM Community Impact Bond Fund <i>Barclays Aggregate</i>	05/21/21	1,033,017.03	3.37	-0.41 -0.87	-0.06 0.05	-0.02 1.17	- -	- -	- -	-0.02 1.17
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	iShares Int Govt/Crdt Bd ETF <i>BC Gov/Cr Intm</i>	09/16/21	1,033,017.03	3.37	-0.57 -0.61	-0.57 -0.61	-0.57 -0.61	- -	- -	- -	-0.57 -0.61
High Yield Fixed Income				760,205.50	2.48							
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Pax High Yield Bond Fd <i>BC Corp High Yield TR</i>	05/21/21	760,205.50	2.48	0.05 -0.01	0.71 0.89	2.12 2.67	- -	- -	- -	2.12 2.67
Alternatives				5,148,501.69	16.80							
CAL POLY POMONA FOUNDATION INC (Alternative Investments Advisory) - Hamilton Lane	812-XXX325	Alternative Investments Advisory <i>HFRI Fund Weighted Comp</i>	06/05/17	2,658,493.24	8.68	0.00 -0.24	0.00 -0.39	28.61 9.69	35.04 21.65	16.17 8.38	- -	13.08 -
CAL POLY POMONA FOUNDATION INC (Alternative Investments Advisory) - Short Term FI	812-XXX416	Alternative Investments Advisory <i>HFRI Fund Weighted Comp</i>	06/25/21	2,490,008.45	8.13	-0.26 -0.24	3.75 -0.39	3.75 -	- -	- -	- -	3.75 -
Real Estate/REITs				503,727.25	1.64							

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TIME WEIGHTED PERFORMANCE DETAIL

OCIO - Cal Poly Pomona Foundation

As of September 30, 2021 | Reporting Currency: USD

RETURN % (GROSS OF FEES) VS. BENCHMARKS (Continued)

	Account Number	Investment Description/ Benchmark	Performance Inception Date	Total Value (\$) 09/30/21	% Of Portfolio 09/30/21	Month to Date (%) 08/31/21 - 09/30/21	Quarter to Date (%) 06/30/21 - 09/30/21	Year to Date (%) 12/31/20 - 09/30/21	Last 12 Months (%) 09/30/20 - 09/30/21	Last 3 Years (%) 09/30/18 - 09/30/21	Last 5 Years (%) 09/30/16 - 09/30/21	Performance Inception (%) to 09/30/21
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Cohen & Steers Realty Shares <i>FTSE NAREIT All Equity REITS</i>	09/16/21	503,727.25	1.64	-4.60	-4.60	-4.60	-	-	-	-4.60
						-4.69	-4.69	-4.69	-	-	-	-4.69
Global Macro				511,592.98	1.67							
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	Western Macro Opp Fd <i>HFRX Macro Discretionary Thematic</i>	05/21/21	511,592.98	1.67	-1.26	0.60	3.43	-	-	-	3.43
						-0.06	-0.04	-1.31	-	-	-	-1.31
Other				564.74	0.00							
N/A			06/24/21	564.74	0.00	0.47	51.89	219.21	-	-	-	219.21
CAL POLY POMONA FOUNDATION INC (AAA)	812-XXX507	N/A	06/24/21	374.47	0.00	-	-	-	-	-	-	-
CAL POLY POMONA FOUNDATION INC (AAA) - Aristotle	812-XXX711	N/A	07/12/21	187.61	0.00	-	-	-	-	-	-	-
CAL POLY POMONA FOUNDATION INC (Select UMA) - Short Term FI	812-XXX415	N/A	09/30/21	2.66	0.00	-	-	-	-	-	-	-
Cash				219,641.45	0.72							
CAL POLY POMONA FOUNDATION INC (Alternative Investments Advisory) - Hamilton Lane	812-XXX325	Alternative Investments Advisory	06/05/17	137,819.27	0.45	-	-	-	-	-	-	-
CAL POLY POMONA FOUNDATION INC (AAA) - Short Term FI	812-XXX546	Cash	03/07/13	81,101.13	0.26	-	-	-	-	-	-	-
CAL POLY POMONA FOUNDATION INC (Alternative Investments Advisory) - Short Term FI	812-XXX416	Alternative Investments Advisory	06/22/21	721.05	0.00	-	-	-	-	-	-	-

The investment returns shown on this page are time-weighted measurements which exclude the effect of the timing and amount of your contributions and withdrawals. Year to Date(YTD), Quarter to Date(QTD) and Month to Date(MTD): Returns are for the period in which position or account was open.

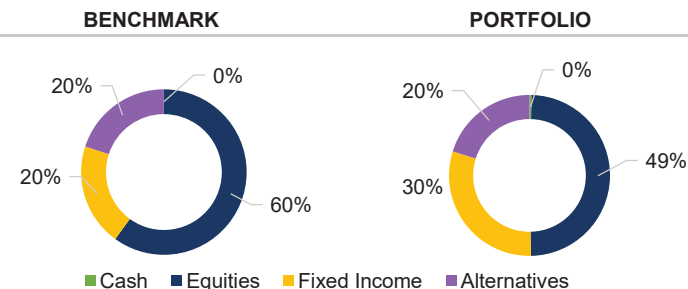
CUSTOM SOLUTIONS PORTFOLIO POSITIONING

CAL POLY POMONA FOUNDATION PORTFOLIO ANALYSIS

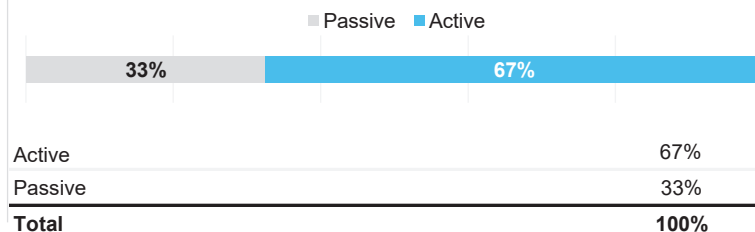
REPORTING DATE: NOV 2021

PORTFOLIO POSITIONING VS. POLICY BENCHMARK

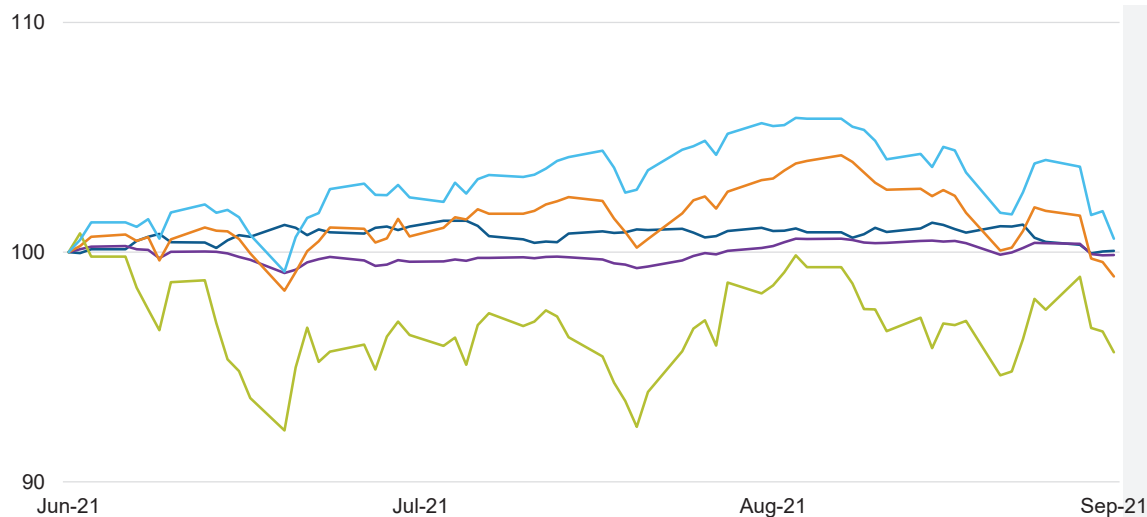
ASSET CLASS	BENCHMARK	PORTFOLIO	UNDERWEIGHT	NEUTRAL	OVERWEIGHT
Cash	-	0.5%		■	
Equities	60.0%	49.3%	■		
US Large Cap	31.0%	25.6%	■		
US SMID Cap	3.6%	2.3%	■		
International	17.5%	14.6%	■		
Emerging Market	7.8%	6.7%	■		
Fixed Income	20.0%	30.1%			■
Investment Grade FI	20.0%	27.6%			■
Non-US Fixed Income	-	-			
Sub-Investment Grade FI	-	2.5%			■
Tax Exempt Fixed Income	-	-			
Alternatives	20.0%	20.2%		■	
Real Assets	-	1.6%			■
Hedged Strategies	20.0%	6.3%	■		
Private Investments	-	12.2%			■



ACTIVE/PASSIVE ALLOCATION



MARKET INDICES PERFORMANCE



INDEX (Total Return Indices)	7/1/21 - 9/30/21
Barclays U.S. Aggregate	0.05%
S&P 500	0.58%
Russell 2000	-4.36%
MSCI All-Country World	-1.05%
HFRX Global Hedge Fund	-0.12%

Past performance is no guarantee of future results. Estimates of future performance are based on assumptions that may not be realized. This material is not a solicitation of any offer to buy or sell any security or other financial instrument or to participate in any trading strategy. Please refer to important information, disclosures and qualifications at the end of this material.

All Accounts

ACCOUNT SUMMARY AS OF 9/30/2021

	Vintage Year	Capital Committed	Capital Called	Remaining Capital to be Called	Capital Distributions	Capital Balance	Multiple	IRR	Value Date
General Fund - 06									
Commonfund Real Estate									
Realty Investors 2004-12 (Tranche)	2005	\$1,500,000	\$1,500,000	\$0	(\$283,096)		0.2	-26.2%	
Total Commonfund Real Estate		\$1,500,000	\$1,500,000	\$0	(\$283,096)		0.2	-26.2%	
US Private Equity									
Private Equity Partners VII	2007	\$750,000	\$697,500	\$52,500	(\$1,182,559)	\$404,458	2.2	14.3%	6/30/2021
Total US Private Equity		\$750,000	\$697,500	\$52,500	(\$1,182,559)	\$404,458	2.2	14.3%	6/30/2021
Multi-Asset									
Capital Partners IV	2007	\$250,000	\$234,375	\$15,625	(\$356,649)	\$127,964	2.0	10.6%	6/30/2021
Total Multi-Asset		\$250,000	\$234,375	\$15,625	(\$356,649)	\$127,964	2.0	10.6%	6/30/2021
Total General Fund - 06		\$2,500,000	\$2,431,875	\$68,125	(\$1,822,304)	\$532,422	0.9	-0.6%	6/30/2021
Grand Total		\$2,500,000	\$2,431,875	\$68,125	(\$1,822,304)	\$532,422	0.9	-0.6%	6/30/2021

Explanatory Notes:

- Performance data is net of all fees and carried interest. Transaction flows and capital for these funds are included in the appropriate totals.
- Multiple, also referred to as TVPI, total value to invested capital net of the general partners and special limited partners (Capital Distributions + Capital Balance/Capital Distributions).
- Each partnership's net IRR (Internal Rate of Return) should be evaluated in light of information on such partnership's investment program, the risks associated therewith, and partnership performance as disclosed in the respective Offering Memorandum and Annual and Quarterly Reports. Return information calculated on a dollar-weighted (e.g., internal rate of return), since inception basis, which is standard for the private capital industry, rather than the time-weighted (e.g., annual or other period rate of return) basis. Comparison of returns calculated on a net IRR basis with returns on a time-weighted basis is not appropriate. There can be no assurance that unrealized investments ultimately will be realized at the valuations used in calculating net IRRs or Net Multiples or that the calculated net IRRs will be obtained. Actual realized returns will depend on, among other factors, future operating results, the value of assets and market conditions at the time of disposition, any related transaction costs and the timing and manner of sale.
- Capital Called and Capital Distributions are since inception through the report End Date.

Fund performance is depicted net of fees. Manager and strategy performance is net of sub-advisor management fees and gross of other Commonfund Fund expenses. Past performance is not indicative of future performance.

All Accounts

NON-MARKETABLE INVESTMENTS ROLL FORWARD FROM VALUE DATE TO 9/30/2021

Non-Marketable Fund	Incep. Date	Commitment	Valuation Date	Most Recent Valuation	Capital Calls since Valuation Date	Distributions since Valuation Date	Adjusted Market Value
Private Equity Partners VII	9/30/2007	\$750,000.00	6/30/2021	\$404,458.00	\$0.00	(\$37,412.00)	\$367,046.00
Capital Partners IV	9/30/2007	\$250,000.00	6/30/2021	\$127,964.00	\$0.00	(\$24,090.00)	\$103,874.00
Total Core Funds		\$1,000,000.00	6/30/2021	\$532,422.00	\$0.00	(\$61,502.00)	\$470,920.00
Non-Marketable Total		\$1,000,000.00	6/30/2021	\$532,422.00	\$0.00	(\$61,502.00)	\$470,920.00

Fund performance is depicted net of fees. Manager and strategy performance is net of sub-advisor management fees and gross of other Commonfund Fund expenses. Past performance is not indicative of future performance.

All Accounts

TRANSACTIONS (7/1/2021 - 9/30/2021)

Fund Name	Transaction Date	Trade Shares	Trade Amount (USD)	Transaction Type
Capital Partners IV	7/28/2021	0.000	(\$9,635.00)	Distribution
Capital Partners IV	9/30/2021	0.000	(\$14,455.00)	Distribution
Private Equity Partners VII	8/2/2021	0.000	(\$10,042.00)	Distribution
Private Equity Partners VII	9/29/2021	0.000	(\$27,370.00)	Distribution

Fund performance is depicted net of fees. Manager and strategy performance is net of sub-advisor management fees and gross of other Commonfund Fund expenses. Past performance is not indicative of future performance.

All Accounts

PERFORMANCE AS OF 9/30/2021

Performance Item	QTD	CYTD	1 Year	3 Years	5 Years	10 Years
Private Equity Partners VII	10.10	32.23	41.32	20.19	20.96	17.60
US Private Equity	10.10	32.23	41.32	20.19	20.96	17.60
Capital Partners IV	9.63	32.73	40.67	15.31	15.87	12.98
Multi-Asset	9.63	32.73	40.67	15.31	15.87	12.98
Total Non-Marketable	9.99	32.35	41.17	19.03	19.75	16.43
Total Portfolio	9.99	32.35	41.17	19.03	19.75	19.19

Investments in Programs for closed-end investment products are carried as of the most recent valuation date, which may not correspond to the marketable securities valuation dates. Distressed Debt programs are reported with a one quarter lag. For example, if the report 'As of' date is 9/30/YY then Distressed Debt programs are represented using 6/30/YY, or previous quarter values. Private Capital programs are reported with a one quarter lag. For example, if the report 'As of' date is 9/30/YY then Private Capital and Real Estate programs are represented using 6/30/YY, or previous quarter values. Private Investment returns are normally reported as an Internal Rate of Return (IRR). All other Commonfund investment returns are reported as Time Weighted Rates of Return (TWR). For Consolidated Performance reporting purposes, TWRs are used for all individual and composite returns.

Fund performance is depicted net of fees. Manager and strategy performance is net of sub-advisor management fees and gross of other Commonfund Fund expenses. Past performance is not indicative of future performance.



Memorandum

Date: December 9, 2021

To: Board of Directors

From: Dr. David Speak, Audit Committee Chair
Joanne Mathew, Director of Financial Services/Chief Financial Officer

Subject: **CERTIFIED PUBLIC ACCOUNTING FIRM SELECTION FOR
CHILDCARE, ANNUAL SINGLE AND FINANCIAL AUDITS – FY2022 to FY2027**

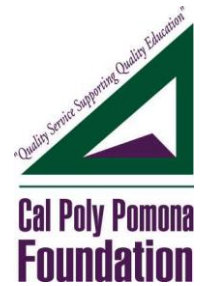
Attachment: (1) List of CPA firms for RFP

Management will be issuing a Request for Proposal (RFP) to perform the annual childcare, single and financial audits for the fiscal years 2021-2022 through 2026-2027, to Certified Public Accounting firms qualified to conduct audits in accordance with Government Accounting Standards Board (GASB) requirements. The first year will consist of audit of the childcare grant program, after which the following five years would include the single and financial audits, for a total of six years.

A selection committee consisting of board members and management will evaluate each firm's proposal based on the following criteria:

1. Demonstrated experience in auditing California public agencies and 501(c)(3) not-for-profit organizations with enterprise activities, and proficiency in GASB accounting and reporting requirements
2. Capacity to perform the annual financial audit and single audit in compliance with standard 2 CFR 200 relating to federal programs
3. Ability to meet the specific timelines and meetings
4. Total fees charged for each of the six years of the engagement
5. Reference checks

Per the CSU Administrative Manual policy number 13175.00, prior to executing the audit firm's engagement letter, the Chancellor's Office will review and approve the qualifications of the external audit firm.



CPA Firms to include in Request for Proposal Process

The list of firms was compiled using for Certified Public Accounting firms within the greater Los Angeles area who have knowledge of this type of audit. The CSU Chancellor's Office will need to approve the selected firm.

1. Breard & Associates, LLP
9221 Corbin Avenue, Suite 170
Northridge, California 91324
2. Windes, Inc.
111 West Ocean Blvd, 22nd Floor
Long Beach, CA 90802
3. Guzman & Gray
4510 East Pacific Coast Highway, Suite 270
Long Beach, California 90804
(CSU Fullerton Foundation)
4. Joseph Romero
GYL Decauwer, LLP
4120 Concourse, Suite 100
Ontario, CA 91764
5. KPMG, LLP
20 Pacifica, Suite 700
Irvine, CA 92618
6. Aldrich CPAs and Advisors LLP
5946 Priestly Drive, Suite 200
Carlsbad, CA 92008-8848
7. Cohn Reznick LLP
1900 Avenue of the Stars
Los Angeles, CA 90067

Memorandum

Date: December 9, 2021
To: Board of Directors
From: Christina Gonzales, Personnel Committee Chair
Jared Ceja, Executive Director/CEO
Subject: **Annual Salary Scale Review Effective 1-1-2022**
Attachment: (1) Current 2021 Salary Ranges
(2) Proposed 2022 Salary Ranges



Each year Management reviews its compensation policies and practices. An essential tool used in compensation administration is a current, relevant, and accurate salary scale. This year Management is requesting to update the salary scale by increasing the maximum rate for positions in Grades 7 through 16 by 4%. Additionally, it is proposed to eliminate Grade 6 due to the minimum wage change to \$15.00/hr. effective January 1, 2022. In conjunction with the minimum wage change, California law calls for minimum exempt position pay of \$62,400/yr.

These changes are necessary to help ensure our salary range is consistent with current wage orders and aligned with the market while mitigating the long-term effects of salary compression. These changes also support Foundation's requirement to meet comparability standards with the University. No changes were made in the previous year to the top end of the ranges.

This information will be posted on Foundation's website, which offers transparency related to wages for positions, and to meet the California Government Code regulations related to maintaining a publicly available pay schedule. The Personnel Committee has reviewed this resolution and recommended it for approval by the Board.

PROPOSED ACTION:

Management and the Personnel Committee recommend the following resolution for approval:

BE IT RESOLVED, that the Board of Directors accepts the Proposed 2022 Salary Grades as illustrated in Attachment (2) with an effective date of January 1, 2022.

BE IT FURTHER RESOLVED, that the Executive Director/CEO and Director – Human Resources/CHRO are authorized and directed to take any and all action as may be necessary to effectuate this Resolution.

PASSED AND ADOPTED THIS 9th DAY OF DECEMBER, 2021.

By: _____
Dr. Lea Dopson, Secretary/Treasurer
Board of Directors

CURRENT

GRADE #	POINT SPREAD		HOURLY RANGE SPREAD			Bi-Weekly Period			ANNUAL RANGE SPREAD			GRADE #
	MIN	MAX	MIN	MID	MAX	MIN	MID	MAX	MIN	MID	MAX	
16	2,400	2,599				\$5,326	\$7,148	\$9,510	\$138,476	\$192,868	\$247,260	16
15	2,200	2,399				\$3,683	\$6,441	\$9,199	\$95,758	\$167,471	\$239,185	15
14	2,000	2,199				\$3,120	\$4,922	\$6,724	\$81,120	\$127,976	\$174,833	14
13	1,800	1,999				\$2,385	\$3,911	\$5,437	\$62,000	\$101,679	\$141,358	13
12	1,600	1,799				\$2,308	\$3,272	\$4,236	\$60,000	\$85,073	\$110,146	12
11	1,400	1,599				\$2,427	\$3,105	\$3,783	\$58,240	\$78,293	\$98,345	11
10	1,200	1,399	\$22.71	\$32.16	\$41.61	\$1,817	\$2,573	\$3,329	\$47,237	\$66,893	\$86,549	10
9	1,100	1,199	\$20.70	\$29.17	\$37.63	\$1,656	\$2,333	\$3,010	\$43,056	\$60,663	\$78,270	9
8	1,000	1,099	\$19.89	\$26.98	\$34.06	\$1,591	\$2,158	\$2,725	\$41,371	\$56,108	\$70,845	8
7	900	999	\$16.04	\$23.61	\$31.18	\$1,283	\$1,889	\$2,494	\$33,359	\$49,107	\$64,854	7
6	600	899	\$15.00	\$20.65	\$26.29	\$1,200	\$1,652	\$2,103	\$31,200	\$42,942	\$54,683	6

PROPOSED

* Revised with 4% increase for the Max in each grade, adjusts the midpoint, but keeps the min the same. Provides greater spread within each job grade.

GRADE #	POINT SPREAD		HOURLY RANGE SPREAD			Bi-Weekly Period			ANNUAL RANGE SPREAD			GRADE #
	MIN	MAX	MIN	MID	MAX	MIN	MID	MAX	MIN	MID	MAX	
16	2400	2599				\$5,326	\$7,608	\$9,890	\$138,476	\$197,813	\$257,150	Grade 16
15	2200	2399				\$3,683	\$6,625	\$9,567	\$95,758	\$172,255	\$248,752	Grade 15
14	2000	2199				\$3,120	\$5,057	\$6,993	\$81,120	\$131,473	\$181,826	Grade 14
13	1800	1999				\$2,654	\$4,154	\$5,654	\$69,004	\$108,008	\$147,012	Grade 13
12	1600	1799				\$2,539	\$3,408	\$4,278	\$66,014	\$88,615	\$111,216	Grade 12
11	1400	1599				\$2,400	\$3,167	\$3,934	\$62,400	\$82,340	\$102,279	Grade 11
10	1200	1399	\$22.71	\$32.99	\$43.27	\$1,817	\$2,639	\$3,462	\$47,237	\$68,624	\$90,011	Grade 10
9	1100	1199	\$20.70	\$29.92	\$39.14	\$1,656	\$2,393	\$3,131	\$43,056	\$62,229	\$81,401	Grade 9
8	1000	1099	\$19.89	\$27.66	\$35.42	\$1,591	\$2,212	\$2,834	\$41,371	\$57,525	\$73,679	Grade 8
7	600	999	\$15.00	\$23.71	\$32.43	\$1,200	\$1,897	\$2,594	\$31,200	\$49,324	\$67,449	Grade 7

Notes:

1. Grades 7, 8, 9 and 10 are generally nonexempt positions.
2. Based on minimum wage and no range increase over last few years, recommend a 4% increase in the maximum for each job grade
3. Corrections made for ranges 11-13, ranges were off; higher grade had lower minimum in 2021
4. Grade 6 eliminated

Memorandum



Date: December 7, 2021
To: Board of Directors
From: Christina Gonzales, Personnel Committee Chair
Shari Benson, Director – Human Resources/CHRO
Subject: **Flex Plan Revisions**
Attachment: (1) Flex Dollar Enrollment Form

HISTORY:

The “Flex Dollars” program was implemented in 2013 after a number of preceding changes to personnel benefits. It has not been updated. The purpose of the plan is to allow Foundation employees to defray the cost of several employment benefits programs and/or related expenses. “Eligible” employees refer to fully benefited employees.

The Flex Dollars program credits employees with a specified dollar amount of “Flex Dollars” on a monthly basis which may be applied to one or more programs in a manner determined by the employee.

The Flex Dollars amount for calendar year 2022 will remain unchanged at \$70 per month, totaling \$840 annually per eligible employee. Flex Dollars may be applied to offset the cost, or increase the benefit amount, of one or any combination of the following items: CSU parking fees; tuition reimbursement for college coursework; contribution to an FSA account to help defray cost of co-pays/deductibles for insurance and/or Dining Dollars. The option to reduce health insurance premiums will be eliminated as this is no longer applicable.

Enrollment in the Flex Dollars Program and deciding how Flex Dollars will be applied will occur during the annual benefits open enrollment period or during a qualifying event. Unused Flex Dollars for an employee will expire at the end of each calendar year.

PROPOSED ACTION:

The following resolution is recommended by Management and the Personnel Committee for approval:

BE IT RESOLVED, that the Board of Directors approves updating the Flex Dollars Program, effective with the benefit plan year 2022, by removing the option to reduce health insurance premiums and replace it with FSA and Dining Dollar options.

BE IT FURTHER RESOLVED, that the Executive Director/CEO and Director – Human Resources/CHRO are authorized and directed to take any and all action as may be necessary to effectuate this Resolution.

PASSED AND ADOPTED THIS 9th DAY OF DECEMBER, 2021.

By: _____
Dr. Lea Dopson, Secretary/Treasurer
Board of Directors

FOUNDATION FLEX DOLLAR Contribution Enrollment Form



The purpose of the Flex Dollars program is to defray the cost of one or more employment benefit programs and/or related expenses as stated below.

The Flex Dollars program will “credit” employees with a specified dollar amount of “Flex Dollars” on a monthly basis to be applied to one or more of the specified benefit programs below. Must be in whole dollar amounts.

Please select and return to Employment Services for processing.

I, _____, desire to distribute the Flex Dollars up to a maximum of \$70.00 per month as follows:

- Reduce parking expense by _____ per month.
- Add to FSA Account _____ per month (cannot exceed annual maximums set by IRS, see benefit guide).
- Receive additional tuition assistance in the amount of _____ per month, to be applied to: Fall Winter Spring Summer
 Self Dependent Name: _____
- School Attending: _____ (must be a UC, Cal State or Community College if using Flex Dollars for Dependent).
- Anticipated Graduation Date: _____ (Flex dollars will discontinue upon graduation and will only apply to portions not covered by the Tuition Reimbursement program).
- Add _____ per month to Bronco ID Card # _____ (will require periodic feedback/survey completion).

I understand my election is an annual election and cannot be changed during the year with the exception of tuition assistance which will cease upon graduation.

Further, I understand Flex Dollars cannot be “cashed in” and that if there are unused Flex Dollars at the end of the year, it will not be carried over into the next year.

Signature: _____ Date _____

Print Name: _____

For Employment Services use:

Total Flex Amount: _____

Employment Services: _____

Payroll Processed: _____

Accounting Notified: _____

Memorandum



Date: December 7, 2021
 To: Board of Directors
 From: Christina Gonzales, Personnel Committee Chair
 Shari Benson, Director – Human Resources/CHRO
Subject: HEALTHCARE RATES FOR 2022 ANNUAL BENEFITS RENEWAL

The Personnel Committee and Board of Directors approved an increase to the Foundation’s monthly contribution toward the 2022 health plan premiums at 5% for each employee or annuitant. Through the negotiation process with current and potential partners, that increase was treated as a cap. The resulting outcome was a savings versus what was approved.

Following are rates approved and actual premium amount negotiated with our Broker:

	<u>2022 Approved</u>	<u>Actual 2022 (Kaiser)</u>	<u>Actual 2022 (UHC)</u>
Employee (or Annuitant)	\$ 640	\$ 603	\$ 595
Employee (or Annuitant) + 1	\$ 1281	\$ 1206	\$ 1190
Employee (or Annuitant) + 2 or more Dep	\$ 1812	\$ 1706	\$ 1684

SUMMARY:

The Foundation was also able to add an additional HMO option (United Healthcare) within budget.

Covered Services	Kaiser Traditional		UHC Traditional	
Network/Group #	Kaiser / 27585		Alliance / TBD	
Website	www.kaiserpermanente.org		www.uhc.com	
Office Visits/Specialist	\$20 copay		\$10 copay	
Prescription Drug	Plan Pharmacy (30 day supply)	Mail Order (100 day supply)	Plan Pharmacy (30 day supply)	Mail Order (90 day supply)
<i>Many brand name drugs come in generic. You may need to ask your doctor for a generic prescription to get the lower copay.</i>	Generic: \$15 copay	Generic: \$30 copay	Generic: \$15 copay	Generic: \$30 copay
	Brand: \$30 copay	Brand: \$60 copay	Preferred Brand: \$30 copay	Preferred Brand: \$60 copay
	Specialty: \$60 copay	Specialty: N/A	Non Preferred Brand: \$45 copay	Non Preferred Brand: \$90 copay
Emergency Services <small>(washed / admitted)</small>	\$75 / visit		\$100 / visit	
Ambulance Services	No Charge		No Charge	
Urgent Care	\$20 copay		\$10 copay	
Deductible	The accumulation period for this plan is 1/1/2022-12/31/22			
Individual	\$0		\$0	
Family	\$0		\$0	
Out of Pocket Maximum	The accumulation period for this plan is 1/1/2022-12/31/22			
Individual Maximum	\$1,500		\$1,500	
Family Maximum	\$3,000		\$3,000	
Lifetime benefit Maximum	None		None	
Routine Physical Exams	\$20 / visit		\$10 copay	
Chiropractor/Acupuncture	\$10 / visit		\$10 / visit	
	20 combined visits/calendar year		Unlimited	
Hospital Services				
Inpatient	\$250 / admission		No Charge	
Outpatient - Surgery performed in an ambulatory surgery center	\$20 / procedure		No Charge	
Outpatient Surgery in a Hospital				
Outpatient Lab & XRay	No Charge		No Charge	
Mental Health/Substance Abuse				
Inpatient - detoxification	\$250 / admission		No Charge	
Outpatient	\$20 / visit		\$10 / visit	

Kaiser PPO Health Plan

2022 Benefit Summary	PPO Plan 13906 NCR / 13907 SCR	
	Participating Provider Tier ⁽¹⁵⁾ *	Non-Participating Provider Tier*
	<i>Precertification is required for certain services†</i>	
The Accumulation Period for this Plan is Calendar Year		
Maximum benefit while insured	Unlimited	
	Insured pays	
Deductible per accumulation period	\$1,000 Individual \$2,000 Family	\$2,000 Individual \$4,000 Family
Out-of-Pocket Maximum per accumulation period	\$5,000 Individual \$10,000 Family	\$10,000 Individual \$20,000 Family
Hospital care Room, board, and critical care units Imaging, including X-rays and lab tests Transplants Physician, surgeon, and surgical services Nursing care, anesthesia, and inpatient prescribed drugs Birth Services ⁽⁷⁾	\$250 copayment per admission, then 20% 20% 20% 20% 20% 20%	\$500 Copayment per admission, then 40% 40% 40% 40% 40% 40%
Outpatient care Physician office visits Specialty care Telehealth visits ⁽⁸⁾ Preventive screening services Routine adult physical exam Well-child preventive care visits Family planning visits Prenatal care ⁽⁶⁾ Outpatient Surgery Lab Test and Imaging, including X-rays Hearing exams Occupational, physical, respiratory, and speech therapy visits Health Education Diabetic Day Care Management Classes	\$35 Copayment ⁽³⁾ \$35 Copayment ⁽³⁾ \$35 Copayment ⁽³⁾ No Charge ⁽³⁾ No Charge ⁽³⁾⁽⁴⁾ No Charge ⁽⁵⁾ \$35 Copayment ⁽³⁾ No Charge ⁽³⁾ \$100 Copayment, then 20% per procedure 20% No Charge ⁽³⁾ 20% No Charge ⁽³⁾ No Charge ⁽³⁾	40% 40% 40% 40% ⁽³⁾ Not Covered 40% ⁽⁵⁾ 40% 40% ⁽³⁾ 40% ⁽³⁾ \$150 Copayment, then 40% per procedure 40% Not Covered 40% 40% 40% ⁽³⁾
Emergency Care⁽¹⁶⁾ (Emergency Copayment waived if admitted)	\$150 Copayment per visit, then 20%	

Memorandum



Date: December 7, 2021

To: Board of Directors

From: Christina Gonzales, Personnel Committee Chair
Shari Benson, Director – Human Resources/CHRO

Subject: **Update of Executive Director Job Description**

Attachment: (1) Executive Director Job Description

HISTORY:

The job description for the Executive Director/CEO has not been updated since 2004. Operations have change and were not sufficiently recognized in the previous version. In addition, the most recent position posting altered the administrative reporting structure for the role. The old job description had a solid line from the Executive Director/CEO to the University President with a dotted line to the Vice President for Administration. The revised job description swaps that structure by setting a solid line to the University Vice President for Administration with a dotted line the President.

PROPOSED ACTION:

The following resolution is recommended by Management and the Personnel Committee for approval:

BE IT RESOLVED, that the Board of Directors approves the updated job description for the Executive Director/CEO as presented in attachment 1.

BE IT FURTHER RESOLVED, that the Director – Human Resources/CHRO is authorized and directed to take any and all action as may be necessary to effectuate this Resolution.

PASSED AND ADOPTED THIS 9th DAY OF DECEMBER, 2021.

By: _____
Dr. Lea Dopson, Secretary/Treasurer
Board of Directors

CAL POLY FOUNDATION, INC.
POSITION DESCRIPTION

JOB TITLE: Executive Director

Department: Foundation Administration

Reports To: Board of Directors

Salary Grade: 16

FLSA Status: Exempt

Workers Comp Code: 8810

Date Prepared: October, 2021

SUMMARY

The Executive Director (“ED”) serves as the Chief Executive Officer for the Foundation and is responsible for all business development, operations, programming, and financial activities in support of California State Polytechnic University, Pomona (“University”). Reporting administratively to the University’s Vice President for Administration, Finance & Strategic Development & Chief Financial Officer, with a dotted line report to the University President, works in partnership to align Foundation priorities with the mission and strategic goals of the University. The ED oversees the overall operation, staffing, and organizational management and serves at the pleasure of the Board of Directors.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

GENERAL ADMINISTRATION AND MANAGEMENT

- Oversees all business and all financial activities of Foundation commercial enterprise units such as the Bookstore, Dining Services, faculty/staff housing, Hotel & Conference Center, student housing, University One Card Services, and commercial and sponsored agricultural real estate activities.
- Direct the administrative and systems support for units such as Agriscapes, CPP Philanthropic Foundation, Extended University, Farm Store, grant post-award activities, and University sponsored programs.
- Provide overall leadership of operations as an efficient, entrepreneurial and innovative auxiliary service to the University community.
- Initiate, facilitate, and oversee public private partnerships.
- Partner with the key campus executives to establish and advance real estate development and acquisition strategies, generating maximum benefit to the Foundation and University.
- Oversee the financial management of the organization, including the development of the annual budget for Board approval, and prudently managing the organization’s resources within budget guidelines according to Foundation and CSU policy and current laws and regulations.
- Promote the programs and services of the Foundation to the University and local and regional agencies, organizations, and general public, including service on local community boards and committees.
- Oversee design, delivery and quality of support and services to the University customers served.
- Maintain a culture which attracts, retains and motivates a diverse staff of top-quality individuals.
- Ensure adherence to bylaws of the corporation and the operating agreement between the University and the Foundation.
- Ensure there is an effective management team, with appropriate provision for succession in place.
- Effectively manage the human resources of the organization according to authorized personnel authorized personnel policies and procedures that conform to the Foundation and CSU Policy and current laws and regulations.

BOARD ADMINISTRATION AND SUPPORT

- Support operations and administration of the Board of Directors by advising and informing Board members, interfacing between Board, Staff and the University, and supporting the Board’s oversight of the organization.
- Communicate with and provide information, advice and counsel to the Board of Directors and its committees in the creation of policies, programs and strategic direction of the organization, and informing the Board on the condition of the organization and critical factors influencing the organization.

SKILLS AND ABILITIES: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The general requirements listed below are representative of the qualifications, knowledge, skill, and/or ability required.

Executive Director
October, 2021

- Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
- Visionary Leadership - Provides vision and inspiration to subordinates; Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision.
- Delegation - Delegates effectively; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.
- Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
- Manage People - Includes senior managers in planning; Takes responsibility for subordinates' activities; Remains available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Supports subordinates in the development of their managerial skills.
- Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Strategic Thinking - Develops strategies to achieve organizational goals; Assess and understands organization's strengths & weaknesses and take corrective actions when needed; Adapts strategy to changing conditions.
- Judgement - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Safety and Security – Promotes the application of safety and security procedures; Determines appropriate action beyond guidelines.
- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- Possess an entrepreneurial mindset; model sound business practices, be highly collaborative, and promote a collective vision to ensure the development and continuous improvement of all aspects of the Foundation's auxiliary services.
- Ability to adhere to a regular work schedule which may include evenings, weekend and travel.

MANAGEMENT RESPONSIBILITIES: Directly manages the Associate Executive Director, Chief Financial Officer, Chief Human Resources Officer, Executive Assistant to the Executive Director, Marketing Director, Real Estate Director, Dining Services Director, Bookstore Director, and/or Director of Kellogg West. Is responsible for the overall direction, coordination, and evaluation of these units. Carries out responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

EDUCATION and/or EXPERIENCE: The professional knowledge is needed in a specialized field, equivalent to that which would be required by completing a Masters' program; ten or more years related experience and/or training; or equivalent combination of education and experience. Minimum five years of experience at a senior level position in higher education. Working knowledge of the role of 501(c)(3) non-profit corporations within a university environment. Demonstrated

experience and success in public/private real estate development and management. Knowledge of philanthropic activity at the University level as well as fundraising policies, procedures and regulations. Knowledge of grants and contract development and administration, including federal, state and private funding agency regulations, requirements and guidelines. Demonstrated experience with budget development, cost accounting and fiscal policy.

LANGUAGE SKILLS: Ability to read, analyze, and interpret the most complex business documents. Ability to respond to and facilitate resolutions effectively with the most sensitive inquiries or complaints. Ability to write articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

MATHEMATICAL SKILLS: Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY: Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Position duties involve making constant decisions and providing the authorization of recommended courses of action.

PHYSICAL DEMANDS: The physical demands of this job, as stated, are those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception and ability to adjust focus.

This position description supersedes all prior position descriptions and is intended to describe the general content and essential requirements for the position listed above. It is not to be construed as an exhaustive statement of requirements, duties, and responsibilities. Management reserves the right to add or change the duties of this position as required at any time.

All employment with Cal Poly Pomona Foundation, Inc. is at-will and shall continue only upon the mutual consent of the Foundation and the employee. This means that an employee may terminate his or her employment with the Foundation at any time with or without cause or prior notice and that the Foundation may terminate an employee's employment at any time with or without cause or prior notice.

Employee Acknowledgement: I have reviewed and received a copy of this job description and I am able to perform all essential functions of the job.

Employee Name

Signature/Date

Supervisor Signature/Date

Cal Poly Pomona Foundation, Inc. is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Cal Poly Pomona Foundation, Inc. may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodation with the employer.

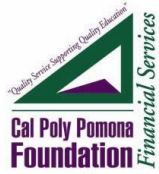


**Cal Poly Pomona
Foundation**

Executive Director's Report

December 9, 2021

Board of Directors



Cal Poly Pomona Foundation, Inc.
Statement of Activities
For Period Ending Sep 30, 2021

	REVENUES		EXPENSES - Payroll		EXPENSES - Other		EXPENSES - Total		SURPLUS/(DEFICIT)			Annual Budget FY 21-22	Annual Forecast FY 21-22
	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD	FY 21-22 YTD				
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	\$ Variance		
Enterprise Activities													
Dining Services	2,542,979	2,104,525	821,557	809,608	1,735,136	1,540,584	2,556,692	2,350,192	(13,713)	(245,667)	231,954	(368,040)	(136,086)
Bookstore	3,617,387	3,259,541	328,541	325,270	3,099,331	2,750,497	3,427,872	3,075,768	189,515	183,773	5,742	13,105	18,847
Kellogg West	290,121	360,254	235,694	294,786	273,826	219,039	509,520	513,825	(219,399)	(153,571)	(65,828)	176,087	110,259
University Village	1,608,852	1,177,971	361,531	389,058	1,199,312	1,043,201	1,560,843	1,432,259	48,009	(254,288)	302,296	357,444	659,740
Real Estate/Rentals	2,440,460	1,808,919	73,431	80,492	1,587,436	1,074,313	1,660,867	1,154,805	779,593	654,114	125,479	1,722,370	1,847,849
Total Enterprise Activities	10,499,798	8,711,210	1,820,753	1,899,214	7,895,041	6,627,635	9,715,795	8,526,849	784,003	184,361	599,642	1,900,966	2,500,608
Designated Funds	25,000	0	429	0	89,375	62,500	89,804	62,500	(64,804)	(62,500)	(2,304)	(250,000)	(252,304)
Support Activities													
Research Office	368,360	346,771	50,670	29,301	321,328	312,470	371,998	341,771	(3,638)	5,000	(8,638)	20,000	11,362
Agriculture	631,560	821,936	292,347	314,833	390,795	508,364	683,142	823,196	(51,582)	(1,261)	(50,322)	(5,047)	(55,369)
Continuing Education	415,596	355,867	272,970	344,208	136,837	136,256	409,807	480,464	5,789	(124,596)	130,385	(355,178)	(224,793)
Foundation Programs	471,322	513,462	221,404	256,731	272,249	256,731	493,652	513,462	(22,330)	0	(22,330)	0	(22,330)
Total Support Activities	1,886,839	2,038,037	837,390	945,072	1,121,210	1,213,821	1,958,600	2,158,893	(71,761)	(120,857)	49,096	(340,225)	(291,129)
Operating Surplus (Deficit)	12,411,637	10,749,246	2,658,572	2,844,286	9,105,625	7,903,956	11,764,198	10,748,242	647,439	1,005	646,435	1,310,741	1,957,176
Other Activities													
Investments	406,847	452,789	0	0	24,957	36,940	24,957	36,940	381,890	415,849	(33,959)	1,663,394	1,629,435
Administration	862,784	783,685	861,943	1,144,119	117,592	301,788	979,535	1,445,907	(116,751)	(662,222)	545,471	(2,578,565)	(2,033,094)
Total Other Activities	1,269,632	1,236,473	861,943	1,144,119	142,550	338,728	1,004,493	1,482,847	265,139	(246,373)	511,513	(915,171)	(403,658)
Unrestricted Surplus (Deficit)	13,681,269	11,985,720	3,520,515	3,988,405	9,248,175	8,242,684	12,768,690	12,231,089	912,578	(245,369)	1,157,947	395,570	1,553,517
Grants and Contracts	4,640,091	3,194,444	0	0	4,640,091	3,194,444	4,640,091	3,194,444	0	0	0	0	0
Transfers	0	0	0	0	41,570	0	41,570	0	(41,570)	0	(41,570)	0	(41,570)
Total Foundation Net	18,321,359	11,985,720	3,520,515	3,988,405	13,929,835	8,242,684	17,450,351	12,231,089	871,009	(245,369)	1,116,378	395,570	1,511,948

Cal Poly Pomona Foundation, Inc.
Fund Balance and Net Position (Current only)
As of September 30, 2021

Current Assets	Unrestricted
Cash	937,189
Investments	31,152,391
Receivables	7,223,735
Inventories	3,076,738
Prepaid	1,052,464
Due to/from	(10,891,174)
	1,000
Current Assets	32,552,342

Current Liabilities	Unrestricted
Accounts Payable	4,413,445
Accrued Liabilities	1,043,587
Deferred Income	(383,049)
Current Liabilities	5,073,983

Total Fund Balance	Unrestricted
Net Assets Beginning	21,021,571
Net Change in Position	889,530
Fund Balances	21,911,100

Liquidity Ratio	CPPF	Benchmark
Current Ratio	6.42	1.5-3
Quick Ratio	5.81	>=1
Absolute liquidity ratio	6.32	>0.5

Available Resources	
Unrestricted current assets	32,552,342
Less Inventory	(3,076,738)
Less Current Liabilities	(5,073,983)

Total Available Resources for period ending Sep 2021 24,401,621

Total operating surplus/(deficit) as of Sep 2021 889,530

Total unrestricted funds available as of Sep 2021 **25,291,150**

Total forecasted surplus/(deficit) at year-end 1,528,687

Total unrestricted funds forecasted to year-end **25,930,308**

Notes

Foundation's total fund balance as of 09/30/21 is \$33M

The overall surplus/(deficit) as of September 30, 2021 is \$871K

Restricted funds in the Foundation include sponsored programs and foundation programs

Liquidity ratios:

- Current Ratio = Current Assets/Current Liabilities
- Quick Ratio = (Current Assets- Inventory)/Current Liabilities
- Absolute liquidity ratio = (Cash + Marketable Securities)/Current Liabilities

Cal Poly Pomona Foundation

**Cash Flow Forecast
October 2021 - June 2022**

	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Operating cash - Beginning Balance	808,366	1,661,195	2,824,227	2,458,863	2,825,458	2,591,182	2,976,907	3,289,143	3,755,682
Cash Inflow									
Operating cash inflow	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Cash from operations	4,352,675	4,012,501	3,410,626	3,410,626	4,413,751	4,413,751	4,614,376	4,815,001	2,808,751
Grants & Contracts	845,663	814,908	692,672	692,672	896,399	896,399	937,144	977,890	570,436
Financing Activities									
GIP - withdrawals	-	-	-	-	-	-	-	-	-
LOC - withdrawals	2,000,000	1,500,000	-	500,000	500,000	-	-	-	1,000,000
Other financing	-	-	-	-	-	-	-	-	-
Total Cash Inflow	7,198,338	6,327,409	4,103,298	4,603,298	5,810,150	5,310,150	5,551,520	5,792,891	4,379,186
Cash Outflow									
Operating cash outflow	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Expenses from operations	3,332,282	3,231,797	2,616,217	2,462,322	3,077,902	3,077,902	3,385,692	3,385,692	2,770,112
Salaries/wages	1,030,054	1,084,533	1,063,676	1,063,676	1,094,961	1,094,961	1,105,389	1,115,817	1,042,820
Tax/Benefit payments	481,854	690,548	677,268	677,268	697,187	697,187	703,827	710,467	663,988
Capital Expenditure									
Capital projects	-	150,000	104,000	25,000	125,000	45,000	35,000	105,000	65,000
Financing Activities									
GIP - deposits	-	-	-	-	-	-	-	-	-
LOC - repayment	1,500,000	-	-	-	-	-	-	-	-
LOC - interest	1,319	7,500	7,500	8,438	9,375	9,375	9,375	9,375	11,250
Lease payments	-	-	-	-	1,040,000	-	-	-	1,040,000
Other financing	-	-	-	-	-	-	-	-	-
Total Cash Outflow	6,345,509	5,164,377	4,468,661	4,236,703	6,044,425	4,924,425	5,239,284	5,326,352	5,593,170
Net Cash Activities	852,829	1,163,032	(365,363)	366,594	(234,276)	385,725	312,237	466,539	(1,213,984)
Operating cash - Ending Balance	1,661,195	2,824,227	2,458,863	2,825,458	2,591,182	2,976,907	3,289,143	3,755,682	2,541,699

Memorandum



Date: December 7, 2021
To: Board of Directors
From: Jared Ceja, Executive Director/CEO
Darren Isomoto, Manager – Marketing
Subject: Rebranding

Attachment: (1) Rebranding Presentation

The CPP Foundation has a history of exceptional service to Cal Poly Pomona students, faculty, staff, alumni, and the neighboring community. The Foundation also benefits from a reputation of innovation and achievement within the CSU and throughout the auxiliary services' industry.

In light of the Cal Poly Pomona Philanthropic Foundation's creation in 2019, Management and the Board began to question if our name and brand should be changed. Confusion occurs regularly as individuals on and off campus mix up the two organizations. Some have taken to calling our company the "Business Foundation" to add clarity. We also no longer serve as a defined "foundation" as we operate largely on funds generated from enterprise activities as opposed to donations.

On February 4th, 2021, the 20/21 Program Committee approved a resolution calling for Management to pursue a name and brand change for future consideration. This resolution was later approved by the Board of Directors. The committee also voiced their support for the name Cal Poly Pomona Enterprises, but stopped short of taking a vote.

On November 9th, 2021, the 21/22 Program Committee approved a resolution in support of a DBA name change to Cal Poly Pomona Enterprises and forwarded said resolution to the Board of Directors for consideration.

WHEREAS, Management, with support of the Program Committee, has presented the rational and options associated with changing the DBA name of the Cal Poly Pomona Foundation, and

WHEREAS, the Program Committee has reviewed and discussed the rational and various options associated with a DBA name change to Cal Poly Pomona Enterprises.

NOW, BE IT RESOLVED, that the Board of Directors approves the adoption of Cal Poly Pomona Enterprises as the public name (DBA) for our organization and directs Management to continue to evaluate an overall brand change in consultation with the Program Committee, Foundation staff, and university partners.

PASSED AND ADOPTED THIS 9th DAY OF DECEMBER, 2021.

By: _____
Dr. Lea Dopson, Secretary/Treasurer
Board of Directors

CAL POLY POMONA FOUNDATION

REBRANDING PROPOSAL

NOV. 2021

FORWARD-THINKING

The Role of the Foundation is to contribute

- Value
- Support the success of CPP which includes students, faculty, staff, alumni, and community members
- Offer quality services that enhance the campus environment and generate financial resources

There are various ways the Foundation accomplishes this

- Provide employment to students where they gain valuable work experience which they can use in their careers
- Offer all the materials and supplies necessary for course success
- Provide affordable student and faculty/staff housing options
- Prepare diverse culinary options to meet various dietary needs/preferences for students and the CPP community
- Fund scholarships and support programs
- Administer grants and other program financials



PHASE I

Spring 2020

Initial research on comparable auxiliary service names

Spring 2021

Program Committee approves rebranding project and provide initial direction on naming

Summer 2021

Proposal Development – Create concepts for naming, logo, branding

Host diverse focus groups and administer surveys for feedback

Work with multiple designers for varied interpretations

PHASE II

Fall 2021

Present proposal and concepts before Program Committee

Update concepts as directed

Consult with CPP StratComm

Confer with Chair and VC during Board agenda review meeting

Present proposal before Board of Directors

PHASE III

TBD

Outline rebranding timeline and execution plan

Develop marketing campaigns for internal and external use.

Transition branding through attrition and strategic rotation to minimize cost

23 SIMILAR AUXILIARIES

PREFIXES

MASCOT

“UNIVERSITY”

UNIVERSITY NAME

CSU BAKERSFIELD FOUNDATION
CHANNEL ISLAND UNIVERSITY AUXILIARY SERVICES, INC.
CHICO STATE ENTERPRISES
CAL STATE DOMINGUEZ HILLS FOUNDATION
CAL STATE EAST BAY FOUNDATION
CAL STATE FRESNO ASSOCIATION, INC.
CAL STATE FULLERTON AUXILIARY SERVICES CORPORATION
HUMBOLDT STATE UNIVERSITY FOUNDATION
FORTY-NINER SHOPS, INC.
CAL STATE LOS ANGELES UNIVERSITY AUXILIARY SERVICES
CALIFORNIA MARITIME ACADEMY FOUNDATION
UNIVERSITY CORPORATION AT MONTEREY BAY
THE UNIVERSITY CORPORATION (CSUN)
CAL POLY POMONA FOUNDATION
UNIVERSITY ENTERPRISES, INC. (CSUS)
UNIVERSITY ENTERPRISES CORPORATION AT CSUSB
AZTEC SHOPS, LTD.
THE UNIVERSITY CORPORATION, SAN FRANCISCO STATE
SPARTAN SHOPS, INC.
CAL POLY CORPORATION
CSUSM CORPORATION
SONOMA STATE ENTERPRISES
CSU STANISLAUS AUXILIARY & BUSINESS SERVICES

SUFFIXES

SHOPS

AUXILIARY
SERVICES

FOUNDATION

CORPORATION/
ENTERPRISES

23 SIMILAR AUXILIARIES

CSU BAKERSFIELD FOUNDATION
CHANNEL ISLAND UNIVERSITY AUXILIARY SERVICES, INC.
CHICO STATE ENTERPRISES
CAL STATE DOMINGUEZ HILLS FOUNDATION
CAL STATE EAST BAY FOUNDATION
CAL STATE FRESNO ASSOCIATION, INC.
CAL STATE FULLERTON AUXILIARY SERVICES CORPORATION
HUMBOLDT STATE UNIVERSITY FOUNDATION
FORTY-NINER SHOPS, INC.
CAL STATE LOS ANGELES UNIVERSITY AUXILIARY SERVICES
CALIFORNIA MARITIME ACADEMY FOUNDATION
UNIVERSITY CORPORATION AT MONTEREY BAY
THE UNIVERSITY CORPORATION (CSUN)
CAL POLY POMONA FOUNDATION
UNIVERSITY ENTERPRISES, INC. (CSUS)
UNIVERSITY ENTERPRISES CORPORATION AT CSUSB
AZTEC SHOPS, LTD.
THE UNIVERSITY CORPORATION, SAN FRANCISCO STATE
SPARTAN SHOPS, INC.
CAL POLY CORPORATION
CSUSM CORPORATION
SONOMA STATE ENTERPRISES
CSU STANISLAUS AUXILIARY & BUSINESS SERVICES

PREFIX PROS & CONS

BRONCO

PROS

- Simple, easy to say/write
- School pride connotation

CONS

- Student-focused term
- Often-used term within university
- Associated with many things outside of university

CAL POLY POMONA

PROS

- Immediate association with university
- Tied to reputation and legacy of the university
- Smoother rebranding transition
- **Most preferred by Program Committee 2020**
- **Most preferred by focus groups and staff**

CONS

- Lengthier name

SUFFIX PROS & CONS

AUXILIARY SERVICES

PROS

- Closely resembles our company's function and role within university

CONS

- Term causes confusion and disconnect
- Lacks impact

CORPORATION

PROS

- Recognizable
- Easy to remember and understand
- Easy to say/write

CONS

- May resonate negatively with students
- Distances from non-profit tone

ENTERPRISES

PROS

- Broader term to cover all services
- Easy to say/write
- Innovative tone
- Most preferred by Program Committee 2020
- Most preferred by focus groups and staff

CONS

- Not everyone knows what "enterprises" is
- Resonates with car rental company