



Town & Gown
of the
University of Southern California
Founded 1904

Mission Statement

Town and Gown of the University of Southern California is a nonprofit philanthropic organization whose purpose is to support USC through scholarships for students, building and campus enhancements, and cultural programs.

Board Meeting Minutes
November 17, 2020
Zoom

Pre-Meeting

Board Members

- Board Members who joined the meeting between 9:35-9:45 a.m. enjoyed several minutes of social time together.

Call to Order

Hilary called the meeting to order at 9:45 a.m.

She welcomed everyone and invited Carol Greenhalgh to introduce our first Guest Speaker, Katharine Harrington

Guest Speaker

Katharine Harrington, Past Vice President of Admission and Planning, current Chief Enrollment Officer and Professor of Clinical Management and Organization, Marshall School of Business

Carol Greenhalgh was pleased to welcome Katharine Harrington to the meeting today. Carol told of how in 2005, she, as President, and Kay Maselter and Carol Fox, as Scholarship Chairs, met Katharine, thus beginning Katharine's 15-year friendship and support of Town and Gown of USC and its scholarship program. Carol gave a brief recap of Katharine's successful work in admissions, including ten years as the university's VP of Admission and Planning and five as Dean of Admission and Financial Aid. During Katharine's tenure, USC's student body grew more diverse and more select, and USC's unrestricted financial assistance grew to be one of the

largest in the country. Since leaving her position in admissions last June, Katharine took a sabbatical and has returned to teaching at the Marshall School of Business as a professor of clinical management and organization.

Katharine was very happy to be with the Board today. She spoke about the great partnership she enjoyed with Town and Gown of USC, and how the students have been the beneficiaries of that. She remembered well her first meeting as the brand-new VP of Admission and Planning with “Carol, Carol, and Kay.” She remembered how nervous she was to meet these “formidable but very gracious” ladies from Town and Gown of USC. It was the beginning of a great partnership between the Office of Admission and Financial Aid and Town and Gown of USC, which she believes will last well into the future. She also believes the graciousness and generosity of Carol, Carol, and Kay is an “essential part of the nature” of the T&GUSC organization, and those characteristics have endured no matter the changes that have occurred since 2005.

She related some of those changes. By the (rough) numbers:

USC’s Endowment:	2005 — \$2.5 billion
	2020 — \$5.7 billion
Applications:	2005 — 24,000 from 6,000 high schools, 65% from California
	2019 — 66,000 from 11,000 high schools worldwide
Admissions/Enrolled:	2005 — 33% admitted/30% acceptances
	2019 — 11% admitted/42% acceptances
Perfect H.S. GPAs:	2005 — 11% of the enrolled freshman class
	2019 — 25% of the enrolled freshman class
Test scores:	2005 — 10% in the 99th percentile
	2019 — 44% in the 99th percentile
Underrepresented	
Minorities:	2005 — 1% of freshman class
	2019 — 25% of freshman class
First Generation:	2005 — 9% of freshman class
	2019 — 15% of freshman class
International Students:	2005 — 7% of freshman class
	2019 — “more than doubled that,” from 50+ countries

Additionally, there are more schools at USC today. The university has become more sought after by students. The students have higher academic achievements, and they are more diverse.

How does the changing profile of both the university and its student body benefit students? Today’s students probably will live into their 100s, and they probably will work into their 80s in 4-5 different careers (not jobs, but *careers*). Their world will be fast-paced, interconnected, and interdependent, and they will be equipped to help solve the complex, “wicked” problems they will face. Their undergraduate degree will not be their final degree, but their foundational degree.

USC offers students an education with a global perspective. It offers them a Los Angeles-based experience and the power of the Trojan Family, lifelong and worldwide. For so many students, Town and Gown of USC can be proud to help make possible that education and experience.

She said the Town and Gown of USC scholarship program is in the business of changing lives and preparing students to make the world a better place. She has watched the organization's growing impact and endowment, and she has seen it become more powerful and philanthropic. Moreover, its impact will be long-lasting: the expanding Trojan Family we are helping impacts the world and builds hope for the future. She encouraged the Board to keep up the good work.

Carol Fox thanked Katharine for the support and guidance she gave Town and Gown of USC over the years. Katharine was especially helpful in increasing the scholarship program to a higher level in 2006. Carol Greenhalgh was president and Kay Maselter and Carol Fox were vice presidents of the scholarship program, which then was awarding scholarships in the range of \$100, \$500, and \$750. As tuition increased, they realized there must be a way to increase the impact of the scholarships. It was Katharine who guided them in doing this and who gave them a great deal of her time (when she really didn't have it to give), her expertise, kindness, patience, wisdom, compassion for students, and humor. The result of the brainstorming and collaboration with Katharine was a suggestion to the Board of a pilot program that would offer three \$10,000 competitive scholarships. This was a big jump. To Carol, Carol, and Kay's delight, the Board approved the pilot program. Carol F. credited Katharine with elevating the scholarship program to where it is today. On behalf of T&GUSC, Carol expressed many thanks to Katharine.

Carol Greenhalgh extended a standing invitation to Katharine to attend any and all Town and Gown of USC luncheons (when they resume). Beth Petak-Aaron expressed greetings and thanks from her father, William Petak, who had worked with Katharine. Linda Swick asked to what did Katharine attribute the rising of the quality of students. Katharine gave credit to Presidents Steven Sample and Max Nikias, and to the spread of the news of USC beyond California and throughout the world.

Hilary thanked Katharine and expressed thanks on behalf of the entire Board of Directors.

CEO Report and Updates

Hilary Crahan

Oral Report/YES

Oral Report:

- Hilary confirmed with Parliamentarian Helaine Lopes that quorum had been reached for today's meeting.
- Town and Gown of USC has recently received thank you notes from some of its members:
 - Hilary read aloud a thank you note from Marcia Kreditor for the flowers we sent on the passing of her husband, Alan.

- Tina Kreditor, Marcia and Alan's daughter-in-law, sent a photo and thank you note saying the flowers we sent her were the most beautiful she had ever received.
- Evelyn Wilson sent the following thank you email; Hilary gave all credit to Denise Magro and Joyce Fadil for the ecard they sent to Evelyn.

From: **Evelyn Wilson** <evelynmw6000@yahoo.com>

Date: Mon, Nov 16, 2020 at 11:06 AM

Subject: Thank you

To: townandgownofusc@gmail.com <townandgownofusc@gmail.com>

Hello Hilary and Board of Directors,

Today I received a wonderful birthday ecard from Town and Gown of USC. It is always so nice to receive them, since I hold Town and Gown very dear to my heart. I love the organization, the terrific members, and being able to be active in our committees that keep our organization moving forward.

Thank you again.

Evelyn

- Town and Gown received a letter requesting a donation to the Los Angeles County/USC Medical Center Auxiliary for **Recruitment, Education and Service (CARES)**. CARES was founded 50 years ago by faculty wives of professors at the medical school. In the past, Town and Gown of USC has asked for donations to CARES at our December luncheon. Last year, Town and Gown of USC donated the speaker stipend (for Carol Folt) to the program. Hilary stated that Secretary Patti Johnson uploaded the letter to the Board Portal. Discussion followed and led to the following motion.

MOTION: I, Sally Edwards, move to approve a \$500 donation from Town and Gown of USC to the CARES program this December.

SECOND: Marilou Hamill.

Approved: 11.17.20

- Hilary stated she has been included in two tremendous committee meetings last week and yesterday.
 - She stated that Kathie Johnson and Virginia Naeve led a really warm and informational Membership Committee meeting. The VP allowed each member to introduce herself, setting up a meeting that was very friendly and welcoming. As a matter of fact, the Membership Committee members wish to meet again as it was such a nice meeting to attend.
 - The Second meeting Hilary attended was the first of two Scholarship Committee trainings. Ann Palmer, Carol Wright, and Sara Pfirrmann led an exceptional Scholarship Committee meeting yesterday and will, again, today for the Scholarship Committee. The information was explained clearly and succinctly, and the trainers made it easily digestible.

- Hilary asked the Past Presidents and Board of Directors to recognize virtual meetings actually take much more planning and volunteer hours to create. She thanked the VPs for these recent meetings.
- Members of the Board of Directors and Past Presidents held a (non-quorum/non-voting) Zoom to BRAINSTORM and discuss potential new avenues for marketing, branding of Town and Gown of USC with social media.

Stated goal: to brand and market this 501c3 to peers who do not yet know about Town and Gown of USC.

It was agreed by all that our Communications Chair Joyce Fadil and Member-at-Large, Denise Magro *are doing a fantastic job* managing the Town and Gown of USC Face Book and Instagram @townandgownofusc pages. Fun fact- the Veterans Day photo is Denise's father from his AIR FORCE days in World War II.

External social media sites were discussed.

- Hilary asked Carol Kroesche and Colleen Stryoke to report to the Board about two external social media sites that were discussed at the above brainstorming meeting.
- Carol Kroesche described the USC Moms Group on Facebook as a private group with 2,000+ members and a good resource, especially for out-of-state moms. Carol has posted Town and Gown of USC events on their page. Her posting after our Jake Olson event last year sparked interest in joining Town and Gown of USC and, after vetting of the submitted applications, resulted in about ten new members. The group's administrator will accept postings about events, especially our open Zoom events, but nothing that solicits membership.

Colleen is the social media chairman (primarily Facebook) for the InterSorority Parents Council (ISPC), which has 251 members. She posted recently about our November speaker, Tracy Schandler Walder, a member of Delta Gamma. If the Town and Gown of USC Board were to approve, Colleen said she could try to post Town and Gown of USC events on the ISPC and IFPC (Fraternities) Facebook pages, which also would require the approval of those respective boards.

Discussion followed.

Main points:

- This would be a new way to reach out to new members, including those outside of southern California. A new member from Florida, for example, has already joined and participated on the Scholarship Committee.
- Security issues, including with new members who may come to T&GUSC from these new sources, particularly because they would receive the roster, with its personal info.
- The current vetting process requires three sponsors, which should alleviate security concerns. In addition, the administrator of the USC Moms Group on Facebook vets everyone who joins that page.
- The VPs Membership will follow up with the suggestion that new members could meet with them and perhaps be required to sign a confidentiality agreement.

- The Board agreed that Carol will continue to post T&GUSC events on the USC Moms Facebook page, and Colleen will try the same on the ISPC and IFPC Facebook pages. The VP Membership, Kathie and Virginia, will continue to accept applications and pay particular attention to any that may result from the social media arenas.

Attachment:

CARES Letter from Margie Dolinski, October 26, 2020

**Recording Secretary/Permanent Records Patti Johnson Oral Report/YES
Consent Agenda**

MOTION: I, Patti Johnson, move to approve the:

- **Board Meeting Minutes from October 27, 2020**
- **November 3, 2020 General Meeting Minutes**
- **Consent Agenda Cover Page for November 17, 2020**
- **Consent Agenda for November 17, 2020 as distributed.**

SECOND: Elle Feldman

Approved: 11.17.20

Submitted By: Patti Johnson

REPORT:

- Recorded Minutes for October 27 Board Meeting and November 3 General Meeting
- Created Zoom Meeting for November 17 Board Meeting; invited Board Members and guest Katharine Harrington
- Obtained extra Handbooks and October newsletters for Permanent Records
- Created and sent to Ian Chestnut an updated Board Calendar for the Board Portal

Oral Report:

- Approval of above documents

Attachments:

- **Board Meeting Minutes from October 27, 2020**
- **November 3, 2020, General Meeting Minutes**
- **Consent Agenda Cover Page for November 17, 2020**
- **Consent Agenda for November 17, 2020**

CFO/Treasurer Kathleen Campos Oral Report/YES

Submitted By: Kathleen Campos

REPORT:

- Kathleen is pleased to confirm we have completed the renewal of our insurance coverage for Director and Officer, General Liability and Sexual Harassment coverage. The policies will now renew on an annual basis and we have a dedicated agent for our account.
- We worked with T&G membership and confirmed alignment with the life and annual dues.
- The Finance committee had their first committee meeting 10/26/2020. Highlights include the following items.
 - We needed to mail our handbooks so we are \$2,000 over our budget this year.
 - Our pay pal fees are higher since many members are using our services to purchase raffle tickets.
 - Our website fees are also higher due to Zoom costs.
 - On a positive note, the raffle proceeds has already bypassed all of last year. Scholarship costs are significantly lower due to virtual events.
 - Our next project is to look at alternative short term investments for the Wells Fargo account. We have significant cash available earning a low interest rate. The balance is \$470,414.03 earning 0.01% or \$3.91 this past month.

Oral Report:

- Hilary congratulated Kathleen for recently being recognized as a 2020 Top Wealth Advisor Mom. This list included 500 of the top working mothers in the financial services industry. The list was developed by Working Mother Magazine and SHOOK Research.
- Kathleen moved for the approvals below.

MOTION #1:

Upon the recommendation of the Finance Committee, I, Kathleen A. Campos, CFO, move to approve the financial records of 10/31/2020.

Approved: 11.17.20

MOTION #2:

I, Kathleen A. Campos, move we approve four \$100.00 gift cards for our support members Michael, Kari, Tina, and Ian. I propose we gift the cards at Thanksgiving in appreciation for the service they have done for Town and Gown of USC.

Second: Carol Wright

Approved: 11.17.20

Attachments:

Town and Gown of USC Financial Records of 10.31.2020

1st Vice President/Investments Laurie Hunter Tiedemann Oral Report/NO

Submitted By: Laurie Hunter Tiedemann

REPORT:

- Please see attached the Clifford Swan portfolio reports as of 11/4/20 for Funds A – E.
- Hopefully, thank you letters for living donors which include Fund I balance, number of scholarships awarded, donor endowment balance, endowment estimated spendable income, and the name(s) of scholars supported by each endowment, along with each student’s year and major, will be in the mail
- USC has not released 6/30/20 (fiscal year-end) numbers yet, so 3/31/20 information was used for the letters. There has been no update from USC of a release date for year-end balances, the estimate is still mid-November.

Attachment:

Clifford Swan 11.04.20 Portfolio Report, Funds A-E

2nd Vice Presidents/Scholarship Ann Palmer Carol Wright Oral Report/NO

Submitted By: Ann Palmer and Carol Wright

REPORT:

- Carol and Ann have had three all-day meetings, preparing the Scholarship Committee training manual and the PowerPoint presentation. The committee training will be held on Monday, 11/16 (10-11:30) and Tuesday, 11/17 (4-5:30). These trainings will be held on Zoom with Ian Chestnut hosting the meetings. Sara Pfirrmann, Scholarship Advisor, will be monitoring the Chat Box and will answer any questions/concerns. She will respond during the two Q&A breaks.
- Once again, due to COVID-19, more changes have to be implemented to the Scholarship program. Since it is uncertain as to whether scholarship candidate interviews will be held on campus, a new “game plan” has to be developed. The VPs decided to break up the committee training into two distinct parts. November 16/17 will focus on reading, evaluating, and scoring the written applications. Mid-January interview training sessions will be held, whether the interviews are in person or virtual. If the interviews have to be on Zoom, a consultant has been contacted to train our committee on Zoom etiquette. Having attended the TGLA general meeting on 10/30/2020, and hearing the featured speaker, Mina Martinez of Prestige Protocol, the VPs decided to hire her as part of the interview training sessions. Her company, Prestige Protocol, is an approved vendor on the USC Portal. Mina is also a member of Town and Gown of USC.
- The Scholarship 101 PowerPoint presentation was posted on the Scholarship Portal. In lieu of attending this session in person, the scholars are required to log on, watch the slide

show and then, thanks to the creativity of Ian Chestnut, answer 10 questions pertaining to the PowerPoint. The VPs are able to log on to the Scholarship Administration site and keep track of which scholars logged onto 101 and answered the “quiz questions”. Scholarship 101 is still a scholarship requirement. Answering the questions holds the scholars accountable.

- Individual scholars continue to be highlighted in the Town and Gown of USC monthly newsletter.
- Due to Laurie Hunter Tiedemann taking on the daunting task of consolidating all the various scholar, donor, and financial aid files, obtaining the necessary information to give to the scholars, for them to write their thank you notes, has been delayed. The deadline for thank-you note submission has been extended to January 11, 2021. This, too, is a scholarship requirement. Town and Gown of USC Board members who are also donors were notified of this extension.
- Due to the fact that we have quite a few scholars enrolled at Keck, Carol and Ann will be attending the Keck School of Medicine of USC 15th Annual Scholarship Luncheon (Zoom) program on Thursday, December 3, 2020.

3rd VP/Fund Development Elle Feldman

Oral Report/YES

Submitted By: Elle Feldman

REPORT:

- Elle Feldman completed correspondence to all Fund 1 donors. The notes were a friendly "hello" and to make our donors aware that Town and Gown always appreciates their support.
- Elle completed a "Donors Corner" article on Christine Ofiesh for the October newsletter.
- Elle also sent Marcia Kreditor a letter about a donation that was made in memory of Alan Kreditor.
- Elle sent an email to committee members to summarize Fund Development activities thus far, and to see if the committee is in agreement about sending Holiday Greetings to our donors in the month of December rather than a November Holiday card.

Oral Report

- Elle reported that she has not yet completed her Bullet #4 above. She will discuss this with Hilary before moving forward.
- She has been in touch with Fund 1 donors with handwritten cards.
- She is hoping to feature more donors in the newsletter’s Donors Corner section

4th VP/Membership Kathie Johnson Virginia Naeve Oral Report/**YES**

Submitted By: Kathie Johnson and Virginia Naeve

REPORT:

- No additional report

Oral Report:

- They had a successful Membership Committee meeting in February. They were especially happy to welcome on their committee a new member, a mom from Florida

MOTION:

Upon recommendation of the Membership Committee, we, Kathie Johnson and Virginia Naeve, move to approve the following Candidates for Annual Membership: Rebecca Bodensteiner, Lynda Kyle, Michelle Silliman, and Christina Tusan.

Approved: 11.17.20

Attachments:

Membership Applications, November, 2020. Annual: Bodensteiner, Kyle, Silliman, Tusan

5th VP/Programs Patti Jamgotchian Colleen Stroyke Oral Report/**YES**

Submitted By: Patti Jamgotchian and Colleen Stroyke

REPORT:

- The second General Meeting of the year featured remarks by USC President Carol L. Folt, *USC Update*; and keynote speaker, Tracy Schandler Walder, Former CIA Officer and FBI Special Agent, *Life as a CIA Operative and Female Empowerment*. There were 380 people who registered for the Zoom meeting and about 300 who joined the call, with \$3,255 in raffle sales. The event was recorded and is available on the Town & Gown website.
- The December 1st Holiday Event will be live from GEARYS in Beverly Hills featuring a virtual look inside of GEARYS. The event will include the history and tour of this iconic store, a display of their holiday decorations, as well as expert advice on tabletop tips, what's trending, and how to make what you already own look unexpectedly new.
- Electronic invitations will be emailed on 11/9, 11/16, 11/23, 11/30. Please RSVP.
- In addition to receiving the Zoom link when someone RSVPs, a reminder Zoom link will be emailed the day before the event (instead of the morning of the event going forward).
- We are contacting the people who still receive postal mailed invitations to see if they will switch to electronic invitations.

Oral Report:

- Patti and Colleen invited Board and Past Presidents to participate on our future Zoom General Meetings by introducing themselves and describing their Board positions.
- Due to some technical challenges, more live presentations will be made on future Zoom meetings instead of prerecorded videos. Board members should let Patti and Colleen know if they would like to introduce special guests during a General Meeting. Available meetings are January, February, March, and May.
- December 1 Holiday Event. Hilary Crahan spoke to Tom Blumenthal, GEARYS President and CEO, and GEARYS can comfortably accommodate up to 12 Past Presidents and/or Board Members from Town and Gown of USC to be physically present during the T&GUSC December 1 Zoom event. It will be a fun and festive day as attendees watch the filming, help pull raffle ticket winners, and join us at their big table at the end and wave to the virtual audience. If interested, members should wear a holiday outfit with a face mask and be there by 12:15 p.m., or earlier if they want to participate in the Zoom pre-meeting social breakout rooms. Filming will begin at 12:45 p.m., and the event will end at around 1:45 p.m. At this time, two more people may join in-person. Email programsvp@townandgownofusc.org or pattisjam@aol.com to reserve a spot.
- Please RSVP for the December T&GUSC Holiday event. To date, we have 148 RSVPs and \$3,835 in raffle ticket sales.
- Patti and Colleen are updating and purging the list of 190 members who currently receive their T&GUSC General Meeting invitations via postal mail. There is no pressure to switch to electronic-only General Meeting invitations. Member-at-Large Jody Zuvich kindly helped by calling some of these members. The VPs shared what Jody put in an email to them after calling some of the members. “Calling these members,” she wrote, “made me realize just how lucky we are to have such loyal and incredible members. Their history and what they have accomplished in their lifetimes is inspirational. I am very happy that we are honoring Ruberta Weaver in such a special way.” The good news is that they have heard from 69 of the 190 members, and 50 have opted for email-only invitations.

Governance Chair

Beth Petak-Aaron

Oral Report/YES

Submitted By: Beth Petak-Aaron

REPORT:

- The committee met and has started the review of Annual Reports submitted by last year’s VP’s and Chairs.
- Per the request of Sally Edwards and Pat Whitman the Committee also reviewed ByLaws Article VIII, Section 6 (b) second sentence, which currently reads: "The CEO/President shall be the executive officer of the Corporation and shall be a Director, a member of the Executive Committee, and a member of all standing and ad hoc committees.”

- A revision was discussed and approved as follows: "The CEO/President shall be the executive officer of the Corporation and shall be a Director, a member of the Executive Committee, and a member of all standing and ad hoc committees except the Audit Committee and the Nominating Committee."
- This change/revision would align this section of the ByLaws with that of the Audit Committee and the Nominating Committee and their policies.

Oral Report:

- Two motions:

MOTION #1:

Upon recommendation of the Governance Committee, I, Beth Petak-Aaron, move to accept the change to By Laws Article VIII Section 6(b) as written and presented; it is rewritten as "The CEO/President shall be the executive officer of the Corporation and shall be a Director, a member of the Executive Committee, and a member of all standing and ad hoc committees *except the Audit Committee and the Nominating Committee.*" (Italics added to show amendment)

Approved: 11.17.20

MOTION #2:

I, Beth Petak-Aaron, Governance Chair, move the approval of a Town and Gown Honorary Membership for Dr. Katharine Harrington in appreciation for her support of The Town and Gown Scholarship Program while Dean of Admission and Financial Aid and then Vice President for Admission and Planning for USC, 2005-2019.

SECOND: Ann Palmer

Approved: 11.17.20

Nominating Chair

Chris Gregg

Oral Report/NO

Submitted By:

Chris Gregg

REPORT:

- The Nominating Committee wants to thank everyone for submitting their Call for Nominations Form. The Committee is in the process of reviewing the 51 nomination forms which were received for the seven elected Board Positions for 2021-2022. The Committee will present the slate of Officers and Directors for Board Approval at the January 26, 2021 Board Meeting.

Benefit Chair

Kathi Nicolard

Oral Report/YES

Submitted By:

Kathi Nicolard

REPORT:

- No report

Oral Report:

- Due to COVID-19 and the uncertainty regarding Los Angeles shutdowns, the April 13, 2021, Town and Gown of USC Benefit will be held virtually
 - This Zoom Benefit will include:
 - The Trojan Marching Band
 - Video presentation highlighting aspects of honoree Ruberta Weaver’s life and volunteerism
 - Ruberta will speak and attendees will toast Ruberta for the scholarship endowed in her name
 - Trojan Men will perform
 - Several fabulous raffles
 - Unfortunately, the fashion show will be cancelled, as even an online version would prove to be too costly
 - Ideas and suggestions are welcome
 - There is no limit to the number of attendees to a Zoom event (there would be an extra fee for specific increments of attendees beyond our current Zoom plan)
 - All Board Members are invited to a Benefit Brainstorming Zoom Meeting, on Monday, November 30. Hilary will send a Zoom invitation to the Board and Past Presidents
-

Hospitality Co-Chairs Edie Etmekjian Ayuko Siegel Oral Report/**YES**

Submitted By: Edie Etmekjian and Ayuko Siegel

REPORT:

- At the 11/3/20 General Meeting, 812 raffle tickets were sold and \$3,255 was collected.
- The prizes were: \$500 Amex gift card and 2 Timree coffee mugs
- Two breakout session of 12 minutes each were hosted prior to the speaker.

Oral Report:

- The Chairs wished a happy birthday to the Board’s only November birthday celebrant, Thelma Orr
 - They also asked whether we should sell the inventory of Timree items. They were given the “okay,” and so they will try more vigorously to sell the items. They will send photos and prices to Hilary to include in a special products newsletter coming soon. Roxy will design the newsletter and Kari will email it to the members
-

Communication Chair Joyce Fadil Oral Report/**NO**

Submitted By: Joyce Fadil

REPORT:

- Note cards sent to:
Edie Etmekjian (Husband in Hospital) Oct. 19, 2020
Debbie Gilmour (Daughter Passed) Oct. 19, 2020
Gayle Roski (passed) Sent to City/Ind. Oct. 26, 2020
Yvonne Bogdanovich (daughter surgery) Oct. 30, 2020
Tim Brunold (50th Birthday)
 - Social media:
Posted weekly to Facebook and Instagram
Instagram page: 10 new followers (1,138 as of October board report, 1,142 currently)
Facebook page: 15 new followers (930 as of October board report, 945 currently)
 - The Communications team would love it if everyone would please tag @townandgownofusc and #townandgownofusc in their celebration posts so that they can share your happy moments with all of T&G followers.
-

Physical Facilities Chairs D’Arcy McLeod/Marilou Hamill **Oral Report/NO**

Submitted By: Marilou Hamill and D’Arcy McLeod

REPORT:

- Physical Facilities Co-Chairs, D’Arcy McLeod and Marilou Hamill, want to thank the Board again for their support approving the funds for the audio visual equipment for USC Hospitality. When President Folt spoke at the November 3 General Meeting, it was nice to hear her thank us for our generosity in providing the equipment. The whole University will benefit from this purchase and we can use the money we save from our use of the equipment towards another worthy cause.
-

Audit Chair Carol Kroesche **Oral Report/NO**

Submitted By: Carol Kroesche

REPORT:

- No activity to report since the last meeting/report
-

Parliamentarian Helaine Lopes **Oral Report/NO**

Submitted By: Helaine Lopes

REPORT:

- As a reminder, listed below is sample language used in the two different types of motions used in Board Meetings and in the Consent Agenda. Board Members should use this language when submitting motions with their Board Reports.

- **Two types of Motions (Sample Language)**

Motion Coming From Committee: *Upon the recommendation of the Finance Committee, I, Kathleen Campos, move to approve the financial reports for 5/31/2020.*

(Reminder: motions from Committee do NOT need a second)

Independent Motion Coming From the Floor: *I, Sandra Johnston, move to approve the Board Meeting Minutes from May 28, 2020, and the Consent Agenda for June 30, 2020, as distributed.*

Second: Chris Gregg

(Reminder: motions not coming from Committee DO need a second)

Members-at-Large Denise Magro/Janyce Teasley/Jody Zuvich Oral Report/NO

Submitted By: Denise Magro/Janyce Teasley/Jody Zuvich

REPORT:

- No activity to report since the last meeting/report.
-

Guest Speaker

Dr. Steven Siegel, Professor and Chair, Psychiatry and the Behavioral Sciences, of the Keck School of Medicine of USC

Ayuko Siegel introduced today's guest speaker, her husband, Dr. Steven Siegel. He moved to Los Angeles from Philadelphia five years ago after accepting his current position at Keck. Besides his responsibilities at USC, Ayuko confirmed, to the delight of the Board, that he is a wonderful husband and awesome father, and he is very handy around the house. Though he might like to talk about that, today he would be focusing on his work in the mental health area, so important in this time of COVID.

Dr. Siegel spoke about the changes occurring at the USC Department of Psychiatry and Behavioral Sciences since 2016:

- *Growth in Faculty*, with an additional 50 members last year alone, with projected continued growth. The search for faculty remains to obtain the best personnel possible,

while also considering a matrix to increase diversity and inclusivity by adding women, persons of color, and underrepresented minorities

- *Student Mental Health*, building from a counseling center into a premier mental health center for students, with substantial growth in counselors and outpatient services projected in the next six months
- *Research Capability*, increase in recruiting researchers and rebuilding infrastructure
- *Quality Improvement*, improving accountability and quality at both the LA County-USC facility and at Keck, with more outpatient and other services
- *Education*, dramatically transforming its residency and fellowships into a Top 20 program in the United States

He also spoke of the Care for the Caregiver Program at Keck, a program named the L.A. Business Journal's Program of the Year. What began as an Emotional Well-Being Program has evolved in the last year to include helping the caregiver with housing, food, child care, and legal support. It has been a free program since the beginning of the COVID pandemic.

The department has an intentional, proactive focus every year that it could do as no other department could. In 2021, the focus will be on Student Wellbeing, particularly as it relates to Mental Health. He reviewed the national 20-year evolution of what "Student Health" has provided, based on the needs of students. Because of changing needs, Student Health has evolved from being counseling centers into being mental health systems. Colleges nationwide are working to provide resources for their students' mental health, though many students are sent into the community to find the help.

He described Past, Present, and Potential of USC Student Mental Health Services.

- *Past (pre-2017)*: Counseling Center, not integrated with medical school, dealt with problems and crises, not with major mental health diagnoses, minimal clinical care, 60% referrals to community resources, understaffed
- *Present I (2017-2019)*: The medical school took over this area, incorporating it into the Department of Psychiatry, Student Counseling & Mental Health. This change brought new administrative structure, new clinical oversight, new policies and procedures, new approach to activity (more priority to needs of students than of staff), expanded staffing, increased ratio of therapist to student, reduced referral rate to 40%, varied backgrounds (non-student health) of staff, specialized programs (eating disorders, behavioral health), practices that were carried-forward (initial phone screens) but were abolished in 2020, and empowering positive change brought on by the new university administration (President, Provost, and Student Affairs)
- *Present II (changes from Spring 2020)*: Short-term Interventions — improved first contact (change from phone screens to in-person intakes), extended hours, extended days, expanded locations. Long-term Strategies — extend hours permanently, extend locations, expand staffing (therapists and psychiatrists), recognized need for substance use disorders strategy (including prevention & education and enforcement in high-risk communities (e.g., Greeks)), develop partnerships with outside providers (for long-term substance use

disorders). Related to the high-risk communities, particularly the Greeks, his chart compared the use by Non-Greeks vs. Greeks of drugs ranging from marijuana to “other drugs without a prescription,” in the last 30 days. The Greeks showed a higher use of all drugs, some dramatically. This was a national survey conducted by an outside company. The Department of Psychiatry Student Practice has recently developed a new Psychiatry & Behavioral Health Services (PBHS), now on the fifth floor of the Engemann Health Clinic. It is a state-of-the-art, outpatient clinic, solely dedicated to students. He offered to arrange tours for anyone interested. It opened in November 2019 with six clinicians, and currently is staffed with 19, with 9 more to be added. It addresses major gaps in mental health care available to students, and accepts a variety insurance plans. The original scope was to offer treatment to one-half of the students needing ongoing care; the resultant need is much more than half. The department sees a need to provide in-patient care (hospitalization, detox, rehab).

- *Potential (2021)*: The Department’s “Rally Cry” — Timely Access for All Communities with an Emphasis on High-Risk Students. Its goals:
 - Enhance Operational Quality. Faster intake, reduce loss of students to follow-up, reduce time to follow-up and referral
 - Develop New Models of Care. Develop High-Risk Student Team, intensive treatment, trauma-informed models that can help to meet students where they are
 - Enhance Targeted Outreach. Learning about the best screening tools, ensuring all populations have access to meet their needs
- Dr. Siegel’s plan for the department is not just to build a *bigger* system to help students, but a *better* system. This is accomplished in part by moving student health from a counseling center into a large, academic department that focuses on providing better care from the initial contact through successful treatment.

His presentation was followed by Q&A that addressed the stress students face today with academic rigor and competition, and with fear, particularly in the pandemic.

He invited the Board to contact him with questions or for more information: siegels@usc.edu, or Dr. Broderick Leaks, Clinician Education and Director of Student Counseling and Mental Health, Vice Chair of Student Mental Health, at bleaks@usc.edu. Students may also access their MySHR (My Student Health Record) portal for personalized service.

Adjournment

Hilary called for a motion to adjourn the meeting.

MOTION: I, Sally Edwards, move to adjourn the meeting.

Second: Carol Kroesche

Approved: 11.17.20

D'Arcy wished a happy birthday to the December celebrants: Alli Solum, Virginia Naeve, Elle Feldman, and Carol Kroesche.

Hilary adjourned the meeting at 11:37 a.m.

ATTACHMENTS:

- **CARES Letter from Margie Dolinski, October 26, 2020**
 - **Consent Agenda Cover Page for November 17, 2020**
 - **Consent Agenda for November 17, 2020**
 - **October 27, 2020 Board Meeting Minutes**
 - **November 3, 2020, General Meeting Minutes**
 - **Town and Gown of USC Financials 10.31.2020**
 - **Clifford Swan 11.04.20 Portfolio Report, Funds A-E**
 - **Membership Applications, November 2020**
-

Attendees (*Past Presidents*):

Kathleen Campos
Hilary Crahan
Sally Edwards
Edie Etmekjian
Elle Feldman
Carol Fox
Linda Givvin
Carol Greenhalgh
Chris Gregg
Mary Hall
Marilou Hamill
Patti Jamgotchian
Kathie Johnson

Patti Johnson
Marilyn Kezirian
Carol Kroesche
Becky LaForge
Helaine Lopes
Denise Magro
D'Arcy McLeod
Carol Mollett
Virginia Naeve
Kathi Nicolard
Barbara Orechoff
Ann Palmer
Beth Petak-Aaron

Sara Pfirrmann
Ayuko Siegel
Alli Solum
Colleen Stroyke
Bonnie Suffridge
Linda Swick
Janyce Teasley
Laurie Hunter Tiedemann
Pat Whitman
Deborah Wong
Carol Wright
Jody Zuvich

**Respectfully submitted,
Patti Johnson
Secretary, Town and Gown of USC**