

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 9:15 a.m., Wednesday, January 24, 2001
Glenn S. Dumke Conference Center

Ali C. Razi, Chair
Shailesh J. Mehta, Vice Chair
Roberta Achtenberg
Martha C. Fallgatter
Debra S. Farar
Dee Dee Myers
Frederick W. Pierce, IV
Anthony M. Vitti

Consent Items

Approval of Minutes of Meeting of November 9, 2000

Discussion Items

1. 1999/2000 Annual Report on External Support, *Information*
2. 1999/2000 Special Revenue Report, *Information*
3. 1999/2000 Voluntary Support Raised by the California State University Campuses, *Action*
4. Naming of Facility, California State University, Stanislaus, *Action*
5. Naming of Facility, California State University, San Bernardino, *Action*
6. Naming of Academic Program, California Polytechnic State University, San Luis Obispo, *Action*
7. Naming of Facility, California State University, San Luis Obispo, *Action*
8. University Advancement, *Information*

**MINUTES OF MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of The California State University
Office of the Chancellor
Glenn S. Dumke Conference Center
401 Golden Shore
Long Beach, California**

November 9, 2000

Members Present

Ali C. Razi, Chair
Shailesh J. Mehta, Vice Chair
Roberta Achtenberg
Martha C. Fallgatter
Debra S. Farar
Laurence K. Gould, Jr., Chair of Board, ex officio
Frederick W. Pierce IV
Charles B. Reed, Chancellor, ex officio

Members Absent

Dee Dee Myers
Anthony M. Vitti

Other Trustees Present

William D. Campbell
Murray L. Galinson
Harold Goldwhite
William Hauck
Neel I. Murarka
Ralph R. Pesqueira
Stanley T. Wang

Chancellor's Office Staff

Richard P. West, Executive Vice Chancellor & Chief Financial Officer
David S. Spence, Executive Vice Chancellor & Chief Academic Officer
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Call to Order

Chair Razi called the meeting to order at 8:57 a.m.

Approval of Minutes

The September 20, 2000 minutes were approved as a consent item.

Naming of Facility—California Polytechnic State University, San Luis Obispo

Chair Razi presented the resolution to name the softball field at California Polytechnic State University, San Luis Obispo, the Bob Janssen Field in honor of Robert Janssen who was active in the community, in particular, in youth sports. In recognition of his efforts in the community, the Robert Janssen Foundation contributed \$250,000 for the softball field project in order to support the University's softball team.

The Committee recommended approval by the Board of Trustees of the proposed resolution. (UFP 11-04-00)

University Advancement

Vice Chancellor Patiño provided an update on the Biannual University Advancement Academy Conference held October 16-17, 2000, and the Alumni Leadership Institute held October 15, 2000. He noted over 450 persons attended this year's conference; in comparison, the first conference had 150 attendees.

"Building a CSU Legacy" was the theme of the Advancement Academy Conference, the intent of which was to reinforce the importance of the role external support plays in maintaining the margin of excellence. Vice Chancellor Patiño stated most presenters were from within the CSU comprised of Trustees, Presidents, Vice Presidents for Advancement, faculty, alumni and professional staff. Another point of interest was a pre-session dedicated to the Bautzer Faculty University Advancement Awards.

The purpose of the Bautzer Faculty University Advancement Awards is to engage faculty in advancement and to prepare faculty in becoming ambassadors for the university. Vice Chancellor Patiño thanked Trustees Gould and Pierce and Academic Senate Chair Jacqueline Kegley for speaking at the pre-session.

Vice Chancellor Patiño commented the inaugural Alumni Leadership Institute was held October 15, 2000. The purpose of the Institute was to provide professional development for alumni professionals and volunteers. Attendees included Alumni Association presidents, presidents-elect, alumni directors, and key alumni leadership.

Vice Chancellor Patiño referred the Board to the distributed brochure "Pride in Belonging" that continues to reinforce the many exciting activities occurring in our universities.

Trustee Fallgatter commented that there has been incredible progress in the past seven years since the implementation of the University Advancement division. Chancellor Reed commented that the Board will be pleased with the major gifts that are to be announced at the January meeting. Trustee Pierce congratulated Vice Chancellor Patiño on the Advancement Academy Conference and encouraged other Trustees to attend in order to experience the energy and momentum that is generated over building private support.

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Adjournment

The meeting was adjourned at 9:10 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1999/2000 Annual Report on External Support

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

The 1999/2000 Annual Report on External Support raised by the 23-campus California State University system is composed of voluntary support and special revenue. Total external support raised by the 23 CSU universities during the 1999/2000 fiscal-year totaled \$881,601,808. The annual report will be distributed at the Board meeting.

Background

The information represented in the 1999/2000 Annual Report on External Support outlines the CSU campuses' achievements in their advancement efforts. The annual report represents external support received from July 1, 1999 to June 30, 2000. The CSU universities' success was made possible by the leadership of CSU Trustees, the CSU Chancellor, and university presidents; the hard work of CSU chief advancement officers, grants and contracts staff; and the widespread dedication of CSU faculty, staff and students.

Voluntary Support

The voluntary support data included in the Annual Report on External Support is compiled through a survey instrument developed and used by the Council for Aid to Education (CAE) based on reporting standards developed by the Council for Advancement and Support of Education (CASE). Sources contributing to this year's voluntary support total of \$251,502,716 are gifts from alumni, parents, individuals (non-alumni), corporations, foundations and other organizations. Annual voluntary support to the CSU has grown dramatically over the past seven years. Since the inception of the Division of University Advancement in 1993/94, CSU universities have raised \$1,331,492,842 in voluntary support.

Special Revenue

The special revenue data includes sponsorships, bequest expectancies and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers. This year, campuses raised a total of \$630,099,092 in special revenue. This information provides a more complete picture of the campuses' efforts in securing resources in addition to voluntary

support from individuals and organizations. This information is of particular importance to faculty, staff and students because, combined with voluntary support dollars, this revenue provides the margin of excellence in the education the CSU provides students. In 1994/95, data on special revenue raised was first collected and reported. Since then, the CSU universities have raised \$3,043,212,744 in special revenue.

Combined Summary

Total external support raised by the 23 CSU universities during the 1999/2000 fiscal-year totaled \$881,601,808. Total external support raised since 1993/94 is \$4,374,705,586. It reflects the growing capability of the CSU universities to generate external resources and the continued confidence of the university's alumni and friends in the quality of its programs and the importance of its mission.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1999/2000 Special Revenue Report

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

The Special Revenue Report reflects the campuses' efforts in securing external resources in addition to voluntary support. This information is of particular importance to faculty and students because, combined with voluntary support dollars, this revenue provides the margin of excellence in the education the CSU provides students.

Background

Special revenue raised by the 23-campus California State University system includes sponsorships, bequest expectancies and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers. This year, a total of \$630,099,092 was raised in special revenue. Data in 1994/95 on special revenue raised was first collected and reported. Since then, the CSU universities have raised a total \$3,043,212,744 in special revenue.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1999/2000 Voluntary Support Raised by the California State University Campuses

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item presents a summary of gifts received by the 23-campus California State University system.

Background

Section 89720 of the Education Code requires that an annual gift report be submitted to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the Department of Finance. The report lists sources and uses of gifts in categories as established by the National Association of College and University Business Officers (NACUBO) and the Council for Advancement and Support of Education (CASE).

The voluntary support data presented is compiled through a survey instrument developed and used by the Council for Aid to Education (CAE) based on reporting standards developed by the Council for Advancement and Support of Education. Sources contributing to this year's total of \$251,502,716 are gifts from alumni, parents, individuals (non-alumni), corporations, foundations and other organizations. Of the \$251,502,716 reported for total voluntary support, 12 percent was contributed by alumni; 33 percent from individuals (non-alumni); 23 percent from foundations; 26 percent from corporations; and 6 percent from other organizations.

Cumulatively, since the inception of the Division of University Advancement in 1993/94, CSU universities have raised \$1,331,492,842 in voluntary support.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Board adopts the 1999/2000 Annual Report of Voluntary Support for the California State University as contained in Agenda Item 3 of the January 23-24, 2001 meeting of the Trustees' Committee on Institutional Advancement, for submission, as required by law, to the California Postsecondary Education Commission, the

California Joint Legislative Budget Committee, and the California Department of Finance.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility – California State University, Stanislaus

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the future faculty development center at California State University, Stanislaus the John Stuart Rogers Faculty Development Center.

Background

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy. This proposal meets the criteria and other conditions specified in the policy.

California State University, Stanislaus requests approval by the Board of Trustees of the California State University to name its future faculty development center the John Stuart Rogers Faculty Development Center.

The naming of this facility is in honor of John Stuart Rogers. Mr. Rogers, President of the Mary Stuart Rogers Foundation, a businessman and philanthropist, has donated significant gifts to several CSU campuses. His record of giving at CSU Stanislaus includes gifts totaling more than \$5.6 million dollars over the last ten years. In 1998, a \$4 million gift from the Mary Stuart Foundation to the University's first-ever capital campaign resulted in the naming of the Educational Services Building the Mary Stuart Rogers Educational Services Gateway Building. Since 1998, Mr. Rogers has made a series of gifts to the University totaling \$1.2 million, along with the commitment of ongoing support for Rogers Scholars at a minimum of \$250,000 annually.

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Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the faculty development center at California State University, Stanislaus be named the John Stuart Rogers Faculty Development Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility – California State University, San Bernardino

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the second permanent building at the California State University, San Bernardino Coachella Valley Off-Campus Center the Indian Wells Center for Educational Excellence.

Background

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy. This proposal meets the criteria and other conditions specified in the policy.

California State University, San Bernardino requests approval by the Board of Trustees of the California State University to name the second permanent building at the California State University, San Bernardino Coachella Valley Off-Campus Center the Indian Wells Center for Educational Excellence.

The naming of this facility is in honor of the City of Indian Wells, which has contributed a gift of \$5 million toward the overall cost of \$9 million to build the second permanent building at the off-campus center in Palm Desert.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the second permanent building at the California State University, San Bernardino Coachella Valley Off-Campus Center be named the Indian Wells Center for Educational Excellence.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Academic Program – California Polytechnic State University, San Luis Obispo

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the College of Business at California Polytechnic State University, San Luis Obispo, the Orfalea College of Business.

Background

The Board of Trustees adopted a policy on the naming of colleges, schools, and academic units in July 1999, which states that a proposed name must honor an individual or an organization. This proposal meets the criteria and other conditions specified in the policy.

California Polytechnic State University, San Luis Obispo requests approval by the Board of Trustees of the California State University to name its College of Business the Orfalea College of Business, in honor of Al and Virginia Orfalea, parents of the donor, Paul J. Orfalea, Founder and Chairperson Emeritus, Kinko's, Inc.

The naming of this academic program is in honor of the Orfalea family, based on Paul Orfalea's gift of \$15 million. This is the largest gift of securities or cash in the University's history. The contribution will establish the Orfalea Family Endowment for Excellence, with a focus on entrepreneurship, globalization, and technology through scholarships, faculty development, and program investments. The contribution also includes a \$5 million challenge gift for five faculty chair positions, designed to leverage an additional \$5 million in private support during Cal Poly's Centennial Campaign. Mr. Orfalea opened a small photocopy business in Santa Barbara in 1970, which grew into Kinko's, the world's leading business services chain with more than 1,100 branches. Much of the company's success is attributed to Mr. Orfalea's business philosophy of encouraging creativity among co-workers and insisting that customers be treated with the highest level of care. Naming the College of Business in honor of Mr. Orfalea's parents commemorates the spirit of entrepreneurship and determination that they instilled in him.

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Recommended Action

The following resolution is recommended:

RESOLVED, By the Board of Trustees of the California State University, that the College of Business at California Polytechnic State University, San Luis Obispo be named the Orfalea College of Business.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility – California Polytechnic State University, San Luis Obispo

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the children's center at California Polytechnic State University, San Luis Obispo, the Orfalea Family & ASI Children's Center.

Background

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy. This proposal meets the criteria and other conditions specified in the policy.

California Polytechnic State University, San Luis Obispo requests approval of the Board of Trustees of the California State University to name its children's center the Orfalea Family & ASI Children's Center.

The naming of this facility is in honor of the Paul J. Orfalea (Founder and Chairperson Emeritus, Kinko's, Inc.) family. Mr. Orfalea made a \$1 million gift to the children's center. Reflecting Mr. Orfalea's heartfelt support of accessible childcare services for students, faculty and staff, his contribution will expand the parent education program, assist with operational expenses, and create an endowment to ensure continued provision of quality childcare at an affordable rate for the campus community. Mr. Orfalea opened a small photocopy business in Santa Barbara in 1970, which grew into the world's leading business services chain with more than 1,100 Kinko's branches. Naming the facility in honor of the Orfalea family recognizes Mr. Orfalea's passionate commitment to affordable child and infant care. Because the ASI Children's Center was constructed primarily through student fees and because ongoing ASI support covers one-third of the Center's current operating budget, the requested name will continue to also recognize the contributions of Associated Students, Incorporated.

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Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the ASI Children's Center at California Polytechnic State University, San Luis Obispo be named the Orfalea Family & ASI Children's Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

An update on advancement activities from the Division of University Advancement will be presented including CASE award recipients.

Background

Recognition of CSU CASE Award Winners

The Council for the Advancement and Support of Education (CASE) District VII, an organization that fosters excellence in the profession of advancement within education, presents annual awards to those projects that represent the best in the field. This year, 58 awards of excellence and distinction were given; California State University campuses received 23 of these awards. A list of award winners is presented as an attachment to this item.

In addition, for the second year in a row, CASE District VII has chosen a CSU president as its CEO of the Year, naming CSU Long Beach President Robert Maxson to this honor. Last year, CSU Fresno President John Welty was the inaugurating winner of this new award.

CASE District VII Award Winners

Campus	Category	Award	Project Title
Dominguez Hills	Internal Audience Periodical: Tabloids	Distinction	Inside Dominguez Hills
Dominguez Hills	Special Institutional Projects	Distinction	40 th Anniversary
Fullerton	Books, Booklets, Pamphlets, Flyers, Folders	Excellence	Celebrating Excellence
Fullerton	Other Print Materials	Excellence	2000 Titan Calendar
Fullerton	Special Events	Excellence	40 th Anniversary Celebration
Hayward	Community Relations	Excellence	Hayward Ambassadors Program
Long Beach	Internal Audience Publications	Excellence	Inside CSULB
Los Angeles	Identity Programs and Logos	Distinction	Cal State LA Street Banners
Northridge	Internal Audience Publications: Tabloids	Excellence	At CSUN
Northridge	Magazines	Distinction	Northridge Magazine
Northridge	Excellence in News Writing	Distinction	News Writing
Pomona	Magazines	Excellence	Poly Trends Magazine
Pomona	External Audience Newsletters	Excellence	Polyfriends
Pomona	Volunteer Programs	Excellence	Alumni In-Reach Program
Pomona	Tabloids	Distinction	Panorama
Pomona	Special Institutional Projects	Distinction	Founders Day Poster
San Francisco	Special Institutional Projects	Excellence	Centennial Magazine Outreach Project
San Francisco	Excellence in News Writing	Excellence	Research, Medicine and Science Writing
San Luis Obispo	Best Low-Budget Project/Program/ Event	Excellence	Alumni Fly-in
San Luis Obispo	Annual Reports	Distinction	Cal Poly Foundation Annual Report
San Luis Obispo	Photography	Distinction	Annual Report Photography

San Luis Obispo

Annual Giving
Programs or
Solicitation

Distinction

Cal Poly Fund
Alumni Giving

San Marcos

Government Relations

Distinction

Ambassadors for
Higher Education