

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:30 p.m., Tuesday, May 14, 2002
Glenn S. Dumke Auditorium

Frederick W. Pierce IV, Chair
Shailesh J. Mehta, Vice Chair
Martha C. Fallgatter
Debra S. Farar
Harold Goldwhite
Dee Dee Myers
Kyriakos Tsakopoulos
Anthony M. Vitti

Consent Item

Approval of Minutes

Discussion Item

1. Recognition of Donors to California State University Stanislaus, *Action*
2. University Advancement Update, *Information*

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

**Trustees of The California State University
California State University, Sacramento
University Union Ballroom
6000 J Street
Sacramento, California**

March 12, 2002

Members Present

Frederick W. Pierce, IV, Chair
Shailesh J. Mehta, Vice Chair
Martha C. Fallgatter
Debra S. Farar
Harold Goldwhite
Laurence K. Gould, Jr., Chair of the Board
Charles B. Reed, Chancellor
Kyriakos Tsakopoulos

Members Absent

Dee Dee Myers
Anthony M. Vitti

Other Trustees Present

Roberta Achtenberg
Daniel Cartwright
Robert Foster
Murray L. Galinson
William Hauck
Ralph R. Pesqueira
Erene S. Thomas
Stanley T. Wang

Chancellor's Office Staff

Richard P. West, Executive Vice Chancellor and Chief Financial Officer
David Spence, Executive Vice Chancellor and Chief Academic Officer
Jackie McClain, Vice Chancellor, Human Resources
Christine Helwick, General Counsel
Freda Hinsche Otto, Assistant Vice Chancellor, University Advancement, for Louis Caldera

Call to Order

Chair Pierce called the meeting to order at 3:15 p.m.

Inst. Adv.

Approval of Minutes

The January 29, 2002, minutes were approved as a consent item.

Naming of Facility – California State University, Fresno

Assistant Vice Chancellor Freda Hinsche Otto presented the first resolution to name the clock tower and grand foyer of the Save Mart Center at California State University, Fresno the Larry A. Shehadey Tower in honor of long-time supporter, Larry A. Shehadey.

Mr. Shehadey has been a strong supporter of projects in the central valley and the City of Fresno for many years, and has committed \$3 million to the cost of construction of the Save Mart Center, the largest contribution to this project by an individual. Assistant Vice Chancellor Otto asked President Welty to comment on this naming.

President Welty stated that Larry A. Shehadey, Chair of Producers Dairy, has been an outstanding member of the Fresno and the central valley communities. President Welty is pleased to recognize his generous gift to the Save Mart Center and endorsed the naming the clock tower (the tallest structure on California State University, Fresno) and grand foyer after Mr. Shehadey.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 03-02-02)

Naming of Facility – California State University, San Marcos

Assistant Vice Chancellor Otto presented the second resolution to name the field house/university student union at California State University, San Marcos the M. Gordon Clarke Field House/University Student Union in honor of the late M. Gordon Clarke.

In 1998 Mrs. Clarke donated \$1.2 million toward the construction of a field house in honor of her late husband. This project was combined with an ongoing student effort to construct a student union resulting in the field house/student union to be named for Mr. Clarke. Assistant Vice Chancellor Otto asked President Gonzalez to comment on this naming.

President Gonzalez stated that CSU San Marcos is in the beginning stages of providing recreational facilities for their students and that Mrs. Clarke's generosity has enabled the campus to realize this objective much sooner than anticipated. Also, as a result of the combination of Mrs. Clarke's support and the backing of the students, CSU San Marcos was eligible to receive a Kresge Foundation Grant to assist in the construction of the field house/university student union. President Gonzalez encouraged the Board to pass this naming resolution.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 03-02-03)

University Advancement

Chair Pierce asked Assistant Vice Chancellor Otto to present a preview of the report on expenditures for advancement programs.

Assistant Vice Chancellor Otto began her presentation by stating the goals of the expenditure report entitled “Advancement Programs—CSU’s Best Investment” as: 1) to measure the cost effectiveness of our advancement programs, 2) to compare CSU results against national data, and 3) to look at resource allocation within advancement programs to manage them in the most cost-effective way.

She explained that data for the study was gathered from auxiliary foundations, alumni associations, athletic departments and colleges in an effort to reflect the total investment in advancement. Assistant Vice Chancellor Otto cautioned that certain factors might cause costs to be higher or lower in any one particular year. An average of data from a three-year period will present a more accurate view of expenditures.

Notable among the findings from the expenditures report is that CSU’s cost to raise a dollar is competitive with national averages (\$0.16); CSU invests less than half the national average in advancement programs; and CSU achieves a consistently high rate of return on funds spent for advancement, matching national norms. Assistant Vice Chancellor Otto concluded her presentation by pointing out that fund raising provides a growing source of revenue for the CSU. The investment made in advancement programs to date has returned significant gains. Based on study results, it can be projected that an increased investment in both campus and system-based advancement programs would return substantially greater gains in private and voluntary support.

Chair Pierce thanked Assistant Vice Chancellor Otto for her presentation.

Adjournment

The meeting was adjourned at 3:35 p.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Recognition of Donors to California State University, Stanislaus

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider a resolution of commendation for the Mary Stuart Rogers Foundation and John and June Rogers for their support of California State University, Stanislaus.

Background

California State University, Stanislaus requests approval of the Board of Trustees of the California State University to bestow a resolution of commendation on the Mary Stuart Rogers Foundation and John and June Rogers for their support of California State University, Stanislaus.

The Mary Stuart Rogers Foundation has been a long-time supporter of CSU Stanislaus with gifts totaling \$9.8 million. Most recently the Rogers Foundation has endowed a scholarship program of \$3.5 million for scholarships and program support.

John Rogers is President of the Mary Stuart Rogers Foundation and is the son of the late founder, Mary Stuart Rogers. Mr. Rogers is also President and CEO of Sky Trek Aviation, headquartered in Modesto.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that this Board commends and thanks the Mary Stuart Rogers Foundation and John and June Rogers for their support of California State University, Stanislaus.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement Update

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

An update of advancement activities will be presented.