

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 9:00 a.m., Wednesday, November 14, 2001
Glenn S. Dumke Conference Center

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

Consent Item

Approval of Minutes of Meeting of July 11, 2001

Discussion Item

1. 2001/2002 University Advancement Campus Plans, *Information*
2. University Advancement, *Information*
3. Approval of Naming of Facilities, California State University, San Bernardino, *Action*
4. Approval of Naming of Facilities, California State University, Bakersfield, *Action*

**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**

July 11, 2001

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

William D. Campbell
Daniel N. Cartwright
William Hauck
Ralph R. Pesqueira
Stanley T. Wang

Chancellor's Office Staff

Jackie McClain, Vice Chancellor, Human Resources
Louis Caldera, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Call to Order

Chair Pierce called the meeting to order at 8:41 a.m.

Approval of Minutes

The May 15, 2001 minutes were approved as a consent item.

Naming of Academic Program – California State University, Long Beach

Chair Pierce presented the resolution to name the Italian Studies program at California State University, Long Beach, the George L. Graziadio Center for Italian Studies. He noted that Mr. Graziadio presented CSU Long Beach with a gift of \$500,000 to support the university's Italian Studies program. This academic naming honors George L. Graziadio, who along with his family has been a long-time supporter of the university. Chair Pierce asked President Robert C. Maxson to comment on this naming.

President Maxson stated that George L. Graziadio's support of CSU Long Beach has been in the form of an endowed chair in Italian Studies and most recently in the form of a \$500,000 matching gift for the Center. The university plans to strengthen the area of foreign language studies, and Mr. Graziadio's support has played a key role. President Maxson recommended the Board approve the naming.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 07-01-09)

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

Chair Pierce presented the resolution to name Building 20A at California Polytechnic State University, San Luis Obispo, the Bert and Candace Forbes Center for Engineering Excellence. He noted this facility naming will honor Bert and Candace Forbes, who made a \$3 million gift to the College of Engineering. The Forbes launched Ziatech Corporation, an applied computing solutions supplier and manufacturer in San Luis Obispo. They credit Ziatech's success to a pioneering spirit that fosters innovation and to "top-notch" employees, hundreds of whom have been Cal Poly engineering and computer science graduates. Chair Pierce asked President Warren Baker to comment on this naming.

President Baker commented that this naming is a well-deserved recognition of Bert and Candace Forbes who have been long-standing supporters of the university. Bert Forbes currently chairs the foundation for the Performing Arts Center and has made a personal gift of \$1 million to the Center. In addition, he is an active member of the Advisory Board in the College of Engineering. Although Mr. Forbes is not an alumnus of Cal Poly, he has been working with the university for many years to further develop the Engineering College. This \$3 million gift will enable the university to launch new programs in software engineering and computer science. President Baker recommended naming Building 20A after Bert and Candace Forbes to honor their continued support of Cal Poly San Luis Obispo.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 07-01-10)

University Advancement

Chair Pierce welcomed recently appointed Vice Chancellor Louis Caldera and asked him to report on University Advancement activities. Vice Chancellor Caldera commented on the

further development of the systemwide communications plan for the CSU. He outlined the plan's goals. The first phase is a research phase in which Goddard Claussen Porter Novelli, the organization responsible for the implementation of this plan, met with the representatives from the 23 campuses to better understand each campus and the system as a whole. Key constituent groups within the CSU have been provided input on preliminary ideas for systemwide messages, which will be helpful in redefining and shaping the messages. In the coming weeks, some of the final concepts will be tested with focus groups of legislators, opinion-leaders, media and our internal audiences prior to moving into a formal launch of the plan. Vice Chancellor Caldera will keep the Board informed of the plan's progress.

Adjournment

The meeting was adjourned at 8:47 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

2001/2002 University Advancement Campus Plans

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

University Advancement Campus Plans will be presented in response to the Board's request for each campus to provide annual reports and planned activities that enhance University Advancement activities on each campus. This report includes activities for fund raising, public affairs, alumni relations and communications.

Background

In the 2001/2002 University Advancement Campus Plans, each campus presents information on the achievements of the previous year, enumerates goals for the upcoming year and outlines plans for achieving those outcomes.

In the past, the campuses have found the preparation of their plans helpful in focusing on goals and outcomes of their university advancement programs. The plans outline the university advancement efforts on each campus in the system.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

An update on CSU University Advancement activities will be presented.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facilities—California State University, San Bernardino

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

1. California State University, San Bernardino, Palm Desert Campus— Naming of the Student Union and Bookstore

Summary

This item will consider naming the Student Union and Bookstore at the California State University, San Bernardino, Palm Desert Campus.

Background

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name the Student Union and Bookstore at the CSU San Bernardino, Palm Desert Campus the Rancho Mirage Student Center.

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 request fulfills the requirement of the CSU policy in that a significant gift is involved in the naming of a facility.

The naming of the Student Union and Bookstore will honor in perpetuity the City of Rancho Mirage, which has contributed a gift of \$1 million toward the overall cost to construct three buildings at the CSU San Bernardino, Palm Desert Campus.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University that the Student Union and Bookstore at the California State University, San Bernardino, Palm Desert Campus be designated the Rancho Mirage Student Center.

**2. California State University, San Bernardino, Palm Desert Campus—
Naming of the Wing of the Second Permanent Building**

Summary

This item will consider naming a wing of the second permanent building at the California State University, San Bernardino, Palm Desert Campus.

Background

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name a wing of the second permanent building of the CSU San Bernardino, Palm Desert Campus the Annenberg Wing for Education.

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 request fulfills the requirement of the CSU policy in that a significant gift is involved in the naming of a facility.

The naming of a wing of the second permanent building honors in perpetuity the generosity of the Annenberg Foundation. The Annenberg Foundation contributed a gift of \$3 million toward the overall cost of \$9 million to build the second permanent building of the CSU San Bernardino, Palm Desert Campus. The Annenbergs have a longstanding interest in education and have contributed significantly to the CSU in the past.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University that a wing of the second permanent building at the California State University, San Bernardino, Palm Desert Campus be designated the Annenberg Wing for Education.

**3. California State University, San Bernardino, Palm Desert Campus—
Naming of the Garden Area of the Second Permanent Building**

Summary

This item will consider naming the garden area of the second permanent building at the California State University, San Bernardino, Palm Desert Campus.

Background

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name a garden area at the second permanent building of the CSU San Bernardino, Palm Desert Campus the Betty Barker Sculpture Garden.

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 request fulfills the requirement of the CSU policy in that a significant gift is involved in the naming of a facility.

At the request of the donor, the H.N. and Frances Berger Foundation, the naming of the garden area will honor Betty Barker, a life-long supporter in the field of education, and a major fundraiser and contributor. The Foundation has contributed a gift of \$1 million toward the overall cost of \$9 million to build the second permanent building. The H.N. and Frances C. Berger Foundation was established in 1961 by Nor and Frances Berger to provide people with the opportunity to improve their own situations. The Foundation, located in Palm Desert, California, supports a variety of civic, educational and community projects, with the majority of grants related to programs in Southern California. The Berger Foundation has made significant gifts to CSU San Bernardino in the past, including a \$4.5 million gift to the Coachella Valley Campus Capital Campaign in July 2000. This contribution represented the largest one-time gift ever made by the Berger Foundation.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University that a garden area at the second permanent building of the California State University, San Bernardino, Palm Desert Campus be designated the Betty Barker Sculpture Garden.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility--California State University, Bakersfield

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider the naming of the Leadership Development Center at California State University, Bakersfield the Rayburn S. Dezember Leadership Development Center.

Background

California State University, Bakersfield requests approval of the Board of Trustees of the California State University to name the Leadership Development Center at California State University, Bakersfield the Rayburn S. Dezember Leadership Development Center. This facility is currently under construction and is financed entirely from private funds.

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 request fulfills the requirement of the CSU policy in that a significant gift is involved in the naming of the facility.

The naming of this facility honors Rayburn S. Dezember. Mr. Dezember and his wife, Joan, are longtime supporters of the University. The donors made the lead gift for the recently completed \$12.5 million Cornerstone Campaign and requested that the dollar amount of their gift not be made public. Their philanthropy has been exemplary with many of their gifts made anonymously. Their leadership in the community is legendary and has benefited not only the University, but also many charities and institutions in Bakersfield.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University that the Leadership Development Center at California State University, Bakersfield be named the Rayburn S. Dezember Leadership Development Center.