

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 9:00 a.m., Wednesday, January 26, 2000  
Glenn S. Dumke Conference Center

Martha C. Fallgatter, Chair  
Frederick W. Pierce IV, Vice Chair  
**Roberta Achtenberg**  
William D. Campbell  
Harold Goldwhite  
Laurence K. Gould, Jr.  
Dee Dee Myers  
Ali C. Razi  
Michael D. Stennis  
Anthony M. Vitti

**Consent Items**

Approval of Minutes of Meeting of November 16, 1999

**Discussion Items**

1. 1998/99 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary *Information*
2. 1998/99 Annual Report of the Survey of Voluntary Support for the California State University *Action*
3. 1998/99 Annual Report of Special Revenue *Information*
4. Naming of Facility—California State University, Fresno *Action*
5. Recognition of CSU CASE Award Winners *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 16, 1999**

**Members Present**

Martha C. Fallgatter, Chair  
Frederick W. Pierce IV, Vice Chair  
William D. Campbell  
Harold Goldwhite  
Laurence K. Gould, Jr.  
William Hauck, Chairman of the Board, ex officio  
Dee Dee Myers  
Charles B. Reed, Chancellor, ex officio  
Michael D. Stennis  
Anthony M. Vitti

**Members Absent**

Ali C. Razi

**Other Trustees Present**

Joan Otomo-Corgel  
Ralph R. Pesqueira  
Stanley T. Wang

**Chancellor's Office Staff**

David S. Spence, Executive Vice Chancellor and Chief Academic Officer  
Richard P. West, Executive Vice Chancellor and Chief Financial Officer  
Jackie R. McClain, Vice Chancellor, Human Resources  
Douglas X. Patiño, Vice Chancellor, University Advancement  
Christine Helwick, General Counsel

Chair Fallgatter called the meeting to order at 2:11 p.m.

**Approval of Minutes**

The September 14, 1999, minutes were approved as a consent item.

**Naming of Facility—California State University, Fullerton**

Chair Fallgatter presented the resolution to name the baseball facility at California State University, Fullerton, the Jerry and Marilyn Goodwin Field in honor of Mr. and Mrs. Goodwin. She noted that the Goodwins recently contributed \$1 million for the expansion of the baseball facility. The Goodwins

are longtime contributors to the university with more than \$1.6 million in gifts over the last 20 years. Their contributions helped Cal State Fullerton develop one of CSU's finest athletic departments.

President Gordon added that Mr. Goodwin also raises funds for the university annually through the Jerry Goodwin Golf Tournament. The gift from the Goodwins, by expanding the baseball and softball facilities, will give the university a greater chance of hosting an NCAA Regional or Super Regional baseball competition.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-12).

#### **Naming of Facility—California State University, Sacramento**

Chair Fallgatter presented the resolution to name the alumni center at California State University, Sacramento, currently under construction, the Steven Lee Yamshon Alumni Center in honor of Mr. Steven Lee Yamshon. She noted that Mr. Yamshon, an alumnus of California State University, Sacramento, committed \$1 million for the construction and the operation of the alumni center. He also made several gifts to other university programs totaling \$1 million.

President Gerth expressed his gratitude to Mr. Yamshon. He noted that Mr. Yamshon is a successful businessman in Orange County. He is an active alumni member, and his contribution has allowed construction to begin on the alumni center.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-13).

#### **Naming of Facility—California State University, San Marcos**

Chair Fallgatter presented the resolution to rescind resolution RIA 07-95-06 to name the future business building at CSU San Marcos in honor of Donald and Marie Van Ness. She noted that Mr. Van Ness, at the suggestion of the campus, has redirected his interest to the more pressing needs of the CSU San Marcos library project, which includes business and advanced technology studies.

President Gonzalez added that Mr. Van Ness is an early supporter of the university and his health is failing. Mr. Van Ness is concerned that he may not be able to see the business building break ground in the near future and has decided to redirect his Charitable Remainder Trust to the library. The Library Information Center will break ground in 2000.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-14).

#### **Naming of Academic Program—California State University, Fresno**

Chair Fallgatter presented the resolution to name the institute for leadership in government and civic service at CSU Fresno, the Kenneth L. Maddy Institute, in honor of Senator Maddy. In August of this year, the California Legislature passed and sent to Governor Davis a bill that would create and fund, with a \$1 million endowment, an institute at Fresno State to promote and provide instruction for leadership in government and civic service. The specific intent of the legislation was to create

the institute in honor of Senator Ken Maddy. She noted that the CSU Alumni Council recently honored Senator Maddy with a CSU Lifetime Achievement Award at CSU Legislative Day in Sacramento.

President Welty said he was grateful to the Legislature and Governor Davis for funding the institute to recognize one of Fresno State's most outstanding alumni. He noted that Senator Maddy's years of public service will be used as a model for students who study in the institute. With the funding, the university will endow a chair and also provide internship funds for students to encourage them to pursue public service.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-15).

### **University Advancement**

Chair Fallgatter noted that since its inception, the CSU Division of University Advancement has worked closely with the trustees on the Institutional Advancement Committee, Presidents' Committee on University Advancement and the Vice Presidents of Advancement to set goals, benchmarks and standards for success. A multimedia presentation was shown on the accountability indicators used to measure performance in seeking external funding. After the presentation, Chair Fallgatter introduced President Armiñana, chairman of the Presidents' Committee on University Advancement.

President Armiñana said the committee was pleased with the progress of the campuses and their efforts in building the advancement infrastructure. He noted that there has been consistent growth in the number of dollars raised—it is over a quarter of a billion dollars annually. He commended the advancement professionals for their dedication, hard work and increased professionalism. Seven CSU campuses now rank in the top ten in terms of the amount of money that they receive on a yearly basis. He noted that with a recently initiated standardized expenditure report, presidents can now use the information to analyze future investments. He said it is a powerful tool to be able to tell your faculty senate that for every 12 cents you invest in advancement, 88 cents returns to the campus in enhancements. "This is a superb investment in our students, faculty and the future of California," said Armiñana. The Presidents' Committee on University Advancement is looking forward to growing advancement programs and continuing productive resources.

On behalf of the entire board, Chair Fallgatter thanked the presidents for all that they do in advancement, because all the gifts and namings would not occur without the open, honest relationship they have built with their communities.

Vice Chancellor Patiño added his appreciation of the presidents, Academic Senate, chancellor's cabinet and trustees, because their collaboration in setting policies reaches the core of the academic world—the classroom. He noted that the External Revenue Report will be out in January. The report will also show special revenues, grants and contracts.

Trustee Pierce remarked that benchmarking has played an important role in defining the excellence that exists in the system and in the state, and assists the CSU in spreading the word about that excellence.

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Inst. Adv.

Chair Fallgatter concluded the meeting by encouraging the board to read “Pride in Belonging,” which provides information about what is happening at the campuses.

**Adjournment**

The meeting adjourned at 2:30 p.m.

**BRIEF**

**Information Item**

Agenda Item 1  
January 25-26, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**1998/99 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This annual report of external funds raised by the California State University includes the Survey of Voluntary Support Report, the Special Revenue Report and the Combined Summary of External Funding. This report will be distributed at the board meeting.

## ITEM

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Agenda Item 1  
January 25-26, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **1998/99 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary**

The information represented in the 1998/99 Annual Report of Voluntary Contributions outlines the CSU campuses' achievements in their advancement efforts. This annual report represents gifts received from July 1, 1998, to June 30, 1999. Our success was made possible by the leadership of our trustees, chancellor, and presidents; the hard work of our chief advancement officers, and grants and contracts staff; and the widespread dedication of our faculty, students and staff.

This annual report contains the following:

#### *Survey of Voluntary Support (CAE) Report*

The Survey of Voluntary Support Report presents a summary of gifts from alumni, parents, other individuals, foundations, corporations and other organizations. The report reflects systemwide totals. This year, the California State University raised \$232,508,761. Cumulatively, from 1993/94 through 1998/99, the CSU raised \$1,079,990,126 in voluntary support.

#### *Special Revenue Report*

Special Revenue Report includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers. This year, the California State University raised \$628,009,717 in special revenue income. This information provides a more complete picture of the campuses' efforts to secure resources in addition to gifts reported in the Survey of Voluntary Support Report. 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 our students.

#### *Combined Summary of External Funding*

The Combined Summary of External Funding combines the survey of voluntary support (CAE) figures with the special revenue figures, as reported by the campuses. This summary represents total external funding for the California State University. Total external funding generated during the 1998/99 fiscal year totaled \$860,518,478.

## **BRIEF**

**Action Item**

Agenda Item 2  
January 25-26, 2000

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

#### **1998/99 Annual Report of the Survey of Voluntary Support for the California State University**

##### **Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

##### **Summary**

The Annual Report on Voluntary Support presents a summary of gifts received by individual campuses and reflects systemwide grand totals of funds raised from the private sector. This report is prepared for submission to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the California Department of Finance.

##### **Recommended Action**

Adoption of the resolution.

## ITEM

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Agenda Item 2

January 25-26, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **1998/99 Annual Report of the Survey of Voluntary Support for the California State University**

The Annual Report on Voluntary Support presents a summary of gifts received by individual campuses and reflects systemwide grand totals of funds raised from the private sector.

This year, the California State University raised \$232,508,761 in voluntary support. Of the \$232,508,761 reported for total voluntary support, 9.4 percent was contributed by alumni; 32.8 percent from friends; 12.7 percent from foundations; 34.6 percent from corporations; and 10.5 percent from other organizations.

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 National Association of College and University Business Officers (NACUBO) and the Council for Advancement and Support of Education (CASE).

The following resolution is proposed for adoption:

**RESOLVED**, By the Board of Trustees of The California State University, that the board adopts the 1998/99 Annual Report of the Survey of Voluntary Support for the California State University for submission, as required by law, to the California Postsecondary Education Commission, the California Joint Legislative Budget Committee, and the California Department of Finance.

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January 25-26, 2000

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ATTACHMENT G  
Inst. Adv.—Item 2  
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**BRIEF**

**Information Item**

Agenda Item 3  
January 25-26, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**1998/99 Annual Report of Special Revenue**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This annual report of external funds raised by the California State University includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers.

## ITEM

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Agenda Item 3

January 25-26, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **1998/99 Annual Report of Special Revenue**

The Special Revenue Report includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers. This year, the California State University raised \$628,009,717 in special revenue income. This total includes a land gift to CSU Channel Islands valued at \$59.5 million and an additional \$62.4 million for major road improvements.

The Special Revenue Report provides a more complete picture of the campuses' efforts to secure resources in addition to gifts reported in the survey of voluntary support report. 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 our students.

ATTACHMENT A  
Inst. Adv.—Item 3  
January 25-26, 2000

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ATTACHMENT D  
Inst. Adv.—Item 3  
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**BRIEF**

**Action Item**

Agenda Item 4  
January 25-26, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, Fresno**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider naming the event center, when constructed, at California State University, Fresno, The Save Mart Center.

**Recommended Action**

Approval of the resolution.

## ITEM

Agenda Item 4  
January 25-26, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, Fresno**

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.

#### **Background**

California State University, Fresno requests approval of the Board of Trustees of the California State University to name its event center, when constructed, The Save Mart Center.

Pepsi-Cola has long been a supporter of the Fresno State campus, both for academic programs and for the sponsorship of athletic events. The company is one of 400 charter members of the Pinnacle Society, which recognizes lifetime giving to Fresno State of \$100,000 or more.

The Pepsi-Cola Bottling Group has committed \$40 million over 20 years to assist in the construction and operation of the event center on campus. It is their wish that the subsequent naming rights be contractually passed on to Save Mart Supermarkets, and that the facility be named The Save Mart Center.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of The California State University, that the event center at California State University, Fresno, be designated The Save Mart Center.

**BRIEF**

**Information Item**

Agenda Item 5  
January 25-26, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Recognition of CSU CASE Award Winners**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item reports CSU's achievements in the annual 1999 CASE District VII Awards program.

## ITEM

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Agenda Item 5

January 25-26, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### Recognition of CSU CASE Award Winners

The Council for the Advancement and Support of Education, 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 87 awards of excellence and distinction were given. California State University campuses, including the system office, received 24 of these awards capturing 27 percent of the total awards.

The project, type of award, and the campus and entrant's name are listed as we acknowledge their contribution to the California State University university advancement program.

<b>Campus</b>	<b>Category</b>	<b>Award</b>	<b>Title of the Project</b>	<b>Entrant</b>
Chico	Catalogs	Excellence	1999/2001 University Catalog	James Jessee
Fresno	Other Print Materials	Excellence	Academic Affairs	John Zeleny
Hayward	Identity Programs and Logos	Distinction	Cal State Hayward Logo & Identity Program	Howard Louie
Hayward	Community Relations	Distinction	Cal State Ambassadors Program	Kim Huggett
Long Beach	Books, Booklets, Brochures, Flyers, Folders	Distinction	Teacher Warranty Program	Toni Beron
Long Beach	Annual Reports, including Honor Rolls	Distinction	Annual Financial Report	Toni Beron
Los Angeles	Best Low Budget Project/Program/Event	Excellence	Grad Fair '99/Grad Pak '99	Randi Moore
Monterey Bay	Individual Fund Raising Publications	Distinction	Fund Raising Packet Advancement Portfolio	Beverly Grova
Northridge	Magazines	Distinction	California State University, Northridge	Randal Scot Thomson
Northridge	Books, Booklets, Brochures, Flyers, Folders	Distinction	Practical Benefits	Randal Scot Thomson
Northridge	Student Recruitment Publications	Distinction	Achieve Your Personal Best	Randal Scot Thomson
Northridge	Alumni Recognition	Distinction	Distinguished Alumni Awards	D. G. "Gray" Mounger
Northridge	Best Low Budget Project/Program/Event	Distinction	Dinner Theatre Series	D. G. "Gray" Mounger
Northridge	Special Events	Distinction	Private Reception and Showing at the Van Gogh Exhibit	D. G. "Gray" Mounger
Sacramento	Excellence in News Writing	Distinction	News Writing	Frank Whitlatch
San Bernardino	Catalogs	Distinction	Catalog	Cindi Pringle
San Francisco	Other Print Materials	Distinction	Centennial Bookmarks	Janet C. Wade

<b>Campus</b>	<b>Category</b>	<b>Award</b>	<b>Title of the Project</b>	<b>Entrant</b>
San Francisco	World Wide Web Sites	Distinction	Centennial Web Site	Janet C. Wade
San Francisco	Special Institutional Projects	Excellence	One Student at a Time—Centennial Ad Campaign	Ligeia Polidora
San Francisco	Special Institutional Projects	Distinction	Introducing a New Logo and Visual Identity	Janet C. Wade
San Francisco	Most Improved Programs	Excellence	Fund Raising—Most Improved Programs	Russell Olevsky
System Office	Annual Reports, including Honor Rolls	Distinction	CSU Annual Report	Colleen Bentley-Adler
System Office	Internal Audience Periodical: Tabloids	Distinction	CSU Stateline	Cathy Cranford
System Office	Special Institutional Projects	Distinction	CSU Moves	Colleen Bentley-Adler