

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:45 p.m. Tuesday, January 28, 2003
Glenn S. Dumke Conference Center

Frederick W. Pierce IV, Chair
Anthony M. Vitti, Vice Chair
Roberta Achtenberg
Harold Goldwhite
Shailesh J. Mehta
Dee Dee Myers
Erene S. Thomas
Martha Walda

Consent Item

Approval of Meeting Minutes of November 12, 2002

Discussion Items

1. Naming of Facility, California State University, Long Beach, *Action*
2. Naming of Facility, California State University, Fresno, *Action*
3. Recognition of Donor to California State University, Dominguez Hills, *Information*
4. 2001/2002 Annual Report on External Support, *Action*
5. University Advancement Update, *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 12, 2002

Members Present

Frederick W. Pierce, IV, Chair
Roberta Achtenberg
Debra S. Farar, Chair of the Board
Harold Goldwhite
Charles B. Reed, Chancellor
Erene S. Thomas

Members Absent

Shailesh J. Mehta
Dee Dee Myers
Anthony M. Vitti
Martha C. Walda

Other Trustees Present

Robert Foster
Murray L. Galinson
William Hauck
M. Alex Lopez
Ralph R. Pesqueira
Kyriakos Tsakopoulos

Chancellor's Office Staff

David S. Spence, Executive Vice Chancellor & Chief Academic Officer
Richard P. West, Executive Vice Chancellor and Chief Financial Officer
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 2:00 p.m.

Approval of Minutes

The September 17, 2002 minutes were approved as a consent item.

Revision of Title 5, California Code of Regulations, Adding Article 15. Alumni Associations
Chair Fred Pierce asked Vice Chancellor Louis Caldera to present information on the revision of Title 5, California Code of Regulations, adding Article 15. Alumni Associations.

Vice Chancellor Caldera reported that the revision to Title 5 by adding Article 15 to the California Code of Regulations was presented as an information item at the previous Board of Trustees meeting held on September 17, 2002. At today's meeting, Vice Chancellor Caldera is proposing adoption of the article.

Over the past year, alumni and advancement representatives as well as Chancellor's Office staff from the General Counsel's Office, the Office of the Auditor and University Advancement Division have worked together to prepare a draft of Article 15 which has been circulated extensively. The purpose of Article 15 is to provide a framework within the California State University for the organization and operation of campus alumni associations, constituency alumni groups and systemwide alumni organizations in a manner consistent with the needs, policies, and standards of the University. The Article 15 draft has been reviewed by campus administrators, alumni association boards and the Alumni Council, and has also been noticed for public review. Vice Chancellor Caldera pointed out major provisions of Article 15 that will have significant effect on CSU Alumni Associations from this time forward.

- Section 1 outlines the parameters under which a campus president may recognize a campus alumni association and the requirements the alumni association must fulfill in maintaining that recognition. It also outlines the privileges the alumni association is granted as a part of this recognition.
- Section 2 describes the role of the campus president in relation to the association.
- Section 3 provides that alumni association fundraising activities should be undertaken in coordination with the campus' other development efforts.
- Section 4 pertains to the fiscal management of alumni associations and outlines policies and procedures for financial transactions including restrictions on political activities and conflicts of interest.
- Section 5 addresses the circumstances under which an alumni association shall have its books and records inspected and audited.
- Section 6 refers to constituency alumni groups, such as alumni chapters or school specific alumni organizations, and the circumstances by which a constituent alumni group may either operate independently or under the auspices of the recognized campus alumni association.

- Sections 7, 8, 9 and 10 bind the constituent alumni groups to the same fundraising, financial oversight and audit requirements as the recognized alumni associations and provides the Chancellor with the authority to waive in certain limited cases some of the provisions of Article 15
- Section 11 provides for recognition and regulation of systemwide alumni groups such as the CSU Alumni Council and systemwide constituency alumni groups.

Vice Chancellor Caldera noted that there have been two changes made to the draft Article 15 that was presented to the committee at the September meeting. In Section 42397.1(a)(3), the words 'physical disability' have been added to the prohibitions for restricting membership or benefits of membership. In Section 42397.2(c), the provision that included the campus president or designee as a member of the alumni board nominating committee was deleted. Vice Chancellor Caldera concluded his report by stating that if Article 15 is adopted, it would require compliance by July 1, 2003.

Chair Pierce added his comments to Vice Chancellor's Caldera's report on Article 15. He stated that the responsibility for implementation of Article 15, once adopted, will reside with the campus presidents. To assist them, the General Counsel's Office is preparing a boilerplate document that can serve as a model Memorandum of Understanding (MOU) between the alumni association and campus. This document will be available prior to December 31, 2002. Currently, some campuses have an existing MOU, which can be modified and enhanced to incorporate the provisions of Article 15. This agreement should contain mutual commitment to alumni programs and establish priorities between the campus and the alumni association board.

Chair Pierce noted that much of the success achieved by our alumni programs has been possible as the result of affinity marketing relationships. He encouraged presidents to maintain these revenue-generating programs, which are critical to the alumni association operations.

Chancellor Reed thanked Chair Pierce for his diligence and dedication to the evolution of Article 15 during the sixteen-month process.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 11-02-09)

University Advancement

Vice Chancellor Caldera updated the committee on three items. On November 5, Proposition 47 passed with 59% of the vote. The passage was due in part to the efforts of campus-based teams working in collaboration with Californians for Higher Education. These groups successfully organized informational efforts to inform the public about Proposition 47. Many individuals gave generously of their own free time in order to cover phone banks, serve as speakers for the

measure and organize press events, all of which helped build momentum for Proposition 47. Vice Chancellor Caldera expressed his thanks for these important efforts.

Vice Chancellor Caldera next spoke of the development of a CSU federal agenda. Efforts continue to rebuild and redefine the role of the CSU Office of Federal Relations with the naming of a new Assistant Vice Chancellor for Federal Relations, Mr. James Gelb. The Chancellor has asked campuses for recommended items to include among the CSU priorities for the coming year in two areas: 1) campus or multi-campus projects which seek federal appropriations, and 2) policy priorities in the higher education arena that most significantly impact CSU students and the system. The new proposed federal agenda will be presented to the Board for approval at the January meeting. Vice Chancellor Caldera also advised committee members that the CSU's annual trip to Washington is slated for April 2, 2003

Next, Vice Chancellor Caldera discussed the upcoming CSU Advancement Conference scheduled for April 27-29, 2003 in Long Beach. The goal of this conference is to create a "culture of advancement" that permeates the CSU. Lastly, the Vice Chancellor recognized the one-year anniversary of the *CSU Leader*, a weekly electronic newsletter containing news and information of importance to the CSU community. Currently, the *CSU Leader* has over 2000 subscribers and has won a CASE District VII Award of Distinction for Internal Audience Periodical or Newsletter.

Chair Pierce thanked Vice Chancellor Caldera for his update on advancement activities.

Adjournment

The meeting was adjourned at 2:17 p.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility – California State University, Long Beach

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the North Campus Library at California State University, Long Beach, the Steve and Nini Horn Center.

Background

California State University, Long Beach requests approval of the Board of Trustees of the California State University to name the North Campus Library at California State University, Long Beach, the Steve and Nini Horn Center.

For more than 17 years, Steve Horn served as President of California State University, Long Beach; for more than 10 years he served on the Commission on Civil Rights in Washington D.C.; and for more than 9 years he served in the U.S. Congress representing the greater Long Beach area. During his years of service to the Long Beach community Steve Horn helped create and maintain the University Art Museum at California State University, Long Beach and has supported the university and system in assisting to secure various grants. During her husband's presidency, Nina Horn was a supporter of the performing arts and the Child Development Center, which added great substance to the university. Steve Horn retired from Congress on January 3, 2003.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the North Campus Library at California State University, Long Beach, be named the Steve and Nini Horn Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility – California State University, Fresno

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the museum that is to be constructed to compliment the existing Downing Planetarium at California State University, Fresno, the Downing Planetarium Museum.

Background

California State University, Fresno requests approval of the Board of Trustees of the California State University to name the museum that is to be constructed to compliment the existing Downing Planetarium at California State University, Fresno, the Downing Planetarium Museum.

The Downing family has made an additional donation in the amount of \$750,000 to construct a freestanding addition to the Downing Planetarium, which would serve as a museum, exhibit space and workroom for the Planetarium. Currently, the Downing Planetarium enjoys visitors in excess of 30,000 annually, and a museum would enrich each new visit. Tom and Cynthia Downing are both alumni of the College of Science and Mathematics and have expressed an interest in continuing their support to the campus in the years to come. It was Dr. F. Harold Downing, Tom's father, who is responsible for making the original donation of over \$3 million to construct the Downing Planetarium.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the museum that is to be constructed to complement the existing Downing Planetarium at California State University, Fresno, be named the Downing Planetarium Museum.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Recognition of Donor to California State University, Dominguez Hills

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will recognize the significant contribution of Mrs. Katherine B. Loker to California State University, Dominguez Hills.

Background

California State University, Dominguez Hills is pleased to recognize the generous support of Mrs. Katherine B. Loker in her recent pledge of \$4 million toward the expansion of the Donald P. and Katherine B. Loker Student Union, the first \$1 million of which was received by the University in December of 2002.

Mrs. Loker and her late husband Donald P. Loker made an initial contribution of \$500,000 that named the student union building at California State University, Dominguez Hills, the Loker Student Union. Mrs. Loker continues to be a generous supporter and patron of the university. This pledge represents the largest gift commitment ever made to California State University, Dominguez Hills.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

2001/2002 Annual Report on External Support

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

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. This item presents information on external support received by the 23-campus California State University system from July 1, 2001 to June 30, 2002. The *2001/2002 Annual Report on External Support to the CSU* will be distributed at the Board meeting.

Background

Each year, the Division of University Advancement prepares a report on the income generated through fundraising and special revenue sources at the CSU. In 2001/2002, the 23 campuses of the California State University and the CSU Foundation raised \$257,287,307 in voluntary support from individuals including alumni, parents and friends, foundations, corporations and other organizations. In addition, CSU campuses generated \$738,646,638 from special revenue sources including sponsorships, bequest expectancies and revocable trusts, pledges, contracts, government grants, property transfers and endowment distribution. In total, the CSU generated \$995,933,945 in external support in 2001/2002.

2001/2002 was the most successful year ever for the CSU, both in income generated from fundraising and special revenue. Despite a sluggish state economy, more than half of the 23 campuses exceeded their fundraising totals from the previous year. One campus, San Diego State, set a record for the CSU as the first campus to raise more than \$50 million in one year in private voluntary support.

In addition to the information on funds that were raised by the CSU the *2001/2002 Annual Report on External Support to the CSU* tracked the manner in which fundraising income was used at each campus. Combined figures for all campuses indicate that 55

percent of the funds raised were used for campus operations and the day-to-day activities of the campus. Twenty-two percent of the funds were used for campus improvements and 16 percent was directed toward endowment.

Voluntary Support

Voluntary support from fundraising is tracked according to guidelines established by the Council for Aid to Education (CAE). Voluntary support of over \$257 million in 2001/2002 represented an increase of 3.8 percent from the previous year. A review of the data shows that giving from individuals, particularly alumni, decreased while giving from corporations rose substantially. However, while outright giving from individuals decreased, pledges and deferred gifts increased. Detailed information on voluntary support is represented in Attachments A-G included herein.

Special Revenue

The CSU also tracks income from other sources in the Special Revenue Report. The Special Revenue Report is a report internal to the CSU that identifies additional sources of non-state support not represented in the report on voluntary support filed with CAE. Special revenue to the CSU exceeded \$738 million in 2001/2002 surpassing the previous year total of \$668 million. CSU campuses continue to be successful in attracting significant revenue from government grants and contracts, which represents three-quarters of all special revenue. Detailed information on special revenue is represented in Attachment H.

Combined Summary

In the last ten years, the CSU has raised nearly \$2 billion in private support. In addition, over \$130 million in pledges and bequest expectancies has been committed for future support. The investment made in university advancement since 1991, when the Trustees moved to enhance the infrastructure of advancement programs at the system and campus levels, has been rewarded with consistently high returns. As advancement programs grow and mature, additional success can be projected for the future.

Attachments

Attachment A: Voluntary Support to CSU: 1996 through 2002 (Chart I)

Illustrates a six-year history of gifts, which is a combined total of all campuses and the CSU Foundation. These gifts are a direct result of fund raising from alumni, parents, other individuals (non-alumni), corporations, foundations and other organizations.

Attachment B: Voluntary Support Received by CSU Universities: 1995 through 2002 (Chart II)

Illustrates voluntary support received by each campus and the CSU Foundation and CSU Institute since fiscal year 1995/1996.

Attachment C: Voluntary Support Comparison: Between Fiscal Years 2000/2001 and 2001/2002 (Chart III)

Illustrates a comparison between last year and this year's voluntary support by source of support and gift purpose.

Attachment D: Source of Voluntary Support to the CSU (Chart IV)

Provides a campus-by-campus overview of voluntary support, broken down by gifts from alumni, parents, other individuals, foundations, corporations and other organizations.

Attachment E: Voluntary Support for Current Operations and Capital Purposes (Chart V)

Provides a campus-by-campus breakdown of voluntary support by gift purpose as designated by the donor.

Attachment F: Alumni Data for Fiscal Year 2001/2002 (Chart VI)

Provides a campus-by-campus breakdown of alumni information including number of addressable alumni, alumni association membership, alumni solicited, alumni donors and alumni gifts.

Attachment G: CSU University Endowment Market Values (Chart VII)

Illustrates endowment market value for each campus from 1995/96 to 2001/2002.

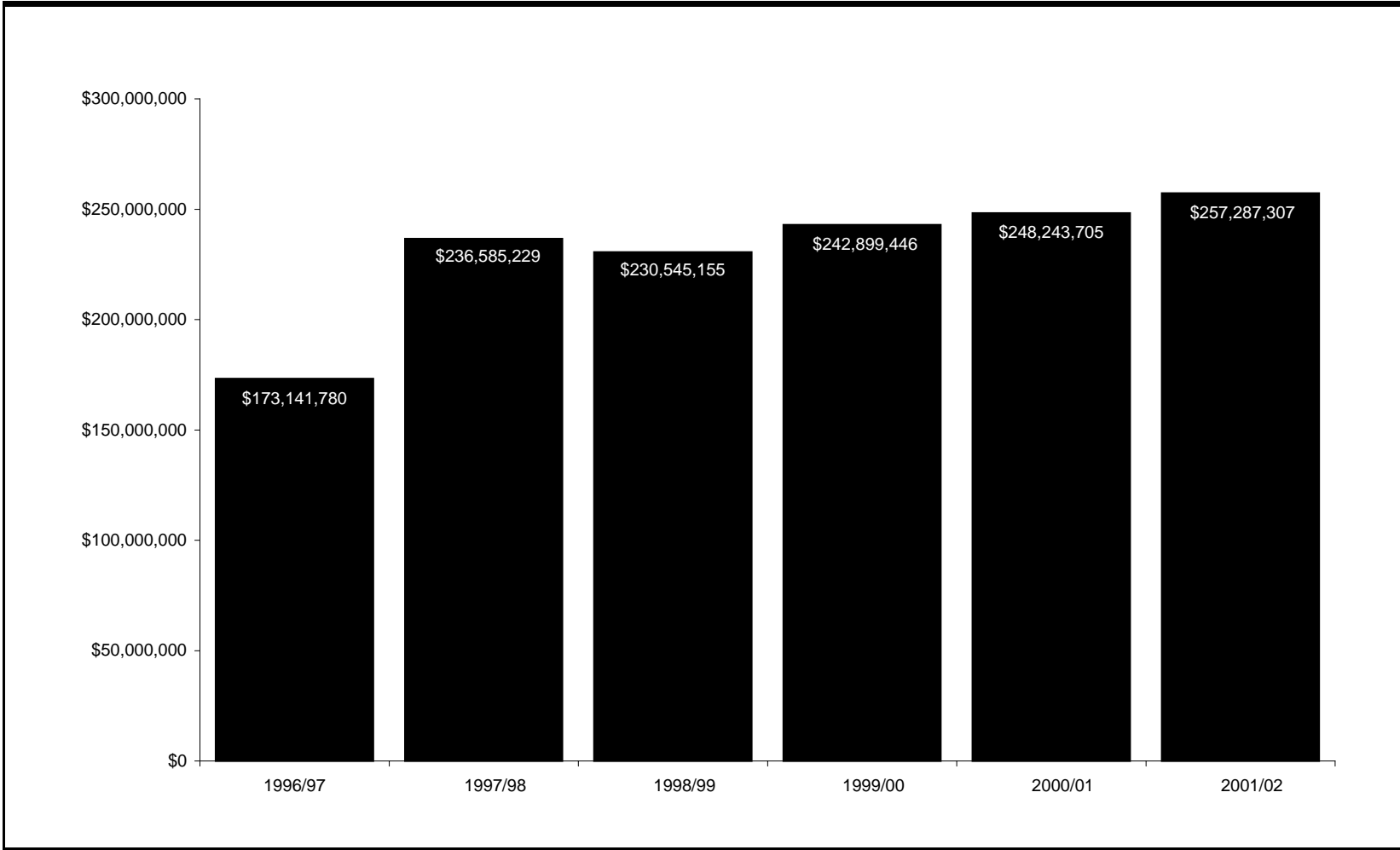
Attachment H: Special Revenue 2001/2002 (Chart VIII)

Provides a campus-by-campus breakdown of special revenue by source for 2001/2002.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Board adopts the 2001/2002 Annual Report on External Support for the California State University distributed as part of Agenda Item 3 of the January 28, 2003 meeting of the Committee on Institutional Advancement.

Voluntary Support to CSU
1996 through 2002
Chart I



ATTACHMENT A
Inst. Adv. - Item 3
January 28-29, 2003

Voluntary Support Received by CSU Universities

1995 through 2002

Chart II

Campus	1995/96	1996/97	1997/98	1998/99	1999/00	2000/01	2001/02
Bakersfield	\$1,206,112	\$1,269,036	\$3,313,670	\$4,252,957	\$3,538,188	\$2,490,865	\$1,654,583
Channel Islands*	N/A	N/A	N/A	215,975	726,857	2,437,693	6,441,947
Chico	7,170,169	9,242,952	14,500,000	13,568,286	6,288,329	4,863,379	5,167,714
Dominguez Hills	3,513,502	3,514,817	2,839,329	3,507,646	2,810,710	1,148,028	3,020,671
Fresno	13,331,286	12,269,446	20,760,449	24,923,770	23,654,200	22,744,100	23,072,734
Fullerton	4,765,574	7,130,352	8,140,613	8,546,112	11,167,667	3,849,551	4,502,168
Hayward	1,485,074	1,110,989	1,611,780	1,003,821	1,547,419	1,122,298	994,808
Humboldt	5,154,886	1,687,125	1,819,108	4,494,786	2,861,452	3,174,240	2,168,744
Long Beach	22,806,897	25,923,741	36,006,863	26,781,188	22,152,957	26,627,400	24,246,245
Los Angeles	3,688,738	13,331,699	18,548,179	9,842,047	9,555,246	9,952,705	9,326,111
Maritime Academy	4,522,231	3,673,160	1,338,640	5,077,081	1,622,551	5,368,406	1,510,830
Monterey Bay	345,110	460,897	828,339	1,487,107	3,786,796	3,693,743	3,192,338
Northridge	4,072,058	7,402,391	8,641,633	5,023,259	7,776,289	12,350,518	12,517,604
Pomona	7,153,485	8,627,475	9,382,730	9,658,914	12,628,486	10,427,970	12,886,168
Sacramento	6,363,937	4,877,597	5,542,321	7,979,601	7,898,310	7,418,816	5,455,407
San Bernardino	3,623,520	3,564,533	3,854,525	2,242,081	8,310,231	4,483,103	3,260,934
San Diego	28,548,616	23,173,705	29,749,072	32,255,914	39,634,776	42,097,267	52,706,465
San Francisco	3,378,018	5,147,473	9,685,301	13,972,433	14,010,529	12,682,643	7,812,066
San Jose	7,590,702	11,899,478	17,942,065	15,737,973	14,113,330	11,768,556	10,990,480
San Luis Obispo	12,140,239	14,737,074	21,324,372	23,520,727	24,614,921	43,162,232	44,324,640
San Marcos	1,096,086	3,086,264	4,474,649	3,139,195	3,334,743	2,806,730	6,288,961
Sonoma	5,124,067	8,760,205	10,730,309	8,761,134	16,148,151	10,818,658	8,309,578
Stanislaus	782,828	1,694,729	5,383,245	4,285,987	2,986,521	1,650,632	3,538,161
CSU/CSU Foundation	315,560	556,642	168,037	267,161	1,730,787	1,104,172	3,897,950
TOTAL	\$148,178,695	\$173,141,780	\$236,585,229	\$230,545,155	\$242,899,446	\$248,243,705	\$257,287,307

*CSU Channel Islands joined the CSU system in 1998/1999, first admitting students in September 2002.

Voluntary Support Comparison
Between Fiscal Years 2000/2001 and 2001/2002
Chart III

Category	2000/2001	2001/2002	Difference	
			Amount	Percent
	\$248,243,705	\$257,287,307	\$9,043,602	3.6%
Source of Support				
Individuals				
Alumni	27,790,743	21,974,227	-5,816,516	-20.9%
Parents	2,526,002	2,082,194	-443,808	-17.6%
Others	77,186,749	68,843,840	-8,342,909	-10.8%
Individuals Total	\$107,503,494	\$92,900,261	-\$14,603,233	-13.6%
Organizations				
Foundations	45,844,385	49,197,097	3,352,712	7.3%
Corporations	77,863,458	102,157,121	24,293,663	31.2%
Others	17,032,368	13,032,828	-3,999,540	-23.5%
Organizations Total	\$140,740,211	\$164,387,046	\$23,646,835	16.8%
Source of Support Total	\$248,243,705	\$257,287,307	\$9,043,602	3.6%
Gift Purposes				
Current Operations				
Unrestricted	5,580,681	8,046,839	2,466,158	44.2%
Restricted	121,392,705	141,390,297	19,997,592	16.5%
Current Operations Total	\$126,973,386	\$149,437,136	\$22,463,750	17.7%
Capital Purposes				
Property, Buildings and Equipment	47,960,960	57,308,667	9,347,707	19.5%
Endowment: Unrestricted Income	4,415,530	363,593	-4,051,937	-91.8%
Endowment: Restricted Income	43,448,948	40,416,518	-3,032,430	-7.0%
Loan Funds	19,149	9,212	-9,937	-51.9%
Capital Purposes Total	\$95,844,587	\$98,097,990	\$2,253,403	2.4%
Deferred Giving	25,425,732	9,752,181	-\$15,673,551	-61.6%
Gift Purposes Total	\$248,243,705	\$257,287,307	\$9,043,602	3.6%

Source of Voluntary Support to the CSU Chart IV

Campus	Individuals			Organizations		
	Alumni	Parents	Other Individuals	Foundations	Corporations	Other Organizations
Bakersfield	\$137,015	\$20,561	\$461,271	\$107,828	\$883,353	\$44,555
Channel Islands	0	0	6,198,948	26,150	193,912	22,937
Chico	484,395	237,393	753,439	678,411	2,282,103	731,973
Dominguez Hills	41,386	17,347	1,409,398	510,604	472,498	569,438
Fresno	4,410,366	15,400	8,167,655	2,200,322	4,694,257	3,584,734
Fullerton	401,590	6,850	1,361,545	1,026,801	1,388,330	317,052
Hayward	181,172	750	222,571	182,010	399,530	8,775
Humboldt	199,617	85,063	858,439	706,588	288,148	30,889
Long Beach	1,401,928	281,487	4,289,203	1,531,423	16,385,566	356,638
Los Angeles	264,634	1,645	576,393	840,498	7,389,195	253,746
Maritime Academy	883,581	240,616	304,870	7,000	48,645	26,118
Monterey Bay	3,375	16,387	1,403,324	1,006,636	664,420	98,196
Northridge	769,323	67,197	1,583,792	3,070,787	6,892,221	134,284
Pomona	1,991,237	80,741	1,284,231	1,475,780	7,299,230	754,949
Sacramento	565,896	8,830	2,755,549	1,199,480	768,293	157,359
San Bernardino	177,437	20,478	421,634	1,945,249	647,195	48,941
San Diego	2,547,328	134,288	17,024,505	19,191,478	11,338,779	2,470,087
San Francisco	507,907	4,405	661,355	3,604,878	936,607	2,096,914
San Jose	1,376,444	23,015	2,703,212	2,326,995	4,529,031	31,783
San Luis Obispo	5,358,591	800,608	6,082,243	2,802,306	28,896,756	384,136
San Marcos	29,896	7,296	4,335,761	886,700	983,075	46,233
Sonoma	176,651	2,914	1,733,089	3,193,426	2,417,633	785,865
Stanislaus	64,458	8,923	599,713	595,747	2,192,094	77,226
CSU/CSU Foundation	0	0	3,651,700	80,000	166,250	0
TOTAL	\$21,974,227	\$2,082,194	\$68,843,840	\$49,197,097	\$102,157,121	\$13,032,828

ATTACHMENT D
 Inst. Adv. - Item 3
 January 28-29, 2003

Voluntary Support for Current Operations and Capital Purposes

Chart V

Current Operations

Capital Purposes

Campus	Current Operations		Capital Purposes				
	Unrestricted	Restricted	Property, Buildings and Equipment	Endowment Unrestricted	Endowment Restricted	Deferred Gifts	Loan Funds
Bakersfield	\$155,235	\$730,710	\$504,201	\$0	\$244,437	\$20,000	\$0
Channel Islands	258,704	1,151,872	0	0	5,031,371	0	0
Chico	196,949	2,406,715	0	14,016	2,547,624	0	2,410
Dominguez Hills	65,653	2,955,018	0	0	0	0	0
Fresno	685,400	11,059,134	9,633,800	0	1,694,400	0	0
Fullerton	45,569	3,392,387	130,099	430	418,683	515,000	0
Hayward	15,733	468,729	217,143	0	293,203	0	0
Humboldt	59,398	1,729,380	109,983	0	269,983	0	0
Long Beach	1,259,097	21,750,239	332,380	0	658,594	245,935	0
Los Angeles	264,015	1,904,264	6,711,873	0	445,959	0	0
Maritime Academy	470,682	110,062	5,200	278,000	646,886	0	0
Monterey Bay	47,196	1,563,257	1,435,825	0	136,060	10,000	0
Northridge	94,624	4,373,950	5,415,850	0	2,501,345	131,835	0
Pomona	861,463	8,927,135	832,022	0	2,133,305	132,243	0
Sacramento	141,705	4,596,430	497,567	31,063	188,642	0	0
San Bernardino	22,622	1,313,273	1,800,076	0	118,611	0	6,352
San Diego	14,809	42,222,160	255,797	0	3,427,248	6,786,451	0
San Francisco	151,161	5,431,508	309,713	0	1,919,684	0	0
San Jose	154,708	6,848,695	2,320,078	38,000	1,323,222	305,777	0
San Luis Obispo	535,689	8,663,748	25,219,296	0	8,860,517	1,044,940	450
San Marcos	1,304,515	1,769,366	284,370	2,084	2,928,626	0	0
Sonoma	4,335	5,692,264	1,191,532	0	861,447	560,000	0
Stanislaus	1,161,577	1,908,051	101,862	0	366,671	0	0
CSU/CSU Foundation	76,000	421,950	0	0	3,400,000	0	0
TOTAL	\$8,046,839	\$141,390,297	\$57,308,667	\$363,593	\$40,416,518	\$9,752,181	\$9,212

Alumni Data for Fiscal Year 2001/2002
Chart VI

Campus	Number of Addressable Alumni ¹	Alumni Association ¹ Members		Total Number of Dues Paying Members	Alumni Solicited	Alumni Donors	Total Alumni Contributions
		Annual	Life-time				
Bakersfield ²	19,429	1,064	158	1,222	11,800	1,236	\$137,015
Channel Islands	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Chico	85,000	1,027	157	1,184	85,000	4,573	484,395
Dominguez Hills	43,000	142	359	501	43,000	378	41,386
Fresno	198,929	3,678	1,873	5,551	119,449	4,641	4,410,366
Fullerton (109,586)	109,586	1,304	1,887	3,191	51,190	1,158	401,590
Hayward	61,158	682	774	1,456	18,913	1,225	181,172
Humboldt	32,287	814	3,029	3,843	28,735	2,248	199,617
Long Beach ³	177,631	0	857	25,619	38,133	11,991	1,401,928
Los Angeles	80,456	3,955	1,185	5,140	14,589	3,698	264,634
Maritime Academy	3,478	83	222	305	3,455	262	883,581
Monterey Bay	1,359	217	171	388	1,359	31	3,375
Northridge ⁴	149,334	1,192	584	1,776	149,334	3,216	769,323
Pomona	86,985	1,334	2,064	3,398	38,852	4,789	1,991,237
Sacramento	135,104	2,543	2,147	4,690	44,610	3,075	565,896
San Bernardino	38,740	2,143	461	2,604	10,233	1,661	177,437
San Diego	157,868	7,983	2,571	10,554	58,455	6,288	2,547,328
San Francisco	157,895	1,381	1,284	2,665	33,692	2,393	507,907
San Jose	180,494	6,817	3,447	10,264	15,380	3,576	1,376,444
San Luis Obispo	100,788	1,647	9,054	10,701	57,256	10,887	5,358,591
San Marcos	8,876	618	0	618	8,876	288	29,896
Sonoma ⁵	30,084	702	875	1,312	1,450	315	176,651
Stanislaus	33,199	441	532	973	651	651	64,458
TOTAL	1,891,680	39,767	33,691	97,955	834,412	68,580	\$21,974,227

¹Data obtained from campus 2001/2002 University Advancement Plan.

²Alumni Association membership tracked by special arrangement with campus.

³Long Beach members pay a one-time rather than annual membership fee.

⁴Implementation of annual dues paying programs in progress.

⁵The Annual Members figure includes 217 complimentary memberships.

Note: CSU Channel Islands admitted students in Fall 2002.

**CSU University Endowment Market Values
Chart VII**

Campus	1995/1996	1996/1997	1997/1998	1998/1999	1999/2000	2000/2001	2001/2002
Bakersfield	\$2,348,253	\$2,476,576	\$4,175,000	\$5,133,658	\$5,698,595	\$5,524,063	\$5,047,760
Channel Islands	N/A	N/A	N/A	57,443	63,140	283,534	6,039,310
Chico	21,256,822	21,421,960	30,174,993	33,861,689	34,026,996	36,041,586	31,600,718
Dominguez Hills	625,000	1,800,000	1,727,927	2,372,000	2,597,218	2,758,635	6,612,593
Fresno	34,412,932	48,559,902	52,296,209	54,009,333	56,598,351	60,038,051	61,968,349
Fullerton	2,340,359	2,855,472	4,774,437	5,543,476	6,922,991	7,160,478	6,230,182
Hayward	2,798,617	3,838,149	4,667,345	5,133,534	5,440,023	4,883,447	6,767,691
Humboldt	7,107,213	9,604,195	9,071,323	11,145,480	11,634,166	11,817,244	10,174,133
Long Beach	12,767,452	15,048,617	17,301,181	17,827,980	16,958,997	18,662,251	19,737,754
Los Angeles	5,340,388	9,729,000	10,451,530	10,701,722	9,250,856	10,734,751	8,913,456
Maritime Academy	338,568	353,216	332,417	469,489	624,293	815,477	1,511,938
Monterey Bay	0	0	0	20,000	49,000	857,957	2,149,611
Northridge	15,924,762	21,326,932	25,638,444	29,232,572	31,993,229	38,810,985	36,565,206
Pomona	2,737,393	3,510,166	4,284,311	9,257,984	12,428,896	14,333,008	14,410,455
Sacramento	5,352,005	6,611,091	7,576,613	8,185,540	9,415,276	9,860,250	9,928,869
San Bernardino	2,298,016	4,206,682	5,469,985	7,089,066	7,407,794	8,920,302	7,505,058
San Diego	34,300,696	41,710,233	48,251,629	54,377,482	61,073,153	64,709,301	73,971,717
San Francisco	6,352,558	6,991,818	9,355,118	15,862,742	20,644,971	21,228,462	21,083,053
San Jose	16,202,346	19,912,726	25,989,278	24,315,376	28,389,950	25,855,808	31,665,731
San Luis Obispo	34,837,769	46,824,851	40,709,784	52,197,200	62,525,046	72,093,206	83,995,443
San Marcos	2,050,876	3,878,874	6,472,737	7,357,628	7,363,253	7,197,808	9,691,298
Sonoma	12,831,624	23,384,693	26,921,631	26,210,000	25,906,185	27,074,833	27,872,820
Stanislaus	675,564	1,033,377	1,449,845	1,699,131	2,529,525	2,768,819	3,820,837
CSU Foundation	1,135,675	1,064,346	1,064,000	1,107,005	1,185,636	1,245,662	5,443,318
TOTAL	\$224,034,888	\$296,142,876	\$338,155,737	\$383,167,530	\$420,727,540	\$453,675,918	\$492,707,300

ATTACHMENT G
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**Special Revenue Report
2001/02
Chart VIII**

Campus	Sponsorships & Other Income	Bequests and Revocable Trusts	Multi-Year Pledges	Contracts	Grants	Property Transfers	Endowment	Grand Totals Special Revenues 2001/02
Bakersfield	\$462,188	100,000	\$499,736	\$759,834	\$9,924,640	\$200,000	\$286,151	\$12,232,549
Channel Islands	0	800,000	200,000	0	0	0	0	1,000,000
Chico	5,600	1,770,000	0	5,087,726	19,483,218	0	1,010,112	27,356,656
Dominguez Hills	176,778	0	0	6,680,203	7,256,942	0	121,743	14,235,666
Fresno	1,833,549	0	31,763,973	29,820,675	8,362,008	0	2,641,986	74,422,191
Fullerton	1,262,753	0	322,863	2,613,081	7,428,960	0	368,124	11,995,781
Hayward	53,559	0	5,483,957	669,362	9,831,573	0	485,400	16,523,851
Humboldt	208,662	0	16,573	6,702,855	2,345,227	0	849,915	10,123,232
Long Beach	390,740	2,250,000	105,900	13,239,560	21,420,767	0	605,482	38,012,449
Los Angeles	1,103,875	497,000	3,868,857	5,115,179	22,490,969	0	572,046	33,647,926
Maritime Academy	0	0	34,340	0	0	0	213,819	248,159
Monterey Bay	126,257	0	2,340,889	3,512,224	4,406,231	0	0	10,385,601
Northridge	939,764	349,500	6,021,258	3,717,825	12,325,172	0	1,643,465	24,996,984
Pomona	126,733	110,000	13,452,769	1,614,626	12,785,333	0	95,919	28,185,380
Sacramento	2,232,348	6,200,000	80,845	56,350,393	14,782,684		1,309,973	80,956,243
San Bernardino	132,230	0	2,876,281	12,860,970	5,250,220	0	416,203	21,535,904
San Diego	7,498,614	2,160,000	8,879,657	75,822,271	42,258,102	0	3,731,578	140,350,222
San Francisco	1,241,645	2,515,000	2,982,894	10,015,695	30,470,884	0	3,225,153	50,451,271
San Jose	1,187,243	61,000	850,000	4,254,411	35,511,984	1,310,000	1,571,206	44,745,844
San Luis Obispo	398,767	8,380,000	17,359,488	2,156,407	14,172,257	0	2,112,154	44,579,073
San Marcos	3,225	0	627,700	1,235,200	5,906,934	0	708,824	8,481,883
Sonoma	15,266	350,001	3,018,707	16,068,216	8,120,890	0	1,146,209	28,719,289
Stanislaus	458,816	1,525,000	6,754,177	3,058,203	3,481,374	0	182,914	15,460,484
GRAND TOTALS	\$19,858,612	\$27,067,501	\$107,540,864	\$261,354,916	\$298,016,369	\$1,510,000	\$23,298,376	\$738,646,638

ATTACHMENT H
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January 28-29, 2003

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

An update on activities from the Division of University Advancement will be presented, including recipients of this year's CASE Awards.

Background:

2002 CASE Award Recipients

Each year, the Council for the Advancement and Support of Education (CASE) honors superior achievement in the field of university advancement. This year, as in prior years, materials showcasing CSU campuses and programs were recognized by CASE for writing, photography, graphic design, and internet presentations. Other CSU programs were also recognized for furthering institutional goals, such as fund raising, institutional relations, and public affairs. The awards were given by District VII of CASE, which encompasses Arizona, California, Hawaii, Nevada, and Utah.

The impressive showing of CSU can be seen in the fact that almost half of the Awards of Excellence (the highest honor) and more than a third of all awards were won by CSU institutions, including the Chancellor's Office.

Office of the Chancellor

Distinction for News & Communications-News Programs

Awarded for the online system news site "Newsline"

Distinction for News & Communications-Internal Audience Periodicals

Awarded for "CSULeader," a weekly emailed newsletter

Fresno

Distinction for News & Communications-News Programs

Awarded for the online news source "FresnoStateNews.com"

Fullerton

Excellence for News & Communications-Tabloids

Awarded for "Dateline"

Excellence for Publications-Magazines

Awarded for "Titan Magazine"

Excellence for Publications-Student Recruitment Publications

Awarded for Freshman Programs

Distinction for Institutional Relations-Special Institutional Projects

Awarded for El Toro Campus project

Distinction for Publications-Magazine Writing

Awarded for "Titan Magazine"

Distinction for Publications-Books, Booklets, Pamphlets, Flyers, Folders

Awarded for "Concert Under the Stars"

Distinction for Publications-Best Low-Budget Publication/Project

Awarded for TREK Mailer

Hayward

Excellence for News & Communications-News Programs

Awarded for "40 Reporters and Their Adventures in Economics"

Distinction for Alumni Relations-Most Improved Program

Awarded for "Reinventing Alumni Relations"

Distinction for News & Communications-Internal Audience Periodicals

Awarded for "The View"

Los Angeles

Excellence for Alumni Relations-Most Improved Program

Awarded for 28th Annual Alumni Awards Gala

Distinction for News & Communications-Internal Audience Periodicals

Awarded for University Reports

San Bernardino

Excellence for Alumni Relations-Best Reach/Impact Program

Awarded for Grad Days 2002

Excellence for Alumni Relations-Best Student Program

Awarded for "Coyote Pack"

San Bernardino (Palm Desert Campus)

Excellence for Fund raising-Most Improved Program

Awarded for "The Little Motor that Could"

San Diego

Distinction for Institutional Relations-Governmental Relations

Awarded for Governmental Relations program

Distinction for Institutional Relations-Special Events

Awarded for Commencement 2002

Distinction for Publications-Annual Reports

Awarded for "Engage"

San Francisco

Excellence for Institutional Relations-Community Relations

Awarded for communications during a public relations crisis

Excellence for Publications-Books, Booklets, Pamphlets, Flyers, Folders

Awarded for "The Art of Taking Risks"

San Luis Obispo

Distinction for Publications-Individual Fund Raising Publications

Awarded for "Gifts to Fund the Future"

Distinction for Visual Communications-World Wide Web Sites

Awarded for news website "CalPolyNews"

In addition, CSU Stanislaus President Marvalene Hughes received the CASE District VII Chief Executive Leadership Award for 2002-03. In the four years that the top CEO award has been given, three winners have been CSU presidents: Hughes, Fresno State President John D. Welty, and CSU Long Beach President Robert C. Maxson.