

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 8:45 a.m. Wednesday, March 12, 2003
California State University Fullerton
Titan Student Union Portola Pavilions B & C

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 January 28, 2003

Discussion Items

1. Approval of Naming of Colleges, Schools, and Other Academic Entities, California State University Northridge, *Action*
2. Approval of Naming of Facility, California State University, Dominguez Hills, *Action*
3. 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**

January 28, 2003

Members Present

Frederick W. Pierce, IV, Chair
Roberta Achtenberg
Debra S. Farar, Chair of the Board
Harold Goldwhite
Shailesh J. Mehta
Charles B. Reed, Chancellor
Erene S. Thomas
Martha C. Walda

Members Absent

Anthony M. Vitti
Dee Dee Myers

Other Trustees Present

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

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 2:16 p.m.

Approval of Minutes

The November 12, 2002 minutes were approved as a consent item.

Naming of Facility, California State University, Long Beach

Chair Pierce asked Vice Chancellor Caldera to present the first of two naming requests. Vice Chancellor Caldera reported that CSU Long Beach has submitted a request to name the North Campus Library the Steve and Nini Horn Center in recognition of the dedication of the Horns to the university, the CSU system, the people of California and the nation for more than forty years.

Vice Chancellor Caldera stated that the Honorable Steve Horn began his career in public service by serving on the Commission on Civil Rights and as a staff member of former California Senator Tom Kuchel where he was instrumental in the writing of the Voting Rights Act of 1965. Dr. Horn is best known for his 18 years of service as President of CSU Long Beach. It was during his tenure at the CSU as president that he and his wife Nini Horn were instrumental in the establishment of the Isabel Patterson Child Development Center, the International House, the Earl Burns Miller Japanese Garden and the Martha Knoebel Dance Center. Shortly after retiring as president of CSU Long Beach, Dr. Horn was elected to congress where he served ten years as a congressman in Washington, D.C. representing the greater Long Beach area.

Chair Pierce asked President Maxson to comment on this naming. President Maxson stated that the Horns have left an indelible mark on the Long Beach campus. It is evident in the diversity of campus life and in many campus programs including the art museum and the Martha Knoebel Dance Center. He strongly encouraged the approval of the naming.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 01-03-01)

Naming of Facility, California State University, Fresno

Vice Chancellor Caldera reported that CSU Fresno has submitted a request for the naming of the structure that is to be built to complement the existing Downing Planetarium at CSU Fresno. The new structure will be used as the planetarium museum and will be named the Downing Planetarium Museum.

Through a donation of over \$3 million from Dr. F. Harold Downing, the Downing Planetarium was built and opened in April 2000. A recent donation of \$750,000 from Tom Downing, Dr. Downing's son, and his wife Cynthia, will be used to construct a planetarium museum, which will complement the planetarium and expand the exhibit and workroom space. Both Mr. and Mrs. Tom Downing are alumni of Fresno State.

Chair Pierce asked President Welty to comment on this naming. President Welty stated that the Downing Planetarium has had a major impact on the campus and the addition of the museum will further benefit the students from area schools that frequently visit the Planetarium. Dr. Downing passed away recently at the age of 99, and this gift will be a lasting reminder of his generosity.

The Committee recommended approval by the Board of Trustees of the proposed resolution.

(RIA 01-03-02)

Recognition of Donor to California State University, Dominguez Hills

Chair Pierce introduced item three on the agenda, which honors Mrs. Katherine B. Loker for her continued commitment to CSU Dominguez Hills. In 1992, the Donald P. and Katherine B. Loker University Student Union opened as a result of an endowment gift of \$500,000 from Mrs. Loker and her late husband, Donald P. Loker. Today, Mrs. Loker is being honored for her recent pledge of an additional \$4 million for the expansion of the student union. Chair Pierce asked Vice Chancellor Caldera to present this item.

Vice Chancellor Caldera reported that Mrs. Loker has been a long-time benefactor of CSU Dominguez Hills having served as a member of the College Advisory Board from 1967-1976. The university received the first \$1 million of Mrs. Loker's \$4 million pledge for the student union expansion in December. This pledge represents the largest commitment ever made to CSU Dominguez Hills.

President Lyons escorted Mrs. Loker to the podium to address the board. President Lyons spoke of Mrs. Loker's dedication to CSU Dominguez Hills through her presence at major campus functions and her attendance at the foundation board meetings where she holds an honorary membership. President Lyons then introduced Mrs. Loker to the CSU Board. Mrs. Loker thanked the Board for their recognition and expressed her pleasure at being able to support the student union expansion at Dominguez Hills.

Chancellor Reed also commended Mrs. Loker on her commitment. He stated that Mrs. Loker has been present during each of his visits to the campus; and that it is remarkable that her family has been a supporter of Dominguez Hills for 30 years. The Lokers are the perfect example of good community citizens. Chancellor Reed then presented Mrs. Loker with a gift in appreciation of her dedication to the CSU and the Dominguez Hills campus.

2001/2002 Annual Report on External Support

Vice Chancellor Caldera asked Assistant Vice Chancellor Freda Hinsche Otto to present the next item. Assistant Vice Chancellor Otto reported that the External Support Report provides systemwide and campus detail on external support in two areas, voluntary support and special revenue. She reported that in 2001/2002, the CSU generated \$257 million in voluntary support and \$738 million in special revenue which surpassed the revenue from the year before. Although the CSU experienced a 3.8% increase overall, half of the CSU campuses fell behind.

Other key points regarding external support in 2001/2002:

- Although giving is up this year, voluntary support has remained flat for the last five years.

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- While outright gifts declined by 15%, pledges and deferred gifts increased by 36%.
- Twenty-two percent of all voluntary support was in the form of “in-kind” or “non-cash” support.
- Nearly 70% of all special revenue came in the form of sponsored research and contracts where the university was engaged to perform a specified task.
- No one year makes or breaks an advancement program and campus investments in fundraising continue to pay off.

Chair Pierce reported to the committee that the data on voluntary support is prepared for submission to CPEC, the Joint Legislative Budget Committee, and the California Department of Finance.

The Committee recommended approval by the Board of Trustees of the proposed resolution. (RIA 01-03-03)

Vice Chancellor Caldera introduced the members of the CSU Foundation Board of Governors present at the meeting: Mr. Dick Shafer, Vice Chair of the CSU Foundation Board of Governors and Vice President of TIAA CREF; Mr. Ron Barhorst, President of ING Financial Advisors and Mr. Jim Justice, President and Chief Executive Officer of Saglio Company. The CSU Foundation Board of Governors provides stewardship over philanthropic funds donated to the CSU system including systemwide scholarships. Each member of the Board of Governors has made a personal, ongoing commitment to contribute to the university and to help open doors for the CSU’s philanthropic efforts.

University Advancement

Vice Chancellor Caldera reported on the awards received by the CSU in the Council for Advancement and Support of Education (CASE) District VII 2002 Awards of Excellence program. Eight campuses, one off-campus center, and the Chancellor’s Office each received awards. In addition, CASE honored Stanislaus President Marvalene Hughes with its CEO of the Year Award. In past years, President John Welty of CSU Fresno and President Robert Maxson of CSU Long Beach have also received this award.

Vice Chancellor Caldera concluded his report by informing the Board of the upcoming CSU Advancement Academy Conference to be held April 27-29, 2003 in Long Beach and encouraged the Board to attend this event. Trustee Farar will co-chair the conference entitled, “Building a Culture of Philanthropy for the CSU.”

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

Adjournment

The meeting was adjourned at 2:40 p.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Colleges, Schools, and Other Academic Entities – California State University, Northridge

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the Center for Small Business and Entrepreneurship at California State University, Northridge.

Background

California State University, Northridge requests approval of the Board of Trustees of the California State University to name the Center for Small Business and Entrepreneurship at California State University, Northridge, the Wells Fargo Center for Small Business and Entrepreneurship.

Through a \$1 million gift from Wells Fargo, two university endowments will be established and will focus on two major initiatives—first, to provide outstanding scholarships in support of teacher preparation, and secondly, to fund a library, training materials, a speaker series and to establish a mentoring program that connects students with small businesses of our community.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Center for Small Business and Entrepreneurship at California State University, Northridge be named the Wells Fargo Center for Small Business and Entrepreneurship.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility – California State University, Dominguez Hills

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the Velodrome at the California State University, Dominguez Hills.

Background

California State University, Dominguez Hills requests approval of the Board of Trustees of the California State University to name the Velodrome at the California State University, Dominguez Hills, The ADT Event Center.

At its September 2002 meeting, the Board of Trustees of the California State University approved the naming of the new Velodrome at California State University, Dominguez Hills as part of the Home Depot National Training Center. Today, California State University, Dominguez Hills requests approval of the Board of Trustees of the California State University to name the Velodrome The ADT Event Center.

Pursuant to an agreement between the University and the Anschutz Southern California Sports Complex LLC (ASCSC), ASCSC will be constructing a new international caliber Velodrome on the campus to replace the former outdoor Velodrome, which no longer met Olympic standards. The original estimated cost of the new Velodrome was a minimum of \$1 million. However, the estimated cost is now a minimum of \$10 million as the plans now call for the Velodrome to be fully enclosed. This will be the only enclosed velodrome in North America, which has a potential to attract quality cyclers as well as world class cycling training and events.

This \$10+ million Velodrome is being fully paid for by ASCSC, a private organization, which substantially enhances the value of campus property through non-state funds. Additionally, ASCSC will pay to the University 10% of the first \$250,000 net payment per year plus 20% of any net amounts received above \$250,000 each year.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Velodrome at California State University, Dominguez Hills be named The ADT Event Center.

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.