

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:30 p.m., Tuesday, May 9, 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
Anthony M. Vitti

Consent Items

Approval of Minutes of Meeting of January 26, 2000

Discussion Items

1. Naming of Facility—California State University, Channel Islands, *Action*
2. Naming of Facility—San Jose State University, *Action*
3. Naming of Facility—Sonoma State University, *Action*
4. 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 26, 2000

Members Present

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

Members Absent

Dee Dee Myers
Michael D. Stennis

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 McClain, Vice Chancellor, Human Resources
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Chair Fallgatter called the meeting to order at 9:13 a.m.

Approval of Minutes

The November 16, 1999, minutes were approved as a consent item.

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

Vice Chancellor Patiño presented information to the committee on external funds raised by the CSU: the 1998/99 Annual Report of Voluntary Support, Special Revenue and Combined Summary.

This annual report provides a summary of funds raised systemwide and by campuses during 1998/99 and a comparison of figures for the previous four years.

Vice Chancellor Patiño reported that the total external support raised for 1998/99 was more than \$860 million, including more than \$628 million in special revenue, which includes a property transfer worth almost \$60 million to CSU Channel Islands. He noted that special revenue is critical for faculty and students, as this revenue provides funding for research, community service projects, and work experience for students.

Vice Chancellor Patiño noted that the information presented in the voluntary support section is collected through a survey instrument using guidelines provided by the Council for Aid to Education. More than \$232 million was raised in voluntary support. The voluntary support data is given to the California Postsecondary Education Commission, California Department of Finance, and the Joint Legislative Budget Committee. He noted that the category of "other individuals" is defined as friends of the university, and the category of "other organizations" includes religious organizations or associations such as chambers of commerce. Contributions from other organizations increased by 81 percent. Compared to last year, total voluntary support decreased by 2 percent or almost \$5 million. However, because it is very difficult to compare one year to another, a five-year track was provided to give a better overview. He remarked that endowment is now over \$387 million, an increase of more than 14 percent.

Vice Chancellor Patiño reported that the CSU Foundation systemwide charitable gift annuity program is beginning to attract donors with almost a quarter of a million dollars raised. He noted that faculty members are important ambassadors for the CSU, and over 100 faculty members have been recipients of the Bautzer Faculty Awards. As we work to better communicate the strengths of the CSU system, Patiño explained, our fund-raising efforts can only be strengthened, especially in competing with private sector organizations.

He concluded by reporting that 18 campuses exceeded their goal of raising 10 percent in voluntary support of their previous year net general fund budget.

Trustee Fallgatter congratulated the presidents for their fund-raising success. She also noted that with total external support nearing \$1 billion, the CSU has come a long way. In the first five years of the Institutional Advancement Committee's existence, there were 15 facilities named, representing gifts totaling \$6 million. Since the naming policy was amended in 1995, 39 facilities were named, representing gifts totaling \$122 million. Trustee Fallgatter commended Trustee Campbell, for seeing the need and creating the Institutional Advancement Committee, as well as faculty, staff, students, and alumni for its progress. She noted that the CSU is currently raising more dollars per student than our counterparts.

Trustee Wang asked why the numbers in the audit report and the external funding report did not match. Vice Chancellor Patiño replied that he would look into what is reported in each report and note the difference.

Trustee Campbell asked the presidents and Vice Chancellor Patiño if the CSU is making sufficient investment in assisting the development offices. He noted that success creates more success. He said that it is a competitive world, and for the campuses to succeed more funds may need to be invested in their fund raising efforts.

Vice Chancellor Patiño replied that the development side will continue to grow. He was concerned that there needs to be a stronger infrastructure in public affairs and alumni affairs. He reported the need to increase investment in the communications and alumni areas to be able to tap into the \$15 trillion transfer of wealth that is forecasted over the next decade. He noted that better communications, attention to alumni, and a more established development infrastructure on some campuses will help increase the numbers.

Trustee Pierce added that other institutions with top alumni programs were being supported at a ratio of 1 staff member to every 10,000 alumni, but the CSU is benchmarked at 1 per every 50,000 alumni—five times fewer staffing. He noted that the report shows 18.5 percent more alumni were solicited this year than last year, but the donations were only up 1.4 percent. Even with this increase in alumni contacts, there is not enough staffing to build the relationship needed to secure increased donations. To go from \$860 million to over a billion and beyond, alumni should be an important area of focus.

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

Vice Chancellor Patiño presented information on the 1998/99 Annual Report of the Survey of Voluntary Support during the above discussion.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 01-01-00).

1998/99 Annual Report of Special Revenue

Vice Chancellor Patiño presented information on the 1998/99 Annual Report of Special Revenue during the above discussion.

Naming of Facility—California State University, Fresno

Chair Fallgatter presented the resolution to name the event center, when constructed, at California State University, Fresno, The Save Mart Center. Pepsi-Cola Bottling Company has committed \$40 million over 20 years to assist in the construction and operation of the event center. Pepsi-Cola requested that the center be named the Save Mart Center. Pepsi-Cola's gifts to the campus are well over \$4 million.

President Welty added that Pepsi-Cola passed the naming rights to the Save Mart grocery stores located in Modesto. Save Mart has over 100 stores throughout the central California valley and is a natural partner for the project. The Fresno campus is grateful to Pepsi-Cola and Save Mart for their commitment that makes it possible to move forward on the planning for the event center.

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Inst. Adv.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 01-02-00).

Recognition of CSU CASE Award Winners

Trustee Fallgatter congratulated the campuses and system office for receiving 24 out of the 87 awards given in the 1999 CASE District VII awards program.

Adjournment

The meeting adjourned at 9:35 a.m.

BRIEF

Action Item

Agenda Item 1
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Channel Islands

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming of the business studies building at California State University, Channel Islands, the Martin V. Smith Building for Business Studies.

Recommended Action

Approval of the resolution.

ITEM

2

Agenda Item 1
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Channel Islands

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, Channel Islands requests approval of the Board of Trustees of the California State University to name the business studies building the Martin V. Smith Building for Business Studies, in honor of Martin V. Smith, upon fulfillment of a gift agreement.

Mr. and Mrs. Martin V. Smith have signed a gift agreement in which they commit \$5 million to CSU Channel Islands upon the death of Mr. Smith. Mr. Smith is a leading real estate investor and developer in Ventura County. He is best known for helping to develop the Channel Islands Harbor, the Oxnard Financial Plaza, and a host of other significant landmarks. His philanthropic tradition is being carried forward by his four daughters, one of whom is a director of the CSU Channel Islands Foundation Board. Upon fulfillment of the gift agreement, Mr. and Mrs. Smith's total giving to the university will exceed \$5 million.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the business studies building at California State University, Channel Islands, be named the Martin V. Smith Building for Business Studies.

BRIEF

Action Item

Agenda Item 2
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—San Jose State University

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the new joint university and city library the Dr. Martin Luther King, Jr. Library. The new joint library building is the first of its kind in the nation. Construction will begin this summer. The City of San Jose will contribute \$75 million for the construction of the library. The total construction cost is approximately \$178 million. The city's main library was named for Dr. King in 1970 in tribute to his life and his impact on our nation.

This proposal requests that the Board of Trustees waive Section 2.3 of the Policy and Procedure on Naming California State University Facilities and Properties, providing that "no more than one facility or property in the system shall be named after any one individual."

Recommended Action

Approval of the resolution.

ITEM

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Agenda Item 2
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—San Jose State University

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 requests that the Board of Trustees waive Section 2.3 of the policy providing that “no more than one facility or property in the system shall be named after any one individual.” California State University, Los Angeles has the Martin Luther King, Jr. Hall.

Background

San Jose State University requests approval of the Board of Trustees of the California State University to name its new joint university and city library the Dr. Martin Luther King, Jr. Library.

The new joint library building is the first of its kind in the nation. Construction will begin this summer. The City of San Jose will contribute \$75 million for the construction of the library. The total construction cost is approximately \$178 million. It is a harbinger of a new era of cooperation, collaboration and respect between the city and the university, between the diverse people of this region, between students of all backgrounds and ages—all of which, of course, Dr. King symbolized.

The city’s main library was named for Dr. King in 1970 in tribute to his life and his impact on our nation. The new joint library is unique in its conception as a creative collaboration between the city and the university. It will replace the city’s current main library with an expanded facility that will improve services for both the public and academic library users throughout the community. Such a unique and visionary building should be graced with the name of a visionary leader who holds a treasured place in our nation’s history.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the joint city and university library at San Jose State University be named the Dr. Martin Luther King, Jr. Library.

BRIEF

Action Item

Agenda Item 3
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—Sonoma State University

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the future music center at Sonoma State University the Donald and Maureen Green Music Center.

Recommended Action

Approval of the resolution.

ITEM

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Agenda Item 3
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—Sonoma State University

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

Sonoma State University requests approval of the Board of Trustees of the California State University to name its music center the Donald and Maureen Green Music Center.

The name of the facility honors Donald and Maureen Green. They have donated \$10 million for the design, planning and construction of the music center. These are funds that the campus will not otherwise receive from the state, and will enable Sonoma State University to establish itself as a world-class center for music and performing arts. This generous gift has set a high standard for philanthropic giving in the region, has laid the foundation for a major capital campaign to raise additional funds, and has inspired a large-scale, spirited community effort to make this center a reality. The Greens' generosity and commitment extends far beyond the gift itself: as performers, consultants, and volunteers, the Green family members have played an integral role in planning and designing the center. Mr. and Mrs. Green's total giving to the university is more than \$10 million.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the music center at Sonoma State University be named the Donald and Maureen Green Music Center.

BRIEF

Information Item

Agenda Item 4
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

An update on development activities from the Division of University Advancement will be presented.

ITEM

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Agenda Item 4
May 9-10, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Summary

The Division of University Advancement will present the following items:

- Legislative Day
- Ambassadors for Higher Education
- End of *Stateline* publication
- *Pride in Belonging* (Campus Highlights)