

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 9:20 a.m., Thursday, November 9, 2000**  
**Glenn S. Dumke Conference Center**

Ali C. Razi, Chair  
Shailesh J. Mehta, Vice Chair  
Roberta Achtenberg  
Martha C. Fallgatter  
Debra S. Farar  
Dee Dee Myers  
Frederick W. Pierce, IV  
Anthony M. Vitti

#### **Consent Items**

Approval of Minutes of Meeting of September 20, 2000

#### **Discussion Items**

1. Naming of Facility—California Polytechnic State University, San Luis Obispo, *Action*
2. University Advancement, *Information*
  - CSU Advancement Academy Conference
  - Alumni Leadership Institute

**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**

**September 20, 2000**

**Members Present**

Ali C. Razi, Chair  
Debra S. Farar  
Laurence K. Gould, Jr., Chair of the Board, ex-officio  
William Hauck (Acting)  
Frederick W. Pierce, IV  
Stanley T. Wang (Acting)  
Charles B. Reed, Chancellor, ex officio

**Members Absent**

Shailesh J. Mehta, Vice Chair  
Roberta Achtenberg  
Martha C. Fallgatter  
Dee Dee Myers  
Anthony M. Vitti

**Other Trustees Present**

Robert G. Foster  
Murray L. Galinson  
Harold Goldwhite  
Neel I. Murarka  
Ralph R. Pesqueira

**Chancellor's Office Staff**

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

**Call to Order**

Chair Razi called the meeting to order at 8:27 a.m.

### **Approval of Minutes**

The July 18, 2000 minutes were approved as a consent item.

### **2000/2001 University Advancement Campus Plans**

Chair Razi introduced the first information item, the 2000/2001 University Advancement Campus Plans. The Board of Trustees had requested that each campus provide an annual report detailing activities that enhance their advancement programs. These reports provide an annual record of accomplishments in each of the advancement areas: fund-raising, alumni relations, communications and public affairs. The plans also provide information on voluntary support as well as the development of external resources, and assist in reviewing annual funding requests from the University Advancement Fund. Chair Razi thanked the presidents for supplying this detailed information and then asked Vice Chancellor Patiño for his comments.

Vice Chancellor Douglas X. Patiño explained that the plans outline the efforts of each campus in infrastructure building, investment in advancement and increasing external resources to campuses. The plans are structured in such a way so as to detail the accomplishments, the future plans, and the investments in infrastructure to the Board of Trustees. The Board had requested additional information on the resources invested in university advancement and the sources of its funding which are discussed in the campus plans of today. With this information, the presidents have the ability to see where funds are spent and to evaluate the return on those expenditures.

In the area of fund-raising, the plans project a record year and are targeting major gifts, planned giving and charitable gift annuities. In the area of Alumni Affairs, there has been an increase in the funding of the infrastructure. This year initiated the benchmarking of alumni involvement with the definition and creation of standards, for membership. There is strong evidence of active alumni programming. These include an increase in campus activities, the development of alumni chapters and the advent of building Alumni Houses such as the new facilities at CSU Fresno and CSU Sacramento. In the area of Public Affairs / Communications, there is a focus on web-based communications, improved publications, significant media coverage, major marketing campaigns and communications of campus identity. Vice Chancellor Patiño noted that the Chancellor's Office is reorganizing its Public Affairs and Communications offices. The former will focus on public relations and media coverage, and the latter will focus on systemwide communications initiatives and system publications.

In summary, Vice Chancellor Patiño stated CSU advancement has over 480 professional and support staff, with the Chancellor's Office providing oversight services and professional development. He then thanked the Vice Presidents for Advancement, faculty and staff for their work on the campus plans and asked if there were any questions or comments.

### **University Advancement**

Chair Razi commented that he has recently experienced the increased programming of alumni relations when his “old world” alumni association recently contacted him after tracking his many moves around the world. He then moved to item 2, a report on University Advancement.

Chair Razi acknowledged those campuses receiving the CASE 2000 Circle of Excellence Award (Cal Poly San Luis Obispo, Humboldt State, San Francisco State, CSU Los Angeles and CSU Fresno which received two awards), then asked Vice Chancellor Patiño for remarks regarding upcoming events.

Vice Chancellor Patiño commented that the CSU Advancement Academy will host its biannual conference in Long Beach on October 16 – 17. He encouraged trustees and presidents to attend Monday evening’s reception at 5:00 p.m. at the Westin Hotel in Long Beach. In addition, the CSU Alumni Council is sponsoring its inaugural one-day Leadership Institute on October 15 from 11:00 a.m. to 4:00 p.m. at the Chancellor’s Office. Participants include alumni association presidents, presidents-elect, alumni association directors and key alumni. Trustees are invited to attend as well. The final event described was Legislative Day, to be held on March 12, 2001. The day will consist of a policy briefing at 11:00 a.m. followed by the “Legislator of the Year” Luncheon sponsored by the CSU Alumni Council. Campus delegations will meet with legislators in the afternoon and attend a reception at the end of the day with legislators and their staff members.

Chair Razi thanked the attendees and concluded the agenda.

### **Adjournment**

The meeting was adjourned at 8:56 a.m.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

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

#### **Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

#### **Summary**

This item will consider naming the new softball field at California Polytechnic State University, San Luis Obispo, the Bob Janssen Field.

#### **Background**

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.

California Polytechnic State University, San Luis Obispo requests approval of the Board of Trustees of the California State University to name its softball field, the Bob Janssen Field.

The naming of this facility recognizes the contribution of the Robert H. Janssen Foundation to the University's Athletic Capital Campaign. The Robert H. Janssen Foundation is charged with a mission to award grants that support non-profit groups in San Luis Obispo County, with particular emphasis on groups that benefit sports and young people. With that mission in mind, the Foundation contributed \$250,000 toward the softball field project in order to support the University's softball team and local youth sports organizations.

#### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the softball field at California Polytechnic State University, San Luis Obispo be named the Bob Janssen Field.

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**University Advancement**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will present an update on the activities of University Advancement.

**Background**

1. CSU Advancement Academy Conference—*Building a CSU Legacy*
2. Alumni Leadership Institute