

**REVISED**

**AGENDA**

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 1:15 p.m. Wednesday, November 19, 2003**  
**Glenn S. Dumke Conference Center**

Kyriakos Tsakopoulos, Chair  
Fredrick W. Pierce, IV, Vice Chair  
Kathleen E. Kaiser  
M. Alexander Lopez  
Anthony M. Vitti

**Consent Item**

Approval of Meeting Minutes of September 16, 2003

**Discussion Items**

1. Approval of Naming of Facility - California State University, Monterey Bay,  
*Action*

**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 16, 2003**

**Members Present**

Frederick W. Pierce, IV, Vice Chair  
Debra S. Farar, Chair of the Board  
Kathleen Kaiser  
M. Alexander Lopez  
Anthony M. Vitti  
Charles B. Reed, Chancellor

**Members Absent**

Kyriakos Tsakopoulos, Chair

**Other Trustees Present**

Roberta Achtenberg  
Robert Foster  
Murray Galinson  
William Hauck  
Alice Huffman  
Ralph R. Pesqueira  
Ali Razi, Trustee Emeritus  
Stanley M. Toy, Jr. M.D.  
Daniel Weinstein  
Milton M. Younger

**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  
Christine Helwick, General Counsel

**Call to Order**

Vice Chair Pierce called the meeting to order at 4:40 p.m.

**Approval of Minutes**

The July 15, 2003 minutes were approved as a consent item.

**University Advancement Campus Plans**

Vice Chair Pierce informed the committee that Richard P. West, Executive Vice Chancellor and Chief Executive Officer would present the annual campus plans.

Mr. West presented a brief report describing the annual campus plans, titled "Expanding the Resource Base." He stated that the report is a compilation of the 23 campus strategic plans for raising private funds. This item is submitted as a requirement of a 1994 Board of Trustees resolution.

As background, Mr. West reported that \$257 million from outside, non-contracted sources was raised in gifts in fiscal year 2001/2002. Ninety-seven percent of that \$257 million was designated for specific purposes by the donor to help support academic excellence, scholarship programs, and specific program areas. The division is currently collecting 2002/2003 data to present to the board in January. Mr. West cautioned that the economy has negatively affected philanthropic support, as it has affected everyone, and anticipates that the trend will be reflected in the January numbers.

Mr. West commented that he is impressed by the strength of activities on the campuses and how they are improving. He noted that many campuses indicate they will be entering into capital campaigns and multi-year fundraising efforts to improve productivity.

Trustee Kathleen Kaiser raised attention to the fact that a number of endowments have been struggling with investment losses. She inquired whether funding student awards impact the endowment base and if we are explaining to the donors our current situation. Mr. West answered that the economy has impacted our endowments, causing some campuses to reduce the number of scholarships awarded. We do educate our donors about the investment situation and manage within our resources so as not to invade endowment principal.

Trustee Daniel Weinstein inquired whether advancement provides any educational seminars for presidents. Mr. West responded that professional development programs are conducted through the Advancement Academy. The division also supports an inventive grant program to help campus programs get started. By example, he mentioned a matching gift program that provides campuses with incentive to increase alumni support. Mr. West noted that he has asked a group of vice presidents to formulate strategies and recommendations to improve professional development.

Vice Chair Pierce also noted that many campuses attend the Council for Advancement and Support of Education (CASE) conference, which is a nationwide industry association. He acknowledged that several of our campus presidents have been named "Executive of the Year" by CASE as a result of their outstanding job.

Vice Chair Pierce requested that in the upcoming January report that he would like to see the supplemental alumni participation data.

**Adjournment**

The meeting was adjourned at 4:47 p.m.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Approval of Naming of Facility - California State University, Monterey Bay**

#### **Presentation By**

Richard West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the new Science Academic Center at California State University, Monterey Bay, the Patricia and Robert Chapman Science Academic Center. This naming meets the criteria and other conditions specified in the policy, and as been approved by the executive committee of the Academic Senate at CSU Monterey Bay.

#### **Background**

California State University, Monterey Bay requests approval of the Board of Trustees of the California State University to name the new Science Academic Center at California State University, Monterey Bay, the Patricia and Robert Chapman Science Academic Center.

Patricia and Robert Chapman have provided CSUMB with a \$2.5 million pledge for the new \$24.5 million Science Academic Center, which will serve both science and mathematics programs. This is an extraordinary gift for CSU Monterey Bay's science and mathematics students and faculty, and is precedent-setting in their capital construction program.

Patricia and Robert Chapman are residents of Corral de Tierra with strong ties to both the Salinas Valley and the Monterey Peninsula. Both have managed to combine family, business and volunteer leadership as very active members of their regional community. Among other past and present community leadership roles, Mrs. Chapman is currently a member of CSUMB's President's Council and a board member of the Harden Foundation (since 1986) and the National Steinbeck Center. Mrs. Chapman previously served on numerous boards, including the Community Foundation for Monterey County, where she was honored as Trustee of the Year.

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**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the new Science and Academic Center at California State University, Monterey Bay be named the Patricia and Robert Chapman Science Academic Center.