

2006/07 Alumni Council Committee Highlights

The CSU Alumni Council represents alumni directors and volunteers from all 23 campuses who utilize their combined resources to support the CSU's systemwide priorities and enhance their individual alumni associations. The following highlights this year's work by the Alumni Council's committees.

GOVERNMENT RELATIONS

The Committee on Government Relations provides leadership for the CSU Alumni Council in its advocacy and communications efforts in partnership with the chancellor and the CSU system. The committee oversees the annual Alumni Legislative Day, helps to identify key alumni at the state and federal level, and provides input to the chancellor and alumni trustee on various issues. The year's advocacy efforts included:

- Creating and implementing the first annual "Alumni Advocate of the Year" award, with all 23 campuses participating.
- Continuing identification of Sacramento-based alumni in an effort to begin developing ongoing relationships with key individuals in state government.
- Partnering with the Chancellor's Office in the successful 2007 CSU Alumni Legislative Day. Campus delegations, which included more alumni volunteers, visited legislators urging their support for the CSU in the 2007-08 state budget and system legislative priorities.

PROGRAMS

The Programs Committee is responsible for coordinating an annual agenda of topics that have thematic continuity and focus on professional development and advocacy training. For the 2006-07 year, the Programs Committee focused on the following:

- Presenting several informative programs, including a presentation by Bill Wittich from Knowledge Transfer on volunteer recruitment and retention; a talk on generational marketing by Dr. Mary Joyce of CSU Fullerton; a presentation by Frank Whitlatch and Gary Davis from CSU Sacramento on branding and telling the alumni story; and a panel discussion by Beverly Sandeen of UC Davis, Kathy Hitchcock of Seattle Pacific University, Rob Gunsalus of Humboldt State University and Gay Arakawa of CSU Long Beach discussing how campus alumni and advancement teams can work together for a collaborative effort.
- Continuing to focus on sharing best practices among campuses, specifically on campus legislative advocacy programs and alumni outreach.
- Taking steps toward creating an annual Alumni Retreat that would allow more alumni from each campus to come together for a one-day conference on key issues.

EXECUTIVE

The Executive Committee oversees the Alumni Council's day-to-day activities and makes recommendations to the full board. This year, the committee worked on:

- Updating and submitting to the chancellor annual requirements for the Council's Memorandum of Agreement as required by law.
- Participating in a full day retreat focused on creating an annual strategic plan for the Council and its committees for the 2006-07 year.
- Developing and passing an annual budget that fully utilizes sponsorship dollars, including a \$20,000 contribution to the 2007 Alumni Legislative Day event.

FINANCE

The Finance Committee identifies, evaluates and recommends revenue-generating programs and contracts, including investment plans, to the Alumni Council. In 2006-07, the committee's efforts included:

- Reevaluating and implementing an updated sponsorship program that generated nearly \$25,000 in extra revenue for the Council to offset the costs of its quarterly meetings and to contribute to the annual Alumni Legislative Day.
- Beginning to work on a collaborative plan to cultivate new sponsors, including putting the Finance Committee in charge of identifying and creating a master sponsors list for hosting campuses to utilize in their planning.

TRUSTEE SELECTION AND EVALUATION

The Trustee Selection and Evaluation Committee provides an ongoing performance evaluation of the Alumni Trustee and presents to the CSU Alumni Council Board of Directors its reappointment recommendations. This year, the committee's efforts included:

- Evaluating and reappointing the current trustee, Bob Linscheid, for an additional term on the CSU Board of Trustees to conclude at the end of 2008, at which time he is eligible to be reelected for a third term.

BYLAWS

The Bylaws Committee reviews and recommends changes to the Alumni Council's bylaws. With comprehensive changes just made a few years back, the committee is still focused on developing and implementing operating procedures to supplement the Council's established bylaws.

Alumni Leadership Reports



ALUMNI RECOGNIZED FOR VOLUNTEER ADVOCACY WORK

As a new addition to the statewide Legislative Day event and as a way of recognizing key alumni who have contributed to the CSU advocacy effort, the Alumni Council kicked off an annual "Alumni Advocate of the Year" award. This award was created to recognize the important role alumni can play in advocating for the CSU with state and federal policymakers. The award was well-received, with 23 campuses nominating an individual from their community.

Each recipient was invited to attend Legislative Day and was honored during the event with a plaque and a mention in the program.

This year's recipients included:

Gregory D. Bynum, CSU Bakersfield
Yvette Bocz, CSU Channel Islands
Sheryl Lange, CSU Chico
Steven C. Bradford, CSU Dominguez Hills
Tim Silva, CSU East Bay
Dr. Peter G. Mehas, CSU Fresno
Marsha Gallavan, CSU Fullerton
Laura Kerr, Humboldt State University
Guy Heston, CSU Long Beach
Barry Gordon, CSU Los Angeles
Lynn Korwatch, California Maritime Academy
Sara McClellan, CSU Monterey Bay
Francine Oschin, CSU Northridge
Viggo Butler, Cal Poly Pomona
Bob Moreno, CSU Sacramento
Michael Bracken, CSU San Bernardino
Jeff Marston, San Diego State University
Jim Wunderman, San Francisco State University
Leslie C. Francis, San José State University
George Soares, Cal Poly San Luis Obispo
John (Jack) Z. Burke, CSU San Marcos
Lou Steinberg, Sonoma State University
Dale Butler, CSU Stanislaus

LINSCHIED REAPPOINTED AS ALUMNI TRUSTEE

CSU Alumni Trustee A. Robert Linscheid was reappointed for a second term to the CSU Board of Trustees this year. Bob began his service as Alumni Trustee in June 2005, replacing Fred Pierce.

In his first term of office, Bob visited a majority of the CSU campuses during several major events including campus commencements. In addition, he continues to stay involved in many CSU Board of Trustees committees including taking a leadership role chairing the Committee on Campus Planning, Buildings and Grounds for the 2007-08 year.

Well regarded within the CSU community, Bob has a long history of commitment to the CSU, beginning with his service as student body president during his undergraduate days at California State University, Chico where he earned a BA and MA in public administration.

Bob has also served as the president of the CSU Alumni Council. He is the president of The Linscheid Company Inc., a Chico, California-based public relations firm. In addition, Bob also serves as the general manager of the Golden Baseball League, an independent professional Class "A" minor league.

COUNCIL SUPPORTS ANNUAL LEGISLATIVE DAY

The Alumni Council continued its commitment to the annual CSU Alumni Legislative Day. This event brings together all 23 CSU campuses for the first of two lobbying days to advocate for the CSU's budget and initiatives.

In 2006-07, in an effort to bring more alumni attendees to the state capitol to advocate for the CSU, the Alumni Council allocated \$20,000 in its annual budget for Legislative Day. This helped lower registration costs, allowing more attendees to make the trip to Sacramento.

The Council has pledged to continue to support CSU Alumni Legislative Day, as it effectively brings together all campus alumni to advocate for key issues that help support the CSU system.

MISSION STATEMENT

The CSU Alumni Council, collectively representing the campus alumni associations, promotes, supports and represents the interests of the CSU and its alumni; serves as an advocate to the system and governmental entities; and facilitates the professional development of alumni staff and volunteers.



2006/07 Annual Report of the ALUMNI COUNCIL



2006/07 EXECUTIVE COMMITTEE

CJ Klug	President
Valerie Vuicich	President-elect
Bob Linscheid	Alumni Trustee
Jacquelyn Glasener	Secretary
Ken Stone	Treasurer
Sheila Butts	Alumni Directors' Representative
Sue Anderson	Vice President, Finance & Development
Dia Poole	Vice President, Government Relations
Jeanie Esajian	Vice President, Programs

BOARD OF DIRECTORS

<i>Campus</i>	<i>Alumni Director</i>	<i>Campus Representative</i>
CSU Bakersfield	Shannon Hill	Bryan Burrow
CSU Channel Islands	Tania Garcia	Yvette Bocz
CSU Chico	Sue Anderson	Tim Colbie
CSU Dominguez Hills	Sheila Butts	Jimmie Thompson
CSU East Bay	Kate Shaheed	Charles Fisher
CSU Fresno	Jacquelyn Glasener	Judy Sharp
CSU Fullerton	Carlos Leija	Kristin Crellin
Humboldt State University	Dean Hart	Pete Mathiesen
CSU Long Beach	Gay Arakawa	Guy Heston
CSU Los Angeles	Natalie Smith	Barry Gordon
California Maritime Academy	Jennifer Whitty	Lynn Korwatch
CSU Monterey Bay	Stephanie Regevig	Courtney Kuhn
CSU Northridge	D.G. "Gray" Mounger	Francine Oschin
Cal Poly Pomona	Melissa Riordan	Jon Lundstrom
CSU Sacramento	Gary Davis	Jeanie Esajian
CSU San Bernardino	Pamela Langford	Dia Poole
San Diego State University	Jim Herrick	Ash Hayes
San Francisco State University	Doug Hupke	Vacant
San José State University	Derrick Morgan	Patricia Smith
Cal Poly San Luis Obispo	Kim Rutledge Gannon	Ken Stone
CSU San Marcos	Heather Manley	Robert Threatt
Sonoma State University	Kate McClintock	Vacant
CSU Stanislaus	Kristin Olsen	Victor J. Mitre, Jr.

NON-VOTING MEMBERS

Statewide Academic Senate	Marshelle Thobaben
California State Student Association	Kintay Johnson
Alumni Trustee Emeritus	Larry Adamson
Chancellor's Office	Karen Y. Zamarripa
Chancellor's Office	Marge Grey
Chancellor's Office	Michele Perrault



REPORT FROM THE PRESIDENT

The CSU Alumni Council continued to work toward its strategic plan to fulfill its mission of advocacy and campus association support and education.

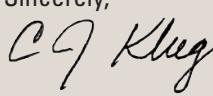
The Council took a primary role in assisting with statewide advocacy efforts including the creation of a new recognition program for alumni for their work in advocating on behalf of the CSU system and their campuses. The Council continued to participate in and support the annual Legislative Day, including a \$20,000 sponsorship for this event to lower registration costs. In addition, the Council partnered with the campuses to bring several alumni from each campus to Legislative Day to garner support for the CSU's budget initiatives. Lastly, campuses continued their advocacy outreach by holding individual Sacramento-based events to make connections with alumni in our state's capitol.

The Council put together an annual program plan that brought in several great speakers on key issues important to our campuses and alumni. Looking ahead, the Council is preparing to offer for the first time an annual retreat for alumni staff, volunteers and board members to provide a resource for the ongoing and future success of their campus associations.

The Council also committed to support the system and has taken several steps toward working with the Chancellor's Office on some key issues. Primarily, the Council passed a resolution to assist and support the CSU on its Veteran's Outreach program that encourages veterans to return to college after service. Additionally, the Council passed a resolution supporting the system's efforts in contract negotiations for faculty.

As I am upon the end of my two-year term as Council president, I am hopeful that some of the strategic plans and ideas that were put together during my tenure will continue to grow.

I would like to thank the Alumni Council members for their ongoing support and for their commitment to our important work.

Sincerely,

 CJ Klug



REPORT FROM THE ALUMNI TRUSTEE


I am honored to have been reappointed by the Alumni Council for another two-year term on the CSU Board of Trustees. During my first term on the Board, we appointed three presidents to campuses—Monterey Bay, Long Beach and East Bay.

Another important duty of the Trustee is to conduct periodic campus visits to meet with members of the campus family on issues of mutual interest. Over the course of the past two years, I have had the opportunity to visit eight campuses and will continue to make this a priority during the duration of my term.

Recently, my colleagues on the Board of Trustees requested my service as the Chair of the Campus Planning, Buildings and Grounds Committee. This committee will facilitate the development of more than \$400 million in campus improvements. In addition, I will serve on four other committees—Finance, Collective Bargaining, Governmental Relations and Institutional Advancement—bringing the alumni perspective to several key areas for the system.

I am very pleased that we've been able to build a strong collaboration with the California State Student Association (CSSA) and direct involvement with their annual California Higher Education Student Summit (CHESS). Together we have worked on student access issues as well as legislation that impacts student financial aid.

I would like to thank the Alumni Council for the opportunity to be your representative, and I continue to look forward to the remainder of my time as your CSU Alumni Trustee. Together I believe we make a difference every day in our work on the Council and with our campus associations.

Sincerely,

 Bob Linscheid

CSU Alumni Working for California