

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 2:05 p.m., Tuesday, January 29, 2002**  
**Glenn S. Dumke Conference Center**

Frederick W. Pierce IV, Chair  
Shailesh J. Mehta, Vice Chair  
Harold Goldwhite  
Martha C. Fallgatter  
Debra S. Farar  
Dee Dee Myers  
Kyriakos Tsakopoulos  
Anthony M. Vitti

#### **Consent Item**

Approval of Minutes of Meeting of November 14, 2001

#### **Discussion Item**

1. 2000/2001 External Support Report, *Action*
2. 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**

**November 14, 2001**

**Members Present**

Frederick W. Pierce, IV, Chair  
Shailesh J. Mehta, Vice Chair  
Martha C. Fallgatter  
Debra S. Farar  
Harold Goldwhite  
Laurence K. Gould, Jr., Chair of the Board  
Charles B. Reed, Chancellor  
Kyriakos Tsakopoulos  
Anthony M. Vitti

**Members Absent**

Dee Dee Myers

**Other Trustees Present**

Robert Foster  
Murray L. Galinson  
William Hauck  
Ricardo F. Icaza  
Stanley T. Wang

**Chancellor's Office Staff**

David S. Spence, Executive Vice Chancellor and Chief Academic 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 8:58 a.m.

**Approval of Minutes**

The July 11, 2001 minutes were approved as a consent item.

**2001/2002 University Advancement Campus Plans**

Chair Pierce asked Vice Chancellor Louis Caldera to present the 2001/2002 University Advancement Campus Plans. Vice Chancellor Caldera commented that the Board of Trustees had requested that each campus provide an annual report summarizing their accomplishments in the area of advancement for the previous year and outlining their plans for the coming year. Typically, these plans are presented to the Trustees at the September meeting, but have been deferred this year with the cancellation of that meeting. In introduction, Vice Chancellor Caldera pointed out that the new academic year is well underway and there have been significant changes in the assumptions on which the plans were based. He also called attention to the two-page summary sheet at the beginning of each campus' section that highlights the major campus initiatives and accomplishments in each of the three areas of focus -- development, alumni affairs, and public affairs/communications. Vice Chancellor Caldera thanked the Presidents and their advancement teams for their work in preparing the campus plans.

**University Advancement**

Vice Chancellor Caldera presented a compilation of the first four issues of the CSU Leader, a newly developed, electronic tabloid of current CSU news, which will be distributed weekly. The purpose of the Leader is to improve communication with the CSU Trustees, staff and volunteer leaders by helping its subscribers to stay abreast of breaking news of importance to the CSU community. Currently, the CSU Leader is distributed to a listserve consisting of Trustees, Presidents, members of the Academic Senate and Alumni Council, among others. Anyone interested in receiving the CSU Leader may sign-up as well as have access to past Leaders by visiting the CSU website. Vice Chancellor Caldera thanked Marge Grey and Jeanne Ponessa for their work in preparing the CSU Leader.

Next was an overview of CSU fundraising performance over the past ten years. This report was created to examine the CSU's progress in raising private voluntary support, and also established national benchmarks for assessing CSU's performance relative to other institutions of higher education. In ten years CSU has gone from raising \$90 million a year to over \$250 million a year. Investment in development programs, marketing and communications, and alumni relations provide the stewardship and engagement to make fundraising programs succeed. In order to be successful in the competitive development environment, support is needed from Trustees, Presidents, alumni, faculty, staff and deans to make the case for increased support.

Chair Pierce thanked Vice Chancellor Caldera for his presentation and commented that the benchmarking that was done this year will be helpful in future reporting efforts. He acknowledged that alumni giving has grown steadily and continues to be an area that can be further cultivated to develop increased support. Chair Pierce also commented that the 2001/02 Campus Plans are the best format to date. The two-page summary section at the beginning of

each campus section is particularly helpful. Chair Pierce acknowledged Chancellor Reed's request to address the Committee.

Chancellor Reed complimented the Trustees for their leadership in encouraging the universities to enter the fundraising arena. Chancellor Reed commented that in the last 10 years, the net State investment of public funds to the CSU has been approximately \$1.6 billion, while the amount the universities have raised in private support has also been approximately \$1.6 billion during that same time period. With this observation the Chancellor emphasized the importance and encouraged the continued progress of fundraising efforts. Chair Pierce thanked Chancellor Reed for his comments and continued to the next agenda items.

### **Naming of Facility – California State University, San Bernardino**

Chair Pierce presented the first resolution that will name three areas at the CSU San Bernardino, Palm Desert Campus in honor of supporters. The first facility naming before the board is to name the Student Union and Bookstore, the Rancho Mirage Student Center; the second naming is to name a wing of the second permanent building, the Annenberg Wing for Education; and the third naming is to name the garden area at the second permanent building, the Betty Barker Sculpture Garden.

Chair Pierce noted the first facility naming would honor the City of Rancho Mirage, which contributed a gift of \$1 million toward the overall construction cost of the three buildings at the off-campus education center in Palm Desert. The second naming would honor the Annenberg Foundation, which contributed a gift of \$3 million toward the overall cost to build the second permanent building. The third naming, at the request of the H.N. and Francis C. Berger Foundation, honors Betty Barker, a life-long supporter of the field of education and a major fundraiser and contributor to the campus. Chair Pierce asked President Al Karnig to comment on these namings.

President Karnig reported that the generous gift from the City of Rancho Mirage closely follows the City of Indian Wells' \$5 million gift to the off-campus education center. Also he noted that CSU San Bernardino greatly appreciates the Annenberg Foundation's support of this off-campus education center. And in conclusion, President Karnig added that Betty Barker is co-chair of the campaign committee and has been instrumental in raising funds for the second permanent building of the off-campus education center, and in addition, Ron and Sherry Allen, the couple who head the H.N. and Francis C. Berger Foundation, greatly admire Ms. Barker and have requested this naming. In closing, he confirmed Chair Pierce's observation of a trend in which local communities provide not only encouragement and political support of projects, but financial support as well.

Institutional Advancement Committee Chair Pierce acknowledged Chair of the Board Gould's request to address the Committee. Chair Gould recounted that shortly after the H.N. and Francis C. Berger Foundation was founded, he received a scholarship from Norwood and Francis Berger. This scholarship paid for the first year of his college education, and essentially changed his life.

The Committee recommended approval by the Board of Trustees of the proposed resolution. (RIA 11-01-11)

**Naming of Facility – California State University, Bakersfield**

Chair Pierce presented the resolution to name the Leadership Development Center at California State University, Bakersfield the Rayburn S. Dezember Leadership Development Center. This naming honors Rayburn S. Dezember, who, with his wife Joan, are long-time supporters of CSU Bakersfield making the lead gift to the recently completed \$12.5 million Cornerstone Campaign. Chair Pierce asked President Tomás Arciniega to comment on this naming.

President Arciniega commented that Ray and Joan Dezember support many educational institutions and agencies in Bakersfield that provide community services and programs. In recognition of the lead gift for the Campaign, and their continued support of CSU Bakersfield, President Arciniega recommended approval of this naming.

The Committee recommended approval by the Board of Trustees of the proposed resolution. (RIA 11-01-12)

**Adjournment**

The meeting was adjourned at 9:18 a.m.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **2000/2001 External Support Report**

#### **Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

#### **Summary**

Section 89720 of the Education Code requires that an annual gift report be submitted to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the Department of Finance. This item presents information on external support received by the 23-campus California State University system from July 1, 2000 to June 30, 2001. The Annual Report on External Support will be distributed at the Board meeting.

#### **Background**

The information in the annual report outlines the CSU campuses' achievements in their advancement efforts. The CSU universities' success was made possible by the leadership of CSU Trustees, the CSU Chancellor, and university presidents; the hard work of CSU chief advancement officers, grants and contracts staff; and the widespread dedication of CSU faculty, staff, students, and campus volunteers.

#### *Voluntary Support*

The voluntary support data included in the annual report is compiled through a survey instrument developed and used by the Council for Aid to Education (CAE) based on reporting standards developed by the Council for Advancement and Support of Education (CASE). Sources contributing to this year's voluntary support total of \$248,243,705 are gifts from alumni, parents, individuals (non-alumni), corporations, foundations and other organizations. Refer to Attachments A through G for detail.

#### *Special Revenue*

The special revenue data includes sponsorships, bequest expectancies and revocable trusts, multi-year pledges, contracts, grants, endowment distribution, and property transfers. This year, the campuses raised a total of \$668,171,834 in special revenue. This information provides a more complete picture of the campuses' efforts in securing resources in addition to voluntary support from individuals and organizations. Refer to Attachment H for detail.

*Combined Summary*

External support raised by the 23 CSU universities during the 2000/2001 fiscal year totaled \$916,415,539. It reflects the growing capability of the CSU universities to generate external resources and the continued confidence of the university's alumni and friends in the quality of its programs and the importance of its mission. Refer to Attachment I for detail.

*Attachments*

**Attachment A: Voluntary Support to CSU: 1995 through 2001**

Illustrates a six-year history of gifts, which is a combined total of all campuses and the CSU Foundation. These gifts are a direct result of fund raising from alumni, parents, other individuals (non-alumni), corporations, foundations and other organizations to the CSU.

**Attachment B: Voluntary Support Received by Campuses: 1995 through 2001**

Illustrates voluntary support received by each campus and the CSU Foundation and CSU Institute since fiscal year 1995/1996.

**Attachment C: Voluntary Support Comparison: Between Fiscal Years 1999/2000 and 2000/2001**

Illustrates a comparison between last year and this year's voluntary support by source of support and gift purpose.

**Attachment D: Voluntary Support Source**

Provides a campus-by-campus comparison of voluntary support, broken down by gifts from alumni, parents, other individuals, foundations, corporations and other organizations.

**Attachment E: Voluntary Support for Current Operations and Capital Purposes**

Provides a campus-by-campus breakdown of voluntary support by gift purpose as designated by the donor.

**Attachment F: Alumni Data**

Provides a campus-by-campus breakdown of alumni information including number of addressable alumni, alumni association membership, alumni solicited, alumni donors and alumni gifts.

**Attachment G: CSU Campus Endowment Market Values**

Illustrates endowment market value for each campus from 1995/96 to 2000/01.

**Attachment H: 2000/2001 Total Special Revenue**

Illustrates special revenue received by each campus including sponsorships, bequest expectancies and revocable trusts, multi-year pledges, grants and contracts, property transfers and endowment distribution.

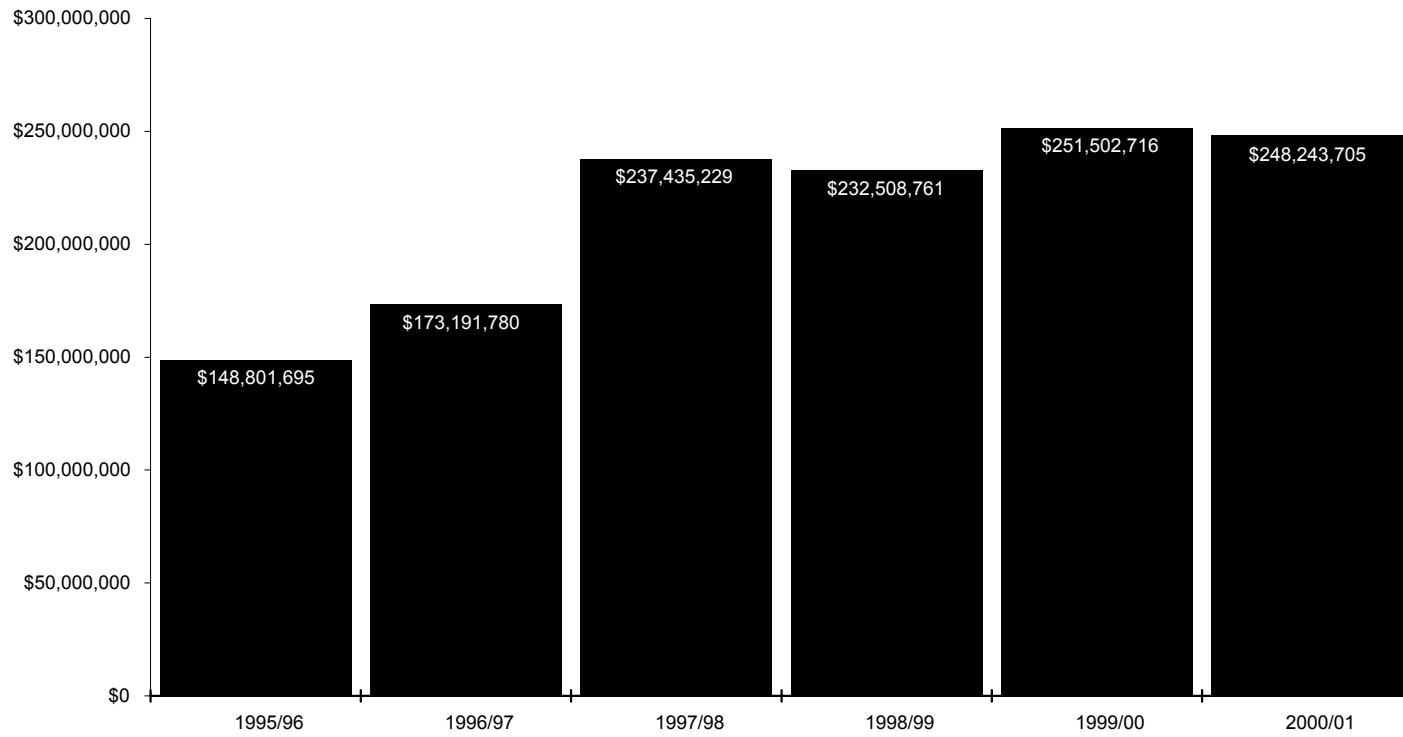
Attachment I: Combined Summary of External Support: 2000/2001

Provides a combined summary of total external support received by each campus including voluntary support and special revenue.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the Board adopts the 2000/2001 Annual Report on External Support for the California State University distributed as part of Agenda Item 1 of the January 29-30, 2002 meeting of the Committee on Institutional Advancement, for submission, as required by law, to the California Postsecondary Education Commission, the California Joint Legislative Budget Committee, and the California Department of Finance.

**Voluntary Support to CSU**  
*1995 through 2001*



## Voluntary Support Received by Campuses 1995 through 2001



<b>Campus</b>	<b>1995/96</b>	<b>1996/97</b>	<b>1997/98</b>	<b>1998/99</b>	<b>1999/00</b>	<b>2000/01</b>
Bakersfield	\$1,206,112	\$1,269,036	\$3,313,670	\$4,252,957	\$3,538,188	\$2,490,865
Channel Islands*	N/A	N/A	N/A	215,975	726,857	2,437,693
Chico	7,170,169	9,242,952	14,500,000	13,568,286	6,288,329	4,863,379
Dominguez Hills	3,513,502	3,514,817	2,839,329	3,507,646	2,810,710	1,148,028
Fresno	13,331,286	12,269,446	20,760,449	24,923,770	23,654,200	22,744,100
Fullerton	4,765,574	7,130,352	8,140,613	8,546,112	11,167,667	3,849,551
Hayward	1,485,074	1,110,989	1,611,780	1,003,821	1,547,419	1,122,298
Humboldt	5,154,886	1,687,125	1,819,108	6,458,392	11,464,722	3,174,240
Long Beach	22,806,897	25,923,741	36,006,863	26,781,188	22,152,957	26,627,400
Los Angeles	3,688,738	13,331,699	18,548,179	9,842,047	9,555,246	9,952,705
Maritime Academy**	4,522,231	3,673,160	1,338,640	5,077,081	1,622,551	5,368,406
Monterey Bay**	345,110	460,897	828,339	1,487,107	3,786,796	3,693,743
Northridge	4,072,058	7,402,391	8,641,633	5,023,259	7,776,289	12,350,518
Pomona	7,153,485	8,627,475	9,382,730	9,658,914	12,628,486	10,427,970
Sacramento	6,363,937	4,877,597	5,542,321	7,979,601	7,898,310	7,418,816
San Bernardino	3,623,520	3,564,533	3,854,525	2,242,081	8,310,231	4,483,103
San Diego	28,548,616	23,173,705	29,749,072	32,255,914	39,634,776	42,097,267
San Francisco	3,378,018	5,147,473	9,685,301	13,972,433	14,010,529	12,682,643
San Jose	7,590,702	11,899,478	17,942,065	15,737,973	14,113,330	11,768,556
San Luis Obispo	12,140,239	14,737,074	21,324,372	23,520,727	24,614,921	43,162,232
San Marcos	1,096,086	3,086,264	4,474,649	3,139,195	3,334,743	2,806,730
Sonoma	5,124,067	8,760,205	10,730,309	8,761,134	16,148,151	10,818,658
Stanislaus	782,828	1,694,729	5,383,245	4,285,987	2,986,521	1,650,632
CSU/CSU Foundation	315,560	556,642	168,037	267,161	1,730,787	1,104,172
CSU Institute***	623,000	50,000	850,000	N/A	N/A	N/A
<b>TOTAL</b>	<b>\$148,801,695</b>	<b>\$173,191,780</b>	<b>\$237,435,229</b>	<b>\$232,508,761</b>	<b>\$251,502,716</b>	<b>\$248,243,705</b>

\*CSU Channel Islands joined the CSU system in 1998/1999.

\*\*California Maritime Academy and Monterey Bay joined the CSU system in 1995.

\*\*\*CSU Institute's mission was refocused during the 1998/1999 fiscal year.

**Voluntary Support Comparison  
Between Fiscal Years 1999/2000 and 2000/2001**

<i>Category</i>	<i>1999/2000</i>	<i>2000/2001</i>	<i>Difference</i>	
			<i>Amount</i>	<i>Percent</i>
<b>Total Voluntary Support</b>	\$251,502,716	\$248,243,705	-\$3,259,011	-1.3%
<b>Source of Support</b>				
<b>Individuals</b>				
Alumni	29,314,573	27,790,743	-1,523,830	-5.2%
Parents	4,559,447	2,526,002	-2,033,445	-44.6%
Others	77,173,194	77,186,749	13,555	0.0%
Individuals Total	\$111,047,214	\$107,503,494	-\$3,543,720	-3.2%
<b>Organizations</b>				
Foundations	58,945,517	45,844,385	-13,101,132	-22.2%
Corporations	66,513,997	77,863,458	11,349,461	17.1%
Others	14,995,988	17,032,368	2,036,380	13.6%
Organizations Total	\$140,455,502	\$140,740,211	\$284,709	0.2%
<b>Source of Support Total</b>	\$251,502,716	\$248,243,705	-\$3,259,011	-1.3%
<b>Gift Purposes</b>				
<b>Current Operations</b>				
Unrestricted	5,070,833	5,580,681	509,848	10.1%
Restricted	125,630,936	121,392,705	-4,238,231	-3.4%
Current Operations Total	\$130,701,769	\$126,973,386	-\$3,728,383	-2.9%
<b>Capital Purposes</b>				
Property, Buildings and Equipment	71,957,404	47,960,960	-23,996,444	-33.3%
Endowment: Unrestricted Income	5,771,815	4,415,530	-1,356,285	-23.5%
Endowment: Restricted Income	28,626,268	43,448,948	14,822,680	51.8%
Loan Funds	1,510	19,149	17,639	1168.1%
Capital Purposes Total	\$106,356,997	\$95,844,587	-\$10,512,410	-9.9%
<b>Deferred Giving</b>	14,443,950	25,425,732	\$10,981,782	76.0%
<b>Gift Purposes Total</b>	\$251,502,716	\$248,243,705	-\$3,259,011	-1.3%

## Source of Voluntary Support

Campus	Individuals			Organizations		
	Alumni	Parents	Other Individuals	Foundations	Corporations	Other Organizations
Bakersfield	\$137,554	\$13,894	\$439,348	\$199,520	\$1,647,264	\$53,285
Channel Islands	0	0	2,163,536	12,500	213,907	47,750
Chico	1,717,217	258,489	727,303	540,910	1,526,388	93,072
Dominguez Hills	26,517	150	115,912	330,329	440,407	234,713
Fresno	3,778,000	0	7,745,900	3,318,800	3,053,000	4,848,400
Fullerton	443,751	9,369	474,358	730,883	725,451	1,465,739
Hayward	209,017	2,410	239,944	178,125	390,477	102,325
Humboldt	168,483	60,793	997,214	440,532	875,653	631,565
Long Beach	4,107,087	260,493	8,792,276	2,098,961	10,924,757	443,826
Los Angeles	350,730	3,970	574,962	2,279,325	6,222,327	521,391
Maritime Academy	128,298	23,208	995,727	9,000	3,769,006	443,167
Monterey Bay	515	7,960	1,166,612	1,196,665	1,318,786	3,205
Northridge	425,465	48,105	1,984,493	1,691,789	7,633,463	567,203
Pomona	914,087	66,563	1,912,722	2,695,520	3,962,842	876,236
Sacramento	443,106	28,772	2,791,253	946,163	2,991,825	217,697
San Bernardino	102,031	7,446	1,234,154	2,624,000	490,261	25,211
San Diego	5,068,643	905,360	15,016,248	7,533,288	11,853,524	1,720,204
San Francisco	401,105	0	3,251,605	5,765,606	1,702,194	1,562,133
San Jose	1,585,748	31,752	2,219,347	1,675,373	6,217,596	38,740
San Luis Obispo	7,302,839	786,592	19,159,645	6,123,027	8,324,674	1,465,455
San Marcos	20,891	3,540	1,585,839	88,530	1,014,206	93,724
Sonoma	371,604	4,182	2,935,167	4,733,914	1,416,433	1,357,358
Stanislaus	88,055	2,954	430,684	46,625	1,034,345	47,969
CSU/CSU Foundation	0	0	232,500	585,000	114,672	172,000
<b>TOTAL</b>	<b>\$27,790,743</b>	<b>\$2,526,002</b>	<b>\$77,186,749</b>	<b>\$45,844,385</b>	<b>\$77,863,458</b>	<b>\$17,032,368</b>

## Voluntary Support for Current Operations and Capital Purposes

Campus	Current Operations		Capital Purposes				
	Unrestricted	Restricted	Property, Buildings and Equipment	Endowment Unrestricted	Endowment Restricted	Deferred Gifts	Loan Funds
Bakersfield	\$162,470	\$805,171	\$1,399,889	\$0	\$113,027	\$10,308	\$0
Channel Islands	200,487	275,551	1,675,655	0	140,000	146,000	0
Chico	241,275	2,082,614	500	6,659	1,556,651	973,580	\$2,100
Dominguez Hills	0	964,201	0	8,280	175,547	0	0
Fresno	194,400	9,996,900	10,047,900	0	2,504,900	0	0
Fullerton	106,168	3,394,451	66,931	11,666	270,335	0	0
Hayward	57,321	786,001	54,830	0	213,646	10,500	0
Humboldt	115,744	2,646,655	180,183	0	221,426	0	10,232
Long Beach	1,282,648	16,818,999	379,461	0	1,290,542	6,855,750	0
Los Angeles	210,956	2,905,362	5,264,229	0	1,572,158	0	0
Maritime Academy	365,689	166,304	498,400	4,234,530	103,483	0	0
Monterey Bay	38,401	2,438,156	377,165	0	300,021	540,000	0
Northridge	40,459	4,997,329	5,820,425	0	323,018	1,169,287	0
Pomona	769,937	5,076,083	1,825,397	120,113	2,636,440	0	0
Sacramento	146,663	3,900,119	2,681,528	0	487,006	203,500	0
San Bernardino	15,110	1,406,577	2,568,703	0	88,936	397,060	6,717
San Diego	50,893	31,468,974	804,357	0	2,300,519	7,472,524	0
San Francisco	412,907	6,849,482	1,856,178	0	1,093,163	2,470,913	0
San Jose	192,342	6,517,212	3,390,858	0	1,394,144	274,000	0
San Luis Obispo	462,041	8,811,818	5,690,110	34,282	24,300,299	3,863,582	100
San Marcos	316,515	1,103,892	1,288,265	0	98,058	0	0
Sonoma	4,825	5,532,669	2,074,376	0	2,168,060	1,038,728	0
Stanislaus	98,730	1,438,713	15,620	0	97,569	0	0
CSU/CSU Foundation	94,700	1,009,472	0	0	0	0	0
<b>TOTAL</b>	<b>\$5,580,681</b>	<b>\$121,392,705</b>	<b>\$47,960,960</b>	<b>\$4,415,530</b>	<b>\$43,448,948</b>	<b>\$25,425,732</b>	<b>\$19,149</b>

**Alumni Data**  
**2000/2001 Fiscal Year**  
**CHART VI**

Campus	Number of Addressable Alumni <sup>1</sup>	Alumni Association <sup>1</sup> Members		Total Number of Dues Paying Members	Alumni Solicited	Alumni Donors	Total Alumni Contributions
		Annual	Life-time				
Bakersfield <sup>2</sup>	17,775	798	158	956	13,220	953	\$137,554
Chico	84,633	801	67	868	89,858	3,753	1,717,217
Dominguez Hills	19,000	191	404	595	41,000	55	26,517
Fresno	135,817	3,430	1,404	4,834	95,101	2,611	3,778,000
Fullerton	67,269	1,213	671	1,884	2,000	1,092	443,751
Hayward	39,930	1,120	862	1,982	22,039	1,036	209,017
Humboldt	30,958	1,136	2,562	3,698	25,000	2,255	168,483
Long Beach <sup>3</sup>	158,901	24,180	862	25,042	31,798	11,727	4,107,087
Los Angeles	79,950	3,600	1,200	4,800	15,717	3,842	350,730
Maritime Academy	3,090	554	192	746	3,171	500	128,298
Monterey Bay	1,078	90	91	181	913	16	515
Northridge <sup>4</sup>	96,809	0	0	0	96,809	2,020	425,465
Pomona	72,560	1,731	1,939	3,670	35,350	4,870	914,087
Sacramento	131,443	2,257	2,137	4,394	42,500	3,276	443,106
San Bernardino	37,033	1,679	439	2,118	34,086	1,103	102,031
San Diego	157,720	8,371	2,547	10,918	52,180	5,971	5,068,643
San Francisco	140,000	2,951	1,049	4,000	30,123	3,100	401,105
San Jose	110,052	7,184	3,241	10,425	22,740	4,250	1,585,748
San Luis Obispo	97,619	2,041	9,116	11,157	67,180	10,782	7,302,839
San Marcos	7,788	484	0	484	1,445	177	20,891
Sonoma	28,457	387	815	1,202	500	441	371,604
Stanislaus	23,012	312	423	735	15,169	1,147	88,055
<b>TOTAL</b>	<b>1,540,894</b>	<b>64,510</b>	<b>30,179</b>	<b>94,689</b>	<b>737,899</b>	<b>64,977</b>	<b>\$27,790,743</b>

<sup>1</sup>Data obtained from campus 2001/2002 University Advancement Plan.

<sup>2</sup>Alumni Association membership tracked by special arrangement with campus.

<sup>3</sup>Long Beach members pay a one-time rather than annual membership fee.

<sup>4</sup>Implementation of annual dues paying programs in progress.

Note: Channel Islands not included in this chart. Students will officially be admitted Fall 2002.

## CSU Campus Endowment Market Values



Campus	1995/1996	1996/1997	1997/1998	1998/1999	1999/2000	2000/2001
Bakersfield	\$2,348,253	\$2,476,576	\$4,175,000	\$5,133,658	\$5,698,595	\$5,524,063
Channel Islands	N/A	N/A	N/A	57,443	63,140	283,534
Chico	21,256,822	21,421,960	30,174,993	33,861,689	34,026,996	36,041,586
Dominguez Hills	625,000	1,800,000	1,727,927	2,372,000	2,597,218	2,758,635
Fresno	34,412,932	48,559,902	52,296,209	54,009,333	56,598,351	60,038,051
Fullerton	2,340,359	2,855,472	4,774,437	5,543,476	6,922,991	7,160,478
Hayward	2,798,617	3,838,149	4,667,345	5,133,534	5,440,023	4,883,447
Humboldt	9,100,228	9,604,195	10,238,064	16,406,155	22,600,508	31,251,176
Long Beach	12,767,452	15,048,617	17,301,181	17,827,980	16,958,997	18,662,251
Los Angeles	5,340,388	9,729,000	10,451,530	10,701,722	9,250,856	10,734,751
Maritime Academy	338,568	353,216	332,417	469,489	624,293	815,477
Monterey Bay	N/A	N/A	N/A	20,000	49,000	857,957
Northridge	15,924,762	21,326,932	25,638,444	29,232,572	31,993,229	38,810,985
Pomona	2,737,393	3,510,166	4,284,311	9,257,984	12,428,896	14,333,008
Sacramento	5,352,005	6,611,091	7,576,613	8,185,540	9,415,276	9,860,250
San Bernardino	2,298,016	4,206,682	5,469,985	7,089,066	7,407,794	8,920,302
San Diego	34,300,696	41,710,233	48,251,629	54,377,482	61,073,153	64,709,301
San Francisco	6,352,558	6,991,818	9,355,118	15,862,742	20,644,971	21,228,462
San Jose	16,202,346	19,912,726	25,989,278	24,315,376	28,389,950	25,855,808
San Luis Obispo	34,837,769	46,824,851	40,709,784	52,197,200	62,525,046	72,093,206
San Marcos	2,050,876	3,878,874	6,472,737	7,357,628	7,363,253	7,197,808
Sonoma	12,831,624	23,384,693	26,921,631	26,210,000	25,906,185	27,074,833
Stanislaus	675,564	1,033,377	1,449,845	1,699,131	2,529,525	2,768,819
CSU Foundation	1,135,675	1,064,346	1,064,000	1,107,005	1,185,636	1,245,662
<b>TOTAL</b>	<b>\$226,027,903</b>	<b>\$296,142,876</b>	<b>\$339,322,478</b>	<b>\$388,428,205</b>	<b>\$431,693,882</b>	<b>\$473,109,850</b>

## 2000/2001 Total Special Revenue

Campus	Sponsorships	Bequest Expectancies and Revocable Trusts	Multi-Year Pledges	Contracts	Grants	Property Transfers	Endowment Distribution	Total Special Revenue
Bakersfield	\$524,396	\$0	\$494,885	\$408,080	\$7,106,327	\$0	\$284,930	\$8,818,618
Channel Islands	0	0	90,000	0	3,408,095	0	0	3,498,095
Chico	68,800	5,989,166	0	3,399,778	21,041,204	0	983,361	31,482,309
Dominguez Hills	347,037	0	0	139,930	12,591,137	0	58,500	13,136,604
Fresno	1,394,364	0	11,600,500	23,862,242	9,395,238	0	7,614,015	53,866,359
Fullerton	697,908	0	31,500	5,066,928	5,410,341	0	338,879	11,545,556
Hayward	29,397	10,500	129,760	1,597,358	8,705,716	0	482,298	10,955,029
Humboldt	46,997	0	0	4,743,483	3,866,751	0	453,229	9,110,460
Long Beach	365,560	4,000,000	69,349	2,645,400	37,192,309	0	1,326,226	45,598,844
Los Angeles	1,359,531	0	2,216,666	8,936,388	15,038,217	0	508,623	28,059,425
Maritime Academy	0	300,000	133,040	0	10,000	0	63,569	506,609
Monterey Bay	25,783	0	399,000	1,642,172	4,056,530	0	939,642	7,063,127
Northridge	226,000	95,000	500,000	5,474,461	10,626,113	0	1,743,904	18,665,478
Pomona	740,989	0	2,250,000	1,321,647	11,195,495	0	421,202	15,929,333
Sacramento	2,217,973	591,000	193,954	36,092,734	17,928,054	14,000	1,135,929	58,173,644
San Bernardino	25,000	100,000	8,213,500	8,624,905	3,508,884	1,816,456	162,270	22,451,015
San Diego	2,426,424	4,000,000	1,817,250	71,906,035	41,769,684	0	1,056,721	122,976,114
San Francisco	207,638	2,032,202	4,468,258	8,207,515	28,266,002	0	1,135,650	44,317,265
San Jose	1,331,313	1,567,900	3,400,000	6,100,548	31,526,921	0	1,508,879	45,435,561
San Luis Obispo	591,400	8,973,282	30,956,000	1,521,338	19,744,819	0	3,104,644	64,891,483
San Marcos	0	0	395,000	2,297,239	3,920,452	0	394,477	7,007,168
Sonoma	14,934	390,005	5,033,184	17,034,475	5,820,233	0	969,730	29,262,561
Stanislaus	238,280	0	5,125,550	1,715,425	5,409,684	0	125,222	12,614,161
CSU Foundation	0	0	1,080,000	0	1,383,073	0	343,943	2,807,016
<b>TOTAL</b>	<b>\$12,879,724</b>	<b>\$28,049,055</b>	<b>\$78,597,396</b>	<b>\$212,738,081</b>	<b>\$308,921,279</b>	<b>\$1,830,456</b>	<b>\$25,155,843</b>	<b>\$668,171,834</b>

## COMBINED SUMMARY OF EXTERNAL SUPPORT 2000/2001

Campus	Voluntary* Support	Special** Revenue	Total External Support
Bakersfield	\$2,490,865	\$8,818,618	\$11,309,483
Channel Islands	\$2,437,693	\$3,498,095	5,935,788
Chico	\$4,863,379	\$31,482,309	36,345,688
Dominguez Hills	\$1,148,028	\$13,136,604	14,284,632
Fresno	\$22,744,100	\$53,866,359	76,610,459
Fullerton	\$3,849,551	\$11,545,556	15,395,107
Hayward	\$1,122,298	\$10,955,029	12,077,327
Humboldt	\$3,174,240	\$9,110,460	12,284,700
Long Beach	\$26,627,400	\$45,598,844	72,226,244
Los Angeles	\$9,952,705	\$28,059,425	38,012,130
Maritime Academy	\$5,368,406	\$506,609	5,875,015
Monterey Bay	\$3,693,743	\$7,063,127	10,756,870
Northridge	\$12,350,518	\$18,665,478	31,015,996
Pomona	\$10,427,970	\$15,929,333	26,357,303
Sacramento	\$7,418,816	\$58,173,644	65,592,460
San Bernardino	\$4,483,103	\$22,451,015	26,934,118
San Diego	\$42,097,267	\$122,976,114	165,073,381
San Francisco	\$12,682,643	\$44,317,265	56,999,908
San Jose	\$11,768,556	\$45,435,561	57,204,117
San Luis Obispo	\$43,162,232	\$64,891,483	108,053,715
San Marcos	\$2,806,730	\$7,007,168	9,813,898
Sonoma	\$10,818,658	\$29,262,561	40,081,219
Stanislaus	\$1,650,632	\$12,614,161	14,264,793
CSU Foundation	\$1,104,172	\$2,807,016	3,911,188
<b>TOTAL</b>	<b>\$248,243,705</b>	<b>\$668,171,834</b>	<b>\$916,415,539</b>

\* 2000/01 Total voluntary support dollars per campus.

\*\* 2000/01 Total special revenue dollars per campus. Special revenue represents external support not counted as voluntary support. Special Revenue includes sponsorships, bequests, pledges, contracts, grants, property transfers, endowment distribution.

## **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, including recipients of this year's CASE Awards and Bautzer Faculty Awards.

#### **Background**

##### *2001 CASE Awards Recipients*

Annually, the Council for the Advancement and Support of Education (CASE) applauds superior achievement in the field of University Advancement. This year, numerous materials that showcase CSU universities and programs were recognized by CASE for writing, photography, and graphic design; CASE also recognized several CSU programs that further institutional goals like fund raising, institutional relations and public affairs. These awards were given by District VII of CASE, which encompasses Arizona, California, Hawaii, Nevada and Utah.

##### **CSU Channel Islands**

- *Distinction for Individual Fundraising Publications*

##### **CSU Fullerton**

- *Excellence for Visual Communications-Posters*
- *Excellence for Visual Communications-Catalogs*
- *Distinction for Individual Fundraising Publications*
- *Distinction for Visual Communications-Posters*
- *Distinction for Visual Communications-Logos & Identity Programs*

##### **CSU Long Beach**

- *Excellence for Visual Communications-Photography*  
Awarded for the photographs in the CSULB Foundation Annual Report, David J. Nelson, Victoria Sanchez, and David Gonzalez, Photographers

*2001 CASE Awards Recipients (continued)*

CSU Los Angeles

- *Distinction for Visual Communications-Posters*

CSU Northridge

- *Distinction for Visual Communications-Logos & Identity Programs*

Cal Poly Pomona

- *Excellence for Institutional Relations Programs- Stewardship Programs*,  
Awarded for the Poly Friends that informs and involves 1,000 friends in the University's progress
- *Distinction for Publications-Tabloid*  
Awarded for Panorama designed to extend Cal Poly Pomona's outreach to targeted households and its community

San Diego State University

- *Distinction for Visual Communications-Annual Reports*  
Awarded for the 2001 Campanile Foundation Annual Report, which introduces the new Foundation as well as reports on its progress
- *Distinction for News and Information Programs*  
Awarded for the campaign to mobilize the campus community to utilize the Montezuma mascot in a way more culturally appropriate and historically accurate

San Francisco State University

- *Excellence for Publications-Magazine Writing in SFSU Magazine*
- *Distinction for Publications-Magazines*  
Awarded for *SFSU Magazine*
- *Distinction for Publications-Other Print Materials*  
Awarded for the poster, postcard, and program created for the John Handy Jazz Festival  
Erin Peirce, Designer

Cal Poly San Luis Obispo

- *Distinction for Publications-Individual Fund-Raising*  
Publications for a group of theme-based case statements for potential donors
- *Distinction for Publications-Books, Booklets, Pamphlets, Folders*  
Awarded for the handsome anniversary book, *Cal Poly – The First Hundred Years*

*Bautzer Faculty University Advancement Award*

The Bautzer Faculty University Advancement Award recognizes the crucial role of faculty members in identifying academic needs and helping to set institutional priorities. The award sponsors faculty members to attend the regional Council for the Advancement and Support of Education (CASE) Conference as well as system and campus advancement activities. These faculty members have distinguished themselves by their interest and activities in the promotion of university advancement goals.

The award was established as the result of a gift from Nicola D. Bautzer, widow of Trustee Gregson Bautzer, with matching funds from the CSU Advancement Academy.

*2001 Bautzer Award Recipients*

Dr. Abbas Grammy, Professor of Economics	CSU Bakersfield
Mr. Jack Reilly, Professor of Fine Arts	CSU Channel Islands
Dr. Sarah Blackstone, Acting Dean, College of Humanities	CSU Chico
Dr. A. Charles Crabb, Dean, College of Agriculture	CSU Chico
Dr. Jeanne L. Thomas, Dean, Health and Community Services	CSU Chico
Dr. Michael Botwin, Professor of Psychology	CSU Fresno
Dr. Pauline Abbott, Director of the Ruby Gerontology Center and Research Institute	CSU Fullerton
Dr. Shyam Kamath, Professor of Economics and Business	CSU Hayward
Dr. David W. Kitchen, Professor of Wildlife	Humboldt State University
Dr. John Attinasi, Director of Bilingual Teacher Education	CSU Long Beach
Mr. James Newton, Professor of Jazz Studies	CSU Los Angeles
Dr. James Wheeler, Professor of General Studies	California Maritime Academy
Dr. Colleen Mullery, Director, Institute for Management	CSU Monterey Bay
Mr. William Toutant, Dean, College of Arts	CSU Northridge
Ms. Elizabeth K. Tracy, Chair and Professor Merchandising and Management	California Polytechnic, Pomona
Dr. Arthur N. Jensen, Professor of Marketing	CSU Sacramento
Dr. B. Robert Carlson, Dean, College of Natural Sciences	CSU San Bernardino
Dr. John Conley, Dean, College of Social and Behavioral Sciences	CSU San Bernardino
Mr. Michael Eichler, Professor of Social Work	San Diego State University

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*2001 Bautzer Award Recipients (continued)*

Ms. Tina Yapelli, Professor of Art  
Ms. Charlotte Ferretti, Interim Director of the  
Marian Wright Edelman Institute  
Ms. Nancy Lewis, Coach, Director of Golf  
Dr. William R. Pendergast, Dean, Orfalea College  
of Business  
Mr. Robert L. Stakes, Dean of Extended Studies  
Dr. Pamela Russ, Professor of Teacher Education

San Diego State University  
San Francisco State University

San Jose State University  
California Polytechnic, SLO

CSU San Marcos  
CSU Stanislaus