

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:00 p.m. Tuesday, January 27, 2004
Glenn S. Dumke Auditorium

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 November 19, 2003

Discussion Items

1. Approval of the 2002/2003 Annual Report on External Support, *Action*
2. Approval of Naming of Facility- California State University, Monterey Bay, *Action*
3. Approval of Naming of Facility – California State University, Northridge, *Action*
4. Naming of an Academic Entity – California State University, Northridge, *Action*
5. Approval of Naming of Facility- California Polytechnic State University, San Luis Obispo, *Action*
6. Approval of Naming of Facility- California Polytechnic State University, San Luis Obispo, *Action*
7. Council for Advancement and Support of Education District VII Awards, *Information*

**MINUTES OF MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of The California State University
Office of the Chancellor
Glenn S. Dumke Auditorium
401 Golden Shore
Long Beach, California**

November 19, 2003

Members Present

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

Members Absent

Robert Foster

Other Trustees Present

Roberta Achtenberg
Murray Galinson
Eric Z. Guerra
William Hauck
Shailesh J. Mehta
Ralph Pesqueira

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

Chair Tsakopoulos called the meeting of the Committee on Institutional Advancement to order at 11:17 a.m.

Approval of Minutes

The September 16, 2003 minutes were unanimously approved.

Naming of Facility, California State University, Monterey Bay

Chair Tsakopoulos asked Executive Vice Chancellor and Chief Financial Officer Richard B. West to present a naming request for California State University, Monterey Bay. Mr. West reported that California State University, Monterey Bay had submitted a request to name the new Science and Academic Center the Patricia and Robert Chapman Academic Center.

Mr. West stated that Patricia and Robert Chapman had provided the California State University, Monterey Bay with a \$2.5 million pledge for the new \$24.5 Science and Academic Center, which will serve both Science and Mathematics programs. Mr. West further stated that Patricia and Robert Chapman were residents of Corral de Tierra with strong ties to both the Salinas Valley and the Monterey Bay Peninsula. Among other past and present community leadership roles, Mrs. Chapman is currently a member of the California State University, Monterey Bay President's Council and a board member of the Harden Foundation and the National Steinbeck Center. Mrs. Chapman has served on numerous boards, including the Community Foundation for Monterey County, where she was honored as Trustee of the Year.

Mr. West stated that the request met the Board of Trustees naming policy and asked President Peter Smith for additional comments. President Smith stated that it was a great moment for the California State University, Monterey Bay and that Patricia and Robert Chapman are one of the most respected families in the county. He further informed the committee that the Chapman's generous gift permitted the completion of the Science and Academic Center.

Chair Tsakopoulos stated that given the California State University's serious budgetary challenges and the state's fiscal crisis, this was an extraordinary gift for which the Trustees were extremely thankful and commended President Smith for winning the confidence and support of his community. Trustee Kathleen Kaiser then inquired as to whether the California State University, Monterey Bay's Academic Senate had approved the resolution. Robert W. Cherny, Chair, Statewide Academic Senate confirmed that the resolution had the full support of the CSU Monterey Bay Academic Senate.

Chair Tsakopoulos recommended approval by the Board of Trustees of the proposed resolution. (RIA 11-03-09). The resolution was passed unanimously.

Adjournment

With no further items on the agenda, Chair Tsakopoulos adjourned the Institutional Advancement Committee meeting at 11:21 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of the 2002/2003 Annual Report on External Support

Presentation By

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item presents information on external support received by the 23-campus California State University system from July 1, 2002 to June 30, 2003. 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.

The report data is attached in Charts I through VIII. As is customary, the *2002/2003 Annual Report on External Support to the California State University* will be distributed at the Board meeting. This document will provide a summary and graphic illustration of the data. Following presentation of this report, campus highlights will be available for viewing on the system website at www.calstate.edu/ua/0203ExternalReport.

Overview

Charitable giving to the California State University declined 7.6 percent in 2002/2003, the university's first decline in more than a decade. The reduction reflects a national trend in charitable giving--and in giving to higher education specifically--due largely to donor uncertainty in a period of slow economic recovery.

What is important to note, however, is that although current year gift receipts dropped to \$237.83 million, many donors expressed their strong commitment to the CSU's mission of providing high-quality teaching and learning through multi-year pledges or testamentary provisions. When these contributions are considered, philanthropic support grew to \$302.13 million. Additionally, \$538.83 million was received in special revenue that includes sponsored grants and contracts.

CORRECTED

Action Item

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Alumni and friends also realized the importance of supporting the CSU's mission to provide access to all qualified students: of support to current operations, \$10.5 million went directly to student aid and more than \$14 million was received to build scholarship endowments. Of all charitable gifts received, 97 percent were donor designated for specific purposes.

Attachments

Chart I: Philanthropic Productivity

The data represents current year performance in developing philanthropic support for the institution. In addition to recognizing gift receipts, this measure acknowledges the important work achieved in securing on-going commitments through multi-year pledges and substantial support promised through testamentary provisions in wills and trusts.

Chart II: Special Revenue

This data represents support to the institution derived from sponsored grants and contracts, commercial sponsorships, earnings on endowments, and miscellaneous support from government entities (non-general fund).

Chart III: Charitable Gifts 1994 through 2003

This chart tracks a ten-year history of gifts received from alumni, parents, other individuals, corporations, foundations and other organizations. Charitable gifts, also known as Voluntary Support, are reported to the Council for Aid to Education in the national Voluntary Support of Education survey. The Council for Advancement and Support of Education (CASE) governs the standards used for reporting these gifts.

Chart IV: Charitable Gifts Comparison

The chart provides a two-year comparison of systemwide results by both the gift source and the gift purpose.

Chart V: Charitable Gifts by Source

Campus specific data of charitable gifts received from alumni, parents, other individuals, foundations, corporations and other organizations.

Chart VI: Charitable Gifts by Purpose

Campus specific data that identifies the purpose for which donors designated their support.

Chart VII: 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.

Chart VIII: Endowment Market Values

This chart tracks a ten-year history of endowment market values and compares the difference in values between 2001/02 and 2002/03.

CORRECTED

Action Item

Agenda Item 1

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The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Board adopts the *2002/2003 Annual Report of External Support for the California State University* for submission, as required by law, to the California Postsecondary Education Commission, the California Joint Legislative Budget Committee, and the California Department of Finance.

Philanthropic Productivity

2002/2003 Fiscal Year

Chart I

	Charitable Gifts	Pledges	Less payments made on prior year Pledges ¹	Testamentary Commitments	Total Philanthropic Productivity	2001/2002 Net General Fund	Philanthropic Productivity as a percent of the 2001/2002 Net General Fund
Bakersfield	\$1,747,994	\$385,220	(\$429,618)	\$300,000	\$2,003,596	\$50,602,200	3.96%
Channel Islands	3,783,376	0	0	0	3,783,376	25,579,500	14.79%
Chico	6,924,531	102,550	0	325,000	7,352,081	107,753,400	6.82%
Dominguez Hills	9,776,654	300,125	(5,500)	0	10,071,279	63,331,000	15.90%
Fresno	22,426,465	4,356,200	(8,107,123)	0	18,675,542	131,016,600	14.25%
Fullerton	4,925,196	119,100	(51,750)	100,000	5,092,546	144,056,600	3.54%
Hayward	1,317,341	963,367	(387,741)	0	1,892,967	82,196,000	2.30%
Humboldt	2,016,858	133,345	(16,573)	8,042,043	10,175,673	68,427,800	14.87%
Long Beach	25,526,889	101,000	(55,375)	5,237,500	30,810,014	172,902,000	17.82%
Los Angeles	4,746,509	1,068,000	(1,526,033)	300,000	4,588,476	114,452,600	4.01%
Maritime Academy	1,124,531	18,450	(20,040)	0	1,122,941	14,290,800	7.86%
Monterey Bay	2,591,648	85,480	(912,734)	600,000	2,364,394	43,283,600	5.46%
Northridge	18,849,318	5,361,255	(2,227,500)	2,870,000	24,853,073	151,272,700	16.43%
Pomona	12,928,743	435,834	(340,662)	5,000	13,028,915	126,050,200	10.34%
Sacramento	12,587,492	145,000	0	2,003,800	14,736,292	145,435,800	10.13%
San Bernardino	5,420,830	58,704	(132,608)	0	5,346,926	85,280,000	6.27%
San Diego	43,372,743	19,159,150	(3,634,009)	2,050,000	60,947,884	193,720,000	31.46%
San Francisco	10,497,178	2,445,563	(429,476)	105,500	12,618,765	144,769,200	8.72%
San Jose	10,855,527	2,270,440	(946,362)	125,000	12,304,605	150,285,000	8.19%
San Luis Obispo	21,052,479	9,791,150	(707,672)	7,325,000	37,460,957	130,763,200	28.65%
San Marcos	3,516,710	2,090	(44,000)	1,250,000	4,724,800	50,166,600	9.42%
Sonoma	6,127,358	7,979,230	(1,393,504)	1,175,000	13,888,084	53,091,800	26.16%
Stanislaus	4,714,805	698,222	(2,107,171)	0	3,305,856	50,885,400	6.50%
Chancellor's Office	1,002,129	0	(200,000)	200,000	1,002,129	Systemwide Performance	11.91%
Total	\$237,833,304	\$55,979,475	(\$23,675,451)	\$32,013,843	\$302,151,171		

¹ Charitable Gift figures include payments made on prior year pledges in accordance with Council for Advancement and Support of Education (CASE) reporting standards. By subtracting pledge payments, the Total Philanthropic Productivity figure represents current year performance.

Special Revenue

2002/2003 Fiscal Year

Chart II

	Commercial Sponsorships	Contracts	Government & Proprietary Grants	Government Property Transfers	Endowment Distribution	Total Special Revenue	2001/2002 Net General Fund	Charitable Gifts	Total Charitable Gifts, Sponsorships & Endowment Distribution	Charitable Gifts, Sponsorships & Endowment Distribution as a % of the Net General Fund
Bakersfield	\$320,160	\$1,816,593	\$6,711,559	\$0	\$267,075	\$9,115,387	\$50,602,200	\$1,747,994	\$2,335,229	4.61%
Channel Islands	0	0	0	0	0	0	25,579,500	3,783,376	3,783,376	14.79%
Chico	57,925	18,459,195	7,438,409	0	1,024,884	26,980,413	107,753,400	6,924,531	8,007,340	7.43%
Dominguez Hills	70,351	139,930	12,591,137	0	55,658	12,857,076	63,331,000	9,776,654	9,902,663	15.64%
Fresno	0	34,419,448	13,411,913	0	3,671,273	51,502,634	131,016,600	22,426,465	26,097,738	19.92%
Fullerton	963,015	0	9,885,373	0	138,448	10,986,836	144,056,600	4,925,196	6,026,659	4.18%
Hayward	3,485	0	8,953,440	0	182,515	9,139,440	82,196,000	1,317,341	1,503,341	1.83%
Humboldt	448,392	3,905,543	4,184,454	215,742	266,227	9,020,358	68,427,800	2,016,858	2,731,477	3.99%
Long Beach	313,795	16,554,232	16,726,655	0	545,097	34,139,779	172,902,000	25,526,889	26,385,781	15.26%
Los Angeles	749,592	455,610	38,602,318	0	298,445	40,105,965	114,452,600	4,746,509	5,794,546	5.06%
Maritime Academy	0	100,000	0	0	41,075	141,075	14,290,800	1,124,531	1,165,606	8.16%
Monterey Bay	50,058	1,187,156	6,258,974	0	42,118	7,538,306	43,283,600	2,591,648	2,683,824	6.20%
Northridge	360,600	1,494,415	16,500,000	0	1,452,838	19,807,853	151,272,700	18,849,318	20,662,756	13.66%
Pomona	302,500	1,357,813	12,697,807	0	88,917	14,447,037	126,050,200	12,928,743	13,320,160	10.57%
Sacramento	2,106,073	385,936	51,826,497	0	2,214,316	56,532,822	145,435,800	12,587,492	16,907,881	11.63%
San Bernardino	159,911	0	22,677,566	0	0	22,837,477	85,280,000	5,420,830	5,580,741	6.54%
San Diego	3,053,296	6,225,069	49,281,754	0	4,627,533	63,187,652	193,720,000	43,372,743	51,053,572	26.35%
San Francisco	1,192,869	0	43,650,295	0	2,809,028	47,652,192	144,769,200	10,497,178	14,499,075	10.02%
San Jose	690,166	12,500	42,229,329	0	1,157,410	44,089,405	150,285,000	10,855,527	12,703,103	8.45%
San Luis Obispo	596,943	0	14,326,098	207,850	1,982,689	17,113,580	130,763,200	21,052,479	23,632,111	18.07%
San Marcos	0	0	8,008,710	0	454,473	8,463,183	50,166,600	3,516,710	3,971,183	7.92%
Sonoma	8,746	0	25,476,364	0	700,000	26,185,110	53,091,800	6,127,358	6,836,104	12.88%
Stanislaus	78,847	330,117	5,391,009	0	55,582	5,855,556	50,885,400	4,714,805	4,849,234	9.53%
Chancellor's Office	0	0	849,006	0	277,334	1,126,340		Systemwide Performance		10.55%
Total	\$11,526,724	\$86,843,558	\$417,678,667	\$423,592	\$22,352,935	\$538,825,476				

Charitable Gifts

1994 through 2003

Chart III

	1993/94	1994/95	1995/96	1996/97	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03
Bakersfield	\$1,609,142	\$932,261	\$1,206,112	\$1,269,036	\$3,313,670	\$4,252,957	\$3,538,188	\$2,490,865	\$1,654,583	\$1,747,994
Channel Islands*	N/A	N/A	N/A	N/A	N/A	215,975	726,857	2,437,693	6,441,947	3,783,376
Chico	7,026,291	7,510,031	7,170,169	9,242,952	14,500,000	13,568,286	6,288,329	4,863,379	5,167,714	6,924,531
Dominguez Hills	2,520,481	3,000,079	3,513,502	3,514,817	2,839,329	3,507,646	2,810,710	1,148,028	3,020,671	9,776,654
Fresno	13,091,245	15,933,784	13,331,286	12,269,446	20,760,449	24,923,770	23,654,200	22,744,100	23,072,734	22,426,465
Fullerton	4,148,318	4,690,652	4,765,574	7,130,352	8,140,613	8,546,112	484,395	3,849,551	4,502,168	4,925,196
Hayward	1,023,896	1,342,824	1,485,074	1,110,989	1,611,780	1,003,821	1,547,419	1,122,298	994,808	1,317,341
Humboldt	3,347,647	1,805,995	51,544,886	1,687,125	1,819,108	4,494,786	2,861,452	3,174,240	2,168,744	2,016,858
Long Beach	17,946,113	21,159,841	22,806,897	25,923,741	36,006,863	26,781,188	22,152,957	26,627,400	24,246,245	25,526,889
Los Angeles	1,235,676	2,731,481	3,688,738	13,331,699	18,548,179	9,842,047	9,555,246	9,952,705	9,326,111	4,746,509
Maritime Academy	N/A	12,665,627	4,522,231	3,673,160	1,338,640	5,077,081	199,617	5,368,406	1,510,830	1,124,531
Monterey Bay	N/A	N/A	345,110	460,897	828,339	1,487,107	1,401,928	3,693,743	3,192,338	2,591,648
Northridge	7,562,792	3,141,458	4,072,058	7,402,391	8,641,633	5,023,259	7,776,289	12,350,518	12,517,604	18,849,318
Pomona	7,041,304	3,492,427	7,153,485	8,627,475	9,382,730	9,658,914	12,628,486	10,427,970	12,886,168	12,928,743
Sacramento	6,984,144	5,574,089	6,363,937	4,877,597	5,542,321	7,979,601	7,898,310	7,418,816	5,455,407	12,587,492
San Bernardino	1,039,902	2,750,348	3,623,520	3,564,533	3,854,525	2,242,081	8,310,231	4,483,103	3,260,934	5,420,830
San Diego	16,008,520	17,340,441	28,548,616	23,173,705	29,749,072	32,255,914	39,634,776	42,097,267	52,706,465	43,372,743
San Francisco	8,675,634	9,141,846	3,378,018	5,147,473	9,685,301	13,972,433	14,010,529	12,682,643	7,812,066	10,497,178
San Jose	8,518,590	7,060,580	7,590,702	11,899,478	17,942,065	15,737,973	14,113,330	11,768,556	10,990,480	10,855,527
San Luis Obispo	38,951,366	11,478,704	12,140,239	14,737,074	21,324,372	23,520,727	24,614,921	43,162,232	44,324,640	21,052,479
San Marcos	694,324	930,031	1,096,086	3,086,264	4,474,649	3,139,195	507,907	2,806,730	6,288,961	3,516,710
Sonoma	1,740,757	3,911,208	5,124,067	8,760,205	10,730,309	8,761,134	16,148,151	10,818,658	8,309,578	6,127,358
Stanislaus	974,301	794,421	782,828	1,694,729	5,383,245	4,285,987	2,986,521	1,650,632	3,538,161	4,714,805
Chancellor's Office	288,450	235,640	315,560	556,642	168,037	267,161	1,730,787	1,104,172	3,897,950	1,002,129
Total	\$150,428,893	\$137,623,768	\$148,178,695	\$173,141,780	\$236,585,229	\$230,545,155	\$225,581,536	\$248,243,705	\$257,287,307	\$237,833,304

*CSU Channel Islands joined the CSU system in 1998/1999, first admitting students in September 2002.

Charitable Gift receipts are the Voluntary Support figures reported to the Council for Aid to Education using Council for Advancement and Support of Education reporting standards.

Charitable Gifts Comparison

Between Fiscal Years
 2001/2002 and 2002/2003
 Chart IV

Category	2001/2002	2002/2003	Difference	
			Amount	Percent
Total	\$257,287,307	\$237,833,304	(\$19,454,003)	-7.6%
<i>Source of Support</i>				
Individuals				
Alumni	21,974,227	21,156,871	(817,356)	-3.7%
Parents	2,082,194	2,213,693	131,499	6.3%
Others	68,843,840	67,743,053	(1,100,787)	-1.6%
Individuals Total	\$92,900,261	\$91,113,617	(\$1,786,644)	-1.9%
Organizations				
Foundations	49,197,097	39,886,503	(9,310,594)	-18.9%
Corporations	102,157,121	82,286,297	(19,870,824)	-19.5%
Others	13,032,828	24,546,887	11,514,059	88.3%
Organizations Total	\$164,387,046	\$146,719,687	(\$17,667,359)	-10.7%
Source of Support Total	\$257,287,307	\$237,833,304	(\$19,454,003)	-7.6%
<i>Gift Purposes</i>				
Current Operations				
Unrestricted	8,046,839	7,784,515	(262,324)	-3.3%
Restricted	141,390,297	146,658,728	5,268,431	3.7%
Current Operations Total	\$149,437,136	\$154,443,243	\$5,006,107	3.3%
Capital Purposes				
Property, Buildings and Equipment	57,308,667	36,619,696	(20,688,971)	-36.1%
Endowment: Unrestricted	363,593	837,709	474,116	130.4%
Endowment: Restricted	40,416,518	28,990,326	(11,426,192)	-28.3%
Loan Funds	9,212	13,651	4,439	48.2%
Capital Purposes Total	\$98,097,990	\$66,461,382	(\$31,636,608)	-32.3%
Deferred Gifts	\$9,752,181	\$16,928,679	\$7,176,498	73.6%
Gift Purposes Total	\$257,287,307	\$237,833,304	(\$19,454,003)	-7.6%

Charitable Gifts by Source

2002/2003 Fiscal Year

Chart V

	Individuals			Organizations		
	Alumni	Parents	Other Individuals	Foundations	Corporations	Other Organizations
Bakersfield	\$149,530	\$21,684	\$403,599	\$206,126	\$938,132	\$28,923
Channel Islands	0	0	3,121,026	31,931	622,298	8,121
Chico	832,418	308,654	2,231,957	829,741	2,017,403	704,358
Dominguez Hills	48,126	10,935	1,104,934	171,041	8,380,307	61,311
Fresno	4,283,922	15,280	7,898,509	812,400	2,398,322	7,018,032
Fullerton	502,263	110,815	1,249,553	594,095	1,922,692	545,778
Hayward	154,446	893	329,181	188,396	411,196	233,229
Humboldt	243,368	50,004	651,737	269,693	448,981	353,075
Long Beach	1,496,549	323,559	10,402,017	1,422,092	11,496,721	385,951
Los Angeles	273,402	5,075	416,979	1,304,485	2,554,275	192,293
Maritime Academy	59,476	144,464	40,450	8,000	859,850	12,291
Monterey Bay	3,686	9,480	1,244,298	815,957	477,560	40,667
Northridge	513,967	69,710	7,483,702	3,417,780	7,220,682	143,477
Pomona	1,296,612	97,810	3,677,839	1,787,426	5,728,388	340,668
Sacramento	509,691	7,705	4,928,065	810,396	3,338,476	2,993,159
San Bernardino	236,323	22,016	518,939	458,468	4,144,067	41,017
San Diego	2,351,238	241,822	9,786,916	13,453,707	11,970,012	5,569,048
San Francisco	857,524	3,870	1,406,300	3,803,693	359,475	4,066,316
San Jose	1,990,854	26,250	3,445,314	1,651,218	3,658,036	83,855
San Luis Obispo	4,678,077	724,195	2,763,376	2,440,330	9,827,432	619,069
San Marcos	39,266	14,610	1,322,990	898,656	1,184,915	56,273
Sonoma	503,237	2,415	1,143,448	2,705,199	915,500	857,559
Stanislaus	132,896	2,447	1,921,924	1,209,673	1,255,448	192,417
Chancellor's Office	0	0	250,000	596,000	156,129	0
Total	\$21,156,871	\$2,213,693	\$67,743,053	\$39,886,503	\$82,286,297	\$24,546,887

Charitable Gifts by Purpose

2002/2003 Fiscal Year

Chart VI

	Current Operations		Capital Purposes			Deferred Gifts
	Unrestricted	Restricted	Campus Improvements: Property, Buildings and Equipment	Endowment	Loan Funds	
			Unrestricted	Restricted		
Bakersfield	\$166,195	\$967,876	\$445,736	\$148,187	\$0	\$20,000
Channel Islands	914,295	113,918	747,315	1,207,848	0	800,000
Chico	299,092	2,512,675	1,000	2,524,343	2,885	1,583,506
Dominguez Hills	75,126	9,701,528	0	0	0	0
Fresno	598,800	11,680,965	8,648,200	1,498,500	0	0
Fullerton	118,833	4,118,967	314,990	172,406	0	200,000
Hayward	394,661	340,548	400,719	181,413	0	0
Humboldt	126,854	1,736,916	0	152,908	180	0
Long Beach	1,369,805	16,680,527	335,500	515,564	0	6,625,493
Los Angeles	287,880	2,108,493	2,023,066	277,070	0	50,000
Maritime Academy	186,841	97,107	4,440	21,143	0	0
Monterey Bay	35,777	1,401,673	389,157	165,041	0	600,000
Northridge	137,584	10,227,408	4,618,900	3,539,813	0	325,613
Pomona	374,917	8,940,029	1,081,079	1,371,444	20,500	1,140,774
Sacramento	133,529	4,845,786	4,957,925	2,649,698	554	0
San Bernardino	8,398	5,034,137	110,280	257,429	10,586	0
San Diego	54,848	39,981,292	55,663	2,637,940	0	643,000
San Francisco	98,431	5,278,569	211,434	3,554,337	0	1,354,407
San Jose	288,175	5,513,260	2,663,352	1,882,205	625	507,910
San Luis Obispo	587,077	8,426,447	6,706,442	2,324,537	0	3,007,976
San Marcos	1,283,670	1,654,035	389,298	189,707	0	0
Sonoma	18,603	2,251,139	1,962,735	1,824,881	0	70,000
Stanislaus	145,624	2,222,804	552,465	1,793,912	0	0
Chancellor's Office	79,500	822,629	0	100,000	0	0
Total	\$7,784,515	\$146,658,728	\$36,619,696	\$28,990,326	\$837,709	\$16,928,679

Alumni Data

2002/2003 Fiscal Year

Chart VII

	Number of Addressable Alumni	Alumni Association Members		Total Number Members	Membership Dues Collected	Alumni Solicited	Alumni Donors	Total Alumni Contributions	Percentage of Alumni Contributions from Members
		Annual	Lifetime						
Bakersfield	20,393	1,172	175	1,347	\$10,280	10,420	1,356	149,530	58%
Channel Islands*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	N/A
Chico	93,772	1,106	181	1,287	44,899	93,772	6,554	832,418	44%
Dominguez Hills	53,835	137	397	534	10,185	47,500	840	48,126	6%
Fresno	148,218	4,139	1,845	5,984	143,696	146,457	3,179	4,283,922	39%
Fullerton	101,905	1,531	1,941	3,472	52,180	114,945	2,237	502,263	35%
Hayward	66,581	653	1,131	1,784	46,195	28,811	785	154,446	24%
Humboldt	32,456	689	3,173	3,862	36,505	30,185	2,647	243,368	35%
Long Beach ¹	177,716	0	26,973	26,973	28,489	71,585	11,973	1,496,549	38%
Los Angeles	82,239	4,250	1,210	5,460	81,859	13,400	2,889	273,402	41%
Maritime Academy	3,280	535	767	1,302	28,960	3,240	357	59,476	77%
Monterey Bay	1,749	176	273	449	23,826	1,749	60	3,686	55%
Northridge	140,384	1,894	642	2,536	63,580	140,384	3,368	513,967	29%
Pomona	85,881	8,077	2,884	10,961	41,000	38,731	5,799	1,296,612	58%
Sacramento	141,600	2,357	2,335	4,692	85,388	130,313	3,119	509,691	10%
San Bernardino	40,371	2,247	507	2,754	46,050	20,744	1,325	236,323	73%
San Diego	155,458	9,126	2,740	11,866	356,172	99,714	14,518	2,351,238	63%
San Francisco	153,843	3,667	1,549	5,216	82,475	48,604	2,164	857,524	11%
San Jose	146,255	3,073	5,732	8,805	193,676	17,136	3,868	1,990,854	18%
San Luis Obispo	115,905	2,211	9,112	11,323	139,259	50,743	10,515	4,678,077	18%
San Marcos	7,566	691	0	691	17,940	7,566	326	39,266	27%
Sonoma	35,955	1,011	934	1,945	24,450	2,000	377	503,237	97%
Stanislaus	25,794	425	449	874	28,890	20,143	1,533	132,896	23%
Total	1,831,156	49,167	64,950	114,117	\$1,585,954	1,138,142	79,789	21,156,871	38%

¹ Long Beach members pay a one-time life membership fee.

*CSU Channel Islands admitted students in fall 2002.

Note: Membership dues provide benefits to the member; therefore, dues collected are not included in charitable gift totals.

Endowment Market Values

1994 through 2003

Chart VIII

	1993/94	1994/95	1995/96	1996/97	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	Difference	
	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Percentage
Bakersfield	\$2,148,380	\$2,291,430	\$2,348,250	\$2,476,580	\$4,175,000	\$5,133,660	\$5,698,600	\$5,524,063	5,047,760	\$5,341,499	\$293,739	5.82%
Channel Islands	N/A	N/A	N/A	N/A	N/A	57,443	63,140	283,534	6,039,310	8,176,588	2,137,278	35.39%
Chico	17,384,600	18,923,000	21,256,800	21,422,000	30,175,000	33,861,700	34,027,000	36,041,586	31,600,718	32,273,703	672,985	2.13%
Dominguez Hills	451,655	7,068,820	625,000	1,800,000	1,727,930	2,372,000	2,597,220	2,758,635	3,188,675	3,192,337	3,662	0.11%
Fresno	22,709,629	27,796,800	34,412,900	48,559,900	52,296,200	54,009,300	56,598,400	60,038,051	61,988,349	65,263,146	3,294,797	5.32%
Fullerton	2,474,590	2,131,430	2,340,360	2,855,470	4,774,440	5,543,480	6,922,990	7,160,478	6,230,182	6,468,545	238,363	3.83%
Hayward	2,963,230	780,718	2,798,620	3,838,150	4,667,350	5,133,530	5,440,020	4,883,447	3,959,091	4,122,370	163,279	4.12%
Humboldt	5,115,890	3,484,940	9,100,230	9,604,200	9,071,323	11,145,480	11,634,166	11,817,244	10,174,133	12,228,715	2,054,582	20.19%
Long Beach	9,833,480	11,185,700	12,767,500	15,048,600	17,301,200	17,828,000	16,959,000	18,662,251	19,737,754	19,081,132	(656,622)	-3.33%
Los Angeles	231,153	4,605,210	5,340,390	9,729,000	10,451,500	10,701,700	9,250,860	10,734,751	8,913,456	9,287,787	374,331	4.20%
Maritime Academy	N/A	N/A	338,568	353,216	332,417	469,489	624,293	815,477	1,511,938	1,523,404	11,466	0.76%
Monterey Bay	N/A	N/A	N/A	N/A	N/A	20,000	49,000	857,957	2,149,611	1,204,263	(945,348)	-43.98%
Northridge	13,404,300	15,311,800	15,924,800	21,326,900	25,638,400	16,983,800	31,993,200	38,810,985	36,565,206	30,179,989	(6,385,217)	-17.46%
Pomona	1,466,870	1,650,370	2,737,390	3,510,170	4,284,310	9,257,980	12,428,900	14,333,008	14,410,455	17,241,435	2,830,980	19.65%
Sacramento	3,890,300	4,809,940	5,352,010	6,611,090	7,576,610	8,185,540	9,415,280	9,860,250	9,928,869	12,693,475	2,764,606	27.84%
San Bernardino	1,555,420	3,061,130	2,298,020	4,206,680	5,469,990	7,089,070	7,407,790	8,920,302	7,505,058	7,917,430	412,372	5.49%
San Diego	26,341,900	31,451,500	34,300,700	41,710,200	48,251,600	54,377,500	61,073,200	64,709,301	73,971,717	76,678,958	2,707,241	3.66%
San Francisco	5,119,350	8,493,460	6,352,560	6,991,820	9,355,120	15,862,700	20,645,000	21,228,462	21,083,053	25,039,271	3,956,218	18.76%
San Jose	10,290,600	13,330,800	16,202,300	19,912,700	25,988,300	24,315,400	28,390,000	25,855,808	31,665,731	26,604,126	(5,061,605)	-15.98%
San Luis Obispo	18,844,200	36,592,500	34,837,800	46,824,900	40,709,800	52,197,200	62,525,000	72,093,206	83,995,443	102,054,526	18,059,083	21.50%
San Marcos	290,554	696,908	2,050,880	3,878,870	6,472,740	7,357,630	7,363,250	7,197,808	9,691,298	9,689,630	(1,668)	-0.02%
Sonoma	6,049,400	8,629,490	12,831,600	23,384,700	26,921,600	26,210,000	25,906,200	27,074,833	27,872,820	33,220,099	5,347,279	19.18%
Stanislaus	589,990	655,123	675,564	1,033,380	1,449,850	1,699,130	2,529,530	2,768,819	3,820,837	2,796,449	(1,024,388)	-26.81%
Chancellor's Office	1,532,189	1,313,846	1,135,680	1,064,350	1,064,350	1,107,460	1,208,210	3,341,751	5,443,318	5,650,123	206,805	3.80%
Total	\$152,667,680	\$204,264,915	\$226,027,922	\$296,142,876	\$338,156,030	\$370,919,192	\$420,750,249	\$455,772,007	\$486,474,782	\$517,929,000	\$31,454,218	6.47%

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

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

Presentation By

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item will consider naming a wing of the Chapman Science and Academic Center (Building 53), at CSU Monterey Bay as the Hilton and Roberta Bialek Math and Technology Wing.

This proposal, submitted by CSU Monterey Bay, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties including approval by the system review panel and the campus academic senate.

Background

The proposed naming recognizes the \$1 million contribution by Roberta Bialek, and her late husband Hilton that resulted in an additional \$1 million in matching funds from other donors.

Hilton and Robert Bialek have been active and respected members of the Carmel community for many years. Mr. Bialek served on the Carmel Unified School District Board member from 1963 to 1971 and again from 1985 to 1993. Mrs. Bialek has been recognized as being one of the Ten Outstanding Women of Monterey County by the Monterey County Commission on the Status of Women.

At CSU Monterey Bay, the Bialeks have been the principal donors to an early science education program called RISE (recruitment in science education) and were early contributors to the recently completed Chapman Science Academic Center.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the new math and technology wing of the Chapman Science and Academic at California State University, Monterey Bay be named the Hilton and Roberta Bialek Math and Technology Wing.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility – California State University, Northridge

Presentation By

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item will consider naming the west wing of the Oviatt Library at California State University, Northridge, the Tseng Family Wing.

The proposal, submitted by Cal State Northridge, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties including approval by the system review panel and the campus academic senate.

Background

Mr. Tseng, who made a \$38 million commitment to Cal State Northridge, wishes to honor his parents C.K. and Teresa Tseng through this naming opportunity. This gift is historically the largest donation to Cal State Northridge and to any university in the entire California State University system. The gift includes rare Chinese antiques that will become part of the Special Collections and Archives area of the University Library - and will be known as The Tseng Family Collection.

Mr. and Mrs. Tseng are owners and operators of Northridge Travel Service, one of the region's longest operating travel agencies. The Tsengs also have extensive and longstanding ties to Cal State Northridge. C.K. Tseng served as the president of the University's President's Associates support group in 1984. Through the years, the couple has regularly hired Cal State Northridge students and alumni as interns and employees.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the west wing of the Oviatt Library at California State University, Northridge be named the Tseng Family Wing.

CORRECTED

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COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity – California State University, Northridge

Presentation By

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item will consider naming the College of Extended Learning at California State University, Northridge as the Roland Tseng College of Extended Learning.

The proposal, submitted by Cal State Northridge, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming Academic Entities including approval by a systemwide review panel and the campus academic senate.

Background

Mr. Tseng, whose family has longstanding ties to Cal State Northridge, has made a multiple gift commitment valued at \$38 million to Cal State Northridge, which includes exquisite Chinese antiquities and funding for an endowment. The gift was made with the cooperation and approval of the Chinese government. The contribution will support the maintenance and security of the artifacts, as well as, enhance the academic excellence of an interdisciplinary array of programs. This is the largest gift ever made in Cal State Northridge's history.

The magnificent collection will advance Cal State Northridge's international reputation; foster interdisciplinary study and collaborative scholarly research; expand public appreciation, knowledge and understanding of ancient Chinese art, culture and history; and provide a unique venue for public access and exhibition.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the College of Extended Learning at California State University, Northridge be named the Roland Tseng College of Extended Learning.

REVISED

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COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility- California Polytechnic State University, San Luis Obispo

Presentation By

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item will consider naming the Cal Poly Theatre, Building 02 at California Polytechnic State University, San Luis Obispo as the Cotchett Education Building.

This proposal, submitted by Cal Poly San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties including approval by the systemwide review panel and the campus academic senate.

Background

The proposed naming recognizes Joseph W. Cotchett's recent \$2 million contribution, as well as a \$5 million provision through his estate, to support the University Center for Teacher Education. This gift and bequest represents the largest gift by an alumnus to Cal Poly's Centennial Campaign.

Joseph W. Cotchett, who has distinguished himself throughout his 35-year career, is one of the foremost trial lawyers in the country. As a partner in the Burlingame law firm of Cotchett, Pitre, Simon & McCarthy, he has been named one of the 100 most influential lawyers in the country in the past 10 years. A distinguished Cal Poly engineering graduate, Mr. Cotchett received his L.L.B. from the University of California Hastings College of Law where the Cotchett Center for Advocacy is named in his honor.

Mr. Cotchett's civic credits include membership on the boards of directors of the San Mateo County Heart Association, the San Mateo Boys & Girls Club, the Peninsula Association of Retarded Children and Adults, the Bay Meadows Foundation, and the Disability Rights Advocates and numerous other San Francisco Bay Area organizations.

Victoria E. Cotchett received her Bachelor of Arts at California State University, Hayward in Art History. Prior to that, she studied at the St. Martin's School of Art in London, England.

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Mrs. Cotchett has published two books, The Aesthete's Guide to London Museums and Art in Japan. She has written for several art magazines, including *Artweek Magazine* and *Le Metier*. She was a regular art critic for years for several Northern California newspapers, including the *Palo Alto Weekly* and *San Mateo Times*.

Mr. and Mrs. Cotchett's outstanding professional and public service throughout their careers echoes Cal Poly's enduring commitment to excellence.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that Education Building 02 at California Polytechnic State University, San Luis Obispo, be named The Cotchett Education Building.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

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

Presentation by:

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item will consider naming the Cal Poly Theatre, Building 44 at California Polytechnic State University, San Luis Obispo as the Faye and Alex Spanos Theatre.

This proposal, submitted by Cal Poly San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties including approval by the system review panel and the campus academic senate.

Background

The proposed naming of the facility recognizes the \$1.5 million contribution by Faye and Alex G. Spanos to Cal Poly's College of Liberal Arts. The gift will be used to remodel the existing Cal Poly Theatre (Building 44). The remodel will accommodate enrollment growth for students, enhance faculty space, and extend the Davidson Music Center (Building 45) into a complex that will provide instructional and performance space for majors that did not exist when the facility was constructed. The changes will accommodate both classical arts and the rapid advancement in new media and technologies that are adding more dimensions to the performing arts.

Mr. Spanos was enrolled in the Aeronautical Engineering program at Cal Poly in 1941. He was a member of the Cal Poly marching band and, under the auspices of the late Cal Poly music professor Harold P. Davidson, became the drum major.

With entrepreneurial genius, Alex Spanos transformed a modest business into the A.G. Spanos Companies, comprising nine companies. The Spanos organization, which employs over 500 people, is headquartered in Stockton and ranks at the top of the national housing industry.

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Alex Spanos' commitment to excellence, quality, and integrity go far beyond the daily operation of his business. He has received countless humanitarian commendations and awards in recognition of his commitment to service. In addition to his financial support of the Cal Poly Theatre remodel, Mr. Spanos also contributed generously to CSU Sacramento in support of Alex Spanos Track and Field.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Cal Poly Theatre, Building 44 at California Polytechnic State University, San Luis Obispo, be named The Faye and Alex Spanos Theatre.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Council for Advancement and Support of Education District VII Awards

Presentation By

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This information item acknowledges California State University recipients of the 2003 CASE District VII Awards.

Background

2003 CASE Award Recipients

Each year, the Council for Advancement and Support of Education (CASE) honors superior achievement in the field of university advancement. This year CSU campuses and programs were recognized by CASE for outstanding communications and best practices in advancement. The awards were given by District VII of CASE, which encompasses Arizona, California, Hawaii, Nevada, and Utah. As in prior years, the CSU made an impressive showing, winning a quarter of all awards given.

Office of the Chancellor

Silver in Outstanding Communications–Posters, for *How to Get to College Poster*

Fresno

Bronze in Outstanding Communications–E-mail Newsletters, for *Bulldog Bytes*

Fullerton

Silver in Outstanding Communications–Special Print Materials, for *It's Coming! Parking Campaign*

Bronze in Outstanding Communications–Annual Reports and Honor Rolls, for *University Advancement Annual Report*

Long Beach

Silver in Outstanding Communications–Internal Audience Newsletters/Tabloids, for *Inside CSULB*

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Northridge

Bronze in Outstanding Communications–Internal Audience Newsletters/Tabloids, for *ExL Report*

Pomona

Bronze in Outstanding Communications–World Wide Web Sites: Special Pages, for *PolyCentric*

San Bernardino

Silver in Outstanding Communications–On-Campus Video Productions, for *Sid's First Day*

San Diego

Gold in Outstanding Communications–Annual Reports and Honor Rolls, for *Shared Effort; Shared Achievement*

Gold in Outstanding Special Event, for *SDSU Month 2003*

Silver in Outstanding Advancement Services Initiative, for *Electronic News Clip Service*

San Francisco

Gold in Outstanding Communications–Print Advertisement, for *Image Advertising Campaign*

San Jose

Gold in Outstanding Communications–Identity Programs and Logos, for *Exceptional Women Executives*

Stanislaus

Silver in Best Practices in Public Relations or Government Relations, for *Raising Awareness and Addressing the Hispanic Nursing Shortage*