AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 4:00 p.m., Tuesday, March 17, 1998
Auditorium

Jim Considine, Chair
Anthony M. Vitti, Vice Chair
William D. Campbell
Ronald L. Cedillos
Robert G. Foster
Laurence K. Gould, Jr.
Eric C. Mitchell
Maridel Moulton
Ali C. Razi
Michael D. Stennis

Consent Item
Approval of Minutes of Meeting of January 28, 1998

Discussion Items
1. Naming of Facility—California State University, Fresno, Action
2. Naming of Facility—California State University, San Bernardino, Action
3. University Advancement, Information
MINUTES OF MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Trustees of the California State University
Glenn S. Dumke Conference Center
400 Golden Shore
Long Beach, California

January 28, 1998

Members Present
Jim Considine, Chair
Anthony M. Vitti, Vice Chair
William D. Campbell
Ronald L. Cedillos
Martha C. Fallgatter, Chairman of the Board, ex officio
Robert G. Foster
Laurence K. Gould, Jr.
Eric C. Mitchell
Maridel Moulton
Ali C. Razi
Michael D. Stennis

Other Trustees Present
Bernard Goldstein
James H. Gray
William Hauck
Joan Otomo-Corgel
Ralph R. Pesqueira
Alice S. Petrossian
Stanley T. Wang

Chancellor’s Office Staff
June M. Cooper, Senior Vice Chancellor and Interim Chief of Staff
Charles W. Lindahl, Interim Senior Vice Chancellor, Academic Affairs
Richard P. West, Senior Vice Chancellor, Business and Finance
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel
Bruce M. Richardson, Deputy General Counsel
Samuel A. Strafaci, Interim Senior Director, Human Resources

Others Present
Barry Munitz, Immediate Past Chancellor
Charles B. Reed, Chancellor Designate
Presidential Liaisons
Tomas A. Arciniega, President, California State University, Bakersfield, present
Robert C. Maxson, President, California State University, Long Beach, present
John D. Welty, President, California State University, Fresno, present

Chair Considine called the meeting to order at 9:27 a.m.

Approval of Minutes
The minutes of November 11, 1997, were approved as a consent item.

Naming of Facility—California State University, Bakersfield
Chair Considine presented the resolution to name the Activities Center at California State University, Bakersfield the Jimmie and Marjorie Icardo Activities Center. The naming of the facility honors Mr. and Mrs. Icardo who have made a gift of $2 million to CSU Bakersfield.

President Arciniega said that Mr. and Mrs. Icardo have been supporters of CSU Bakersfield since its founding. The icardos are challenging the local community to follow them in supporting the campus. President Arciniega said he appreciates the Icardos’ commitment and he is hoping others will follow them.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 01-98-01).

1996/97 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary
Vice Chancellor Patiño presented the 1996/97 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary to the committee. The annual report for external funding includes the Voluntary Support Report, the Special Revenue Report and the Combined Summary of External Funding. Dr. Patiño noted that the format changed to highlight the achievements of the campuses.

In the report on voluntary contributions, the campuses raised more than $173 million, a 16.4 percent increase from 1995/96. He reported that alumni contributions have increased $21 million compared with 1995/96, a 34 percent increase. The number of alumni who are identified and are being solicited also is increasing, he said, adding that the increases are a good indicator of the success of the 1996 Year of the Alumni program.

Dr. Patiño informed the committee on the status of the goal that campuses raise 10 percent of their budgets. The funds are benchmarked against the prior year’s net general fund budget. The following 12 campuses have passed the 10 percent goal: Chico, Fresno, Fullerton, Long Beach, Los Angeles, Maritime Academy, Pomona, San Diego, San Jose, San Luis Obispo, San Marcos, and Sonoma.

Dr. Patiño noted that the Special Revenue report is extremely important to faculty and students. It provides funding for teaching, learning and research. It also allows participation in partnerships with the community through grants and contracts. Revenue generated by the CSU system exceeded $406 million.
The Combined Summary of External Funding encompasses the special revenue and voluntary dollars reported by the campuses. The total received from external funding was more than $579 million.

Vice Chancellor Patiño said that the Presidents’ University Advancement Committee, chaired by President Armiñana, identified two tasks for 1998/99: strengthening programs that generate special revenue and increasing voluntary support for the CSU campuses. The presidents are interested in focusing on increasing the CSU’s endowment. The CSU Foundation Board of Governors will consider a proposal to obtain a license for charitable gift annuities that a number of campuses have requested and that has been a priority, Patiño said.

Chair Considine said he was pleased to see the increase in campuses that have met or exceeded the 10 percent goal as well as the increase in alumni giving. He said the alumni will strongly support the CSU if the time is taken to involve them and to demonstrate to them how important they are to the future of the CSU.

Chair Considine presented the resolution to the committee for approval. He then opened the floor to discussion.

Committee members thanked Vice Chancellor Patiño for his commitment to and efforts in fund raising.

Fred Pierce, secretary of the CSU Alumni Council, congratulated the campuses for adding nearly a quarter of a million new graduates and “lost” alumni to their records.

Trustee Campbell commented that his hopes are to see the money raised go back to academics and scholarships, because the margin of excellence comes from the classrooms in teaching and learning.

Jim Highsmith, chair of the Academic Senate, added that there are many instances where faculty have left substantial sums to the institution that directly benefit the academic programs. He hopes that this internal constituency will be recognized for their many contributions.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 01-98-02).

Chair Considine read a few highlights from the “Did You Know” packet with campus updates and other topics that distinguish the campuses. He also presented the committee with the 1997 Systemwide Annual Report, which is also on CD-ROM. The theme is “Teaching Across the Ages.”

Adjournment
The meeting adjourned at 9:51 a.m.
COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Fresno

Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
This item will consider the naming of the alumni house at California State University, Fresno the Smittcamp Alumni House.
ITEM

2
Agenda Item 1
March 17-18, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Fresno

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 4 and other conditions specified in this policy.

Background

California State University, Fresno requests the approval of the Board of Trustees of The California State University to name its alumni house, when completed, the Smittcamp Alumni House.

The naming of this facility honors Earl S. Smittcamp who is a long time donor to the campus. Mr. Smittcamp has made a commitment of $1 million for the construction of an alumni house at California State University, Fresno.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the alumni center at California State University, Fresno be designated the Smittcamp Alumni House.
BRIEF

Action Item

Agenda Item 2
March 17-18, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, San Bernardino

Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
This item will consider the naming of the former visual arts building at California State University, San Bernardino the Chaparral Hall.
ITEM 2
Agenda Item 2
March 17-18, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, San Bernardino
The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 2 and other conditions specified in this policy.

Background
California State University, San Bernardino requests the approval of the Board of Trustees of The California State University to name its former visual arts building the Chaparral Hall.

The following resolution is recommended for approval.

RESOLVED, By the Board of Trustees of The California State University, that the former visual arts building at California State University, San Bernardino be designated the Chaparral Hall.
Eintritt

Information Item

Agenda Item 3

March 17-18, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
The Division of University Advancement will present the following items:
  - Trustees’ Award for Outstanding Achievement
  - Did You Know