

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 9:15 p.m., Wednesday, March 17, 1999
Auditorium

Martha C. Fallgatter, Chair
Laurence K. Gould, Jr. Vice Chair
William D. Campbell
Ronald L. Cedillos
Bob Foster
Frederick W. Pierce, IV
Ali C. Razi

Consent Items

Approval of Minutes of Meeting of January 26, 1999

Discussion Items

1. Naming of Facility—California State University, Chico, *Action*
2. Naming of Facility California State Polytechnic University, Pomona, *Action*

**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 26, 1999

Members Present

Martha C. Fallgatter, Chair
Laurence K. Gould, Jr., Vice Chair
Bob Foster
William Hauck, Chairman of the Board, ex officio
Frederick W. Pierce, IV
Ali C. Razi
Charles B. Reed, Chancellor, ex officio

Members Absent

William D. Campbell
Ronald L. Cedillos

Other Trustees Present

Harold Goldwhite
Eric C. Mitchell
Joan Otomo-Corgel
Ralph R. Pesqueira
Michael D. Stennis
Stanley T. Wang

Chancellor's Office Staff

David S. Spence, Executive Vice Chancellor
Richard P. West, Senior Vice Chancellor, Business and Finance
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

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 Fallgatter called the meeting to order at 2:28 p.m.

Approval of Minutes

The minutes of November 10, 1998, were approved as a consent item.

1997/98 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary

Vice Chancellor Patiño presented information to the committee on the 1997/98 Annual Report for External Funding. It includes Voluntary Contributions, Special Revenue and Combined Summary. The information presented illustrates the CSU campuses' achievements in their advancement efforts. Dr. Patiño reported that the amount raised from private sources this year is \$237 million, an increase of 37 percent. Twenty campuses reported increases over last year. He pointed out that 64 percent of the \$237 million was in cash and 36 percent was in-kind gifts. Dr. Patiño reported that giving increased over last year within three areas of voluntary support: alumni by 10 percent, parents by 88 percent and foundations by 20 percent. CSU faculty are the best ambassadors for fundraising, development and public affairs, Vice Chancellor Patiño said. Faculty showed their generosity by participating as fellows in the Bautzer Faculty Award, attracting donors and becoming donors. Fullerton and Northridge, for example, were campuses with large contributions from faculty. The contributions at Fullerton totaled \$1.5 million in gifts from 20 emeriti faculty and staff. For Northridge, a \$1 million trust came from retiring faculty members. Dr. Patiño noted his appreciation of the faculty for their generosity to the CSU.

Vice Chancellor Patiño reported that his office is working with the campuses in producing new or amended guidelines in a number of areas. One area is amending policies for naming facilities, also policies in the area of endowments, programs and schools. They are working on developing a guideline on the value of software gifts. He noted they have been working on a new management tool for fund raising that would give the presidents the opportunity to look at performance analysis and strategic planning. Many of the campuses are creating a very promising infrastructure that will make a difference in the margin of excellence. He noted that those campuses have taken four action steps: (1) investing capital; (2) attracting top professionals; (3) long-term strategic planning; and (4) working closer with faculty, alumni, students and the community. Those steps are beginning to show in the numbers being reported. He thanked the presidents for their leadership and in building the relationships that bring resources to the campuses.

Vice Chancellor Patiño reported that the total received from external funding was \$648 million.

Trustee guidelines call for the campuses to raise 10 percent of their General Fund budget in voluntary dollars. Dr. Patiño reported that 14 campuses exceeded 10 percent.

On behalf of the board, Chair Fallgatter thanked the campuses for all they've done.

Trustee Otomo-Corgel asked what types of expenses are incurred in fund raising as compared to the money raised. Dr. Georgina Borton, assistant vice chancellor of university advancement, reported that the figures were close to the national average, which is 15 cents on the dollar.

1997/98 Annual Report of the Survey of Voluntary Support for the California State University

Vice Chancellor Patiño presented information on the 1997/98 Annual Report of the Survey of Voluntary Support with the other reports noted above.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 01-99-01).

1997/98 Annual Report of Special Revenue

Vice Chancellor Patiño presented information on the 1997/98 Annual Report of Special Revenue together with the first two items. He noted that more than \$410 million was raised in special revenue income, about \$4 million above last year.

CSU Celebrating Teachers

Chair Fallgatter presented a resolution for adoption that the 1999/2000 academic year be dedicated to “CSU Celebrating Teachers,” honoring and celebrating the teaching alumni of the CSU. Chair Fallgatter announced that Dr. Gene Dinielli, Academic Senate chair, will be distributing copies of “Teaching Excellence,” a collection of essays written by CSU’s outstanding professors. She said the individuals who contributed to the book are just a sample of CSU faculty who are preparing future citizens. Chair Fallgatter noted that “CSU Celebrating Teachers” is a great vehicle for publicizing and strengthening CSU’s partnership with K-12. She reminded everyone that it was CSU faculty who taught the alumni teachers in K-12 being honored.

CSU Alumni Council President Gwynna Morris thanked the trustees, chancellor and presidents, the alumni directors and the associations of the system for their strong support that helped make the “Year of the Alumni” a great success. She stated that the Alumni Council developed another systemwide theme that would allow the alumni programs to work together to celebrate CSU alumni throughout the state. She noted that CSU alumni are leaders in every profession and in every community and that “CSU Celebrating Teachers” is a unique opportunity for the system to celebrate the thousands of alumni who’ve chosen to be teachers. Ms. Morris said each campus would be able to celebrate those alumni who have distinguished themselves in the education profession. She noted that the CSU started as a system of teachers colleges and that it is only fitting that the first theme-based “hall of fame” display at the Chancellor’s Office be dedicated to CSU’s outstanding teachers. She thanked Vice Chancellor Patiño for his work and support in bringing the celebration together. She also thanked Alumni Trustee Emeritus Jim Considine and Alumni Trustee Fred Pierce for their vision, and the rest of the board for their ongoing support of alumni programs.

Academic Senate Chair Gene Dinielli added his thanks and support on behalf of the faculty in the celebration of teachers. He said it is a cooperative effort on the part of faculty and Vice Chancellor Patiño’s office and the faculty are happy to be included in these efforts.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 01-99-02).

University Advancement

Vice Chancellor Patiño asked the board for their consent that the Campus Annual Advancement Plans, usually presented to the board in July, be presented in September. He added that because the campuses end their year in June, delaying the report until September would allow more time to better prepare their plans.

Vice Chancellor Patiño also announced that “Pride in Belonging” will be circulated on a wider scale and will highlight every campus.

The trustees were reminded that Legislative Day will be held on March 1, 1999.

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Inst. Adv.

Vice Chancellor Patiño announced that the CSU Foundation now has a Charitable Gift Annuity Program. He noted that 17 campuses have signed up for the program and five other campuses already have a system that is working for them. Dr. Patiño said that the joint effort would produce yearly savings of about \$65,000. He noted that the systemwide program would allow for better marketing and positioning of the product. The charitable trust is being handled by Northern Trust Bank.

Adjournment

The meeting adjourned at 3:02 p.m.

BRIEF

Action Item

Agenda Item 1
March 16-17, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Chico

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider the naming of the Julia Morgan House at California State University, Chico the Albert E. Warrens Reception Center.

ITEM

2

Agenda Item 1
March 16-17, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Chico

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, Chico submits for approval by the Board of Trustees of The California State University a resolution to name the Julia Morgan House (informally named after the architect) the Albert E. Warrens Reception Center in memory of Dr. Albert E. Warrens, an alumnus of CSU Chico. Dr. Warrens was a prominent member of the Chico community and a staunch supporter of California State University, Chico.

Marilyn Warrens, widow of Dr. Albert E. Warrens, has made a contribution of more than \$250,000 to the campus for the renovation of the house. Mrs. Warrens has served the university in a variety of important volunteer capacities over the years. She currently serves on the University Foundation Board of Governors and the University Advisory Board. Dr. and Mrs. Warrens have provided generous financial support for a variety of campus projects and programs over the years. They were generous contributors to the Robert Laxson Auditorium campaign to renovate the facility.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the Julia Morgan House at California State University, Chico be designated the Albert E. Warrens Reception Center.

BRIEF

Action Item

Agenda Item 2
March 16-17, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State Polytechnic University, Pomona

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the Center for Regenerative Studies at California State Polytechnic University, Pomona the John T. Lyle Center for Regenerative Studies.

ITEM

2

Agenda Item 2
March 16-17, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State Polytechnic University, Pomona

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

At the request of the W. K. Kellogg Foundation, founding major donor of the Center for Regenerative Studies, the California State Polytechnic University, Pomona submits for approval by the Board of Trustees of The California State University a resolution to name its Center for Regenerative Studies the John T. Lyle Center for Regenerative Studies. Professor Lyle dedicated 30 years of service to California State Polytechnic University, Pomona, and his contributions as an acknowledged leader and educator for a regenerative and sustainable future extend across the nation. The W. K. Kellogg Foundation gave a contribution of over two million dollars for the construction of the center.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the Center for Regenerative Studies at California State Polytechnic University, Pomona be designated the John T. Lyle Center for Regenerative Studies.