

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:**           **1:45 p.m., Tuesday, November 16, 1999**  
**Glenn S. Dumke Conference Center**

Martha C. Fallgatter, Chair  
Frederick W. Pierce IV, Vice Chair  
William D. Campbell  
Harold Goldwhite  
Laurence K. Gould, Jr.  
Dee Dee Myers  
Ali C. Razi  
Michael D. Stennis  
Anthony M. Vitti

#### **Consent Item**

Approval of Minutes of Meeting of September 14, 1999

#### **Discussion Items**

1. Naming of Facility—California State University, Fullerton, *Action*
2. Naming of Facility—California State University, Sacramento, *Action*
3. Naming of Facility—California State University, San Marcos, *Action*
4. Naming of Academic Program—California State University, Fresno, *Action*
5. 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**

**September 14, 1999**

**Members Present**

Martha C. Fallgatter, Chair  
Frederick W. Pierce IV, Vice Chair  
William D. Campbell  
Harold Goldwhite  
William Hauck, Chairman of the Board, ex officio  
Dee Dee Myers  
Ali C. Razi  
Charles B. Reed, Chancellor, ex officio  
Michael D. Stennis  
Anthony M. Vitti

**Members Absent**

Laurence K. Gould, Jr.

**Other Trustees Present**

Bob Foster  
Joan Otomo-Corgel  
Ralph R. Pesqueira  
Stanley T. Wang

**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 R. McClain, Vice Chancellor, Human Resources  
Douglas X. Patiño, Vice Chancellor, University Advancement  
Christine Helwick, General Counsel

Chair Fallgatter called the meeting to order at 3:46 p.m.

**Approval of Minutes**

Chair Fallgatter indicated that a correction needed to be made to the minutes before approval. She noted the change should read: Academic program namings are for fund-raising purposes ~~only~~ except by special approval of the board. The minutes of July 7, 1999, were approved with the changes.

**Naming of Facility—California State University, Sacramento**

Chair Fallgatter presented the resolution to name the new track complex at California State University, Sacramento, the Alex Spanos Track and Field Complex in honor of Mr. Spanos. She noted that Mr. Spanos is a long-time donor to the campus. His contribution of \$1 million enabled the university to rebuild its stadium track and construct a new practice field.

President Gerth expressed the university's gratitude to Mr. and Mrs. Spanos for their support. He said that the new facility would be the site of the 2000 Olympic Track and Field Trials. President Gerth noted that the field is the most substantial track and field facility in the North American continent and will result in long-term use of the campus for various track and field events on a national and international level.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 09-99-10).

**Naming of Facility—California State University, Channel Islands**

Chair Fallgatter presented the resolution to name the future library at California State University, Channel Islands, the John Spoor Broome Library in honor of Mr. Broome. She noted that Mr. Broome made a \$5 million commitment to initiate a renovation of a major building at the campus into a state-of-the-art library. Mr. Broome is a second-generation Ventura County resident with deep roots in the community and he is committed to the establishment of a first-class university to serve that community.

President Evans added that Mr. Broome's \$5 million gift brings the total contribution from the community to support the future establishment of the university close to \$36 million. He noted that Mr. Broome has been a constant supporter of the university, and is a member of the university's steering committee since its inception. Mr. Broome has many business interests, including agriculture production in Ventura, Kern, and Monterey counties.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 09-99-11).

**1999/2000 University Advancement Campus Plans**

Chair Fallgatter reported that in January 1991 the Board of Trustees requested that each campus provide an annual report detailing activities to enhance their advancement programs. She noted that those plans contain valuable information used to review a president's performance and to provide a record of campus investments, benchmarking, and strategic planning.

Vice Chancellor Patiño was appreciative of the presidents and their staff for their improvements in the plans and for providing special information requested by the board. He noted that the trustees have asked about looking at the resources invested, where the contributions are coming from for those resources, and the committed expenditures for their respective advancement areas. Dr. Patiño said that a strong advancement program needs a strong academic plan so that it can be supportive of those priorities. He indicated that some of those advancement plans are now including a tie-in with

their academic programs. Dr. Patiño also reported that the cost to raise a dollar at the CSU is approximately 13-14 cents. He noted that the national average is 15 cents to a dollar. He concluded that the fund raising projections for 1999/2000 fiscal year look very promising, adding that several universities are engaged in capital campaigns.

### **University Advancement**

Chair Fallgatter congratulated presidents and staff at five campuses for receiving a CASE 1999 Circle of Excellence Award. She reported that San Luis Obispo and San Jose received awards for Overall Fund Raising Performance; Fresno for Outstanding Improvement in Fund Raising; Pomona received the Gold Medal Award for Interactive Media; and Northridge, the Silver Medal Award in Best Articles of the Year for "Both Sides Now."

Chair Fallgatter reported on CSU's communications effort. To continue to be successful in advancing the CSU's mission and priorities, the critical role of communication must be considered. She noted that a plan has been developed to broaden the scope of communications with colleagues and internal and external audiences. The plan entails refocusing on existing communications and enhancing and adding to others. She reported that Chair Hauck and other board members have a strong interest in ensuring that the CSU is recognized both internally and externally as the quality institution that it is. She indicated that Chancellor Reed had asked Vice Chancellor Patiño and his staff to implement strategies to better position the CSU with various audiences, to strengthen and expand communication, and to improve and enhance internal and external communications.

Chair Fallgatter concluded the meeting by encouraging the board to read "Pride in Belonging," which provides information about what is happening at the campuses.

### **Adjournment**

The meeting adjourned at 3:59 p.m.

**BRIEF**

**Action Item**

Agenda Item 1  
November 15-17, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, Fullerton**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider the naming of the baseball facility at California State University, Fullerton, the Jerry and Marilyn Goodwin Field.

**Recommended Action**

Approval of the resolution.

## ITEM

2

Agenda Item 1

November 15-17, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, Fullerton**

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name for a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy.

This proposal meets the criteria and other conditions specified in the policy.

#### **Background**

California State University, Fullerton requests approval of the Board of Trustees of the California State University to name the baseball facility the Jerry and Marilyn Goodwin Field.

The naming of this facility honors Jerry and Marilyn Goodwin. Financial supporters of Titan athletics for more than 20 years, the Goodwins have helped Cal State Fullerton develop one of CSU's finest athletic departments. A strong believer in the value of education to young men and women, Jerry Goodwin initiated the annual Jerry Goodwin Golf Tournament in 1988 as a benefit for student scholarships. Mr. and Mrs. Goodwin's most recent gift of \$1 million brings their total giving to the university to over \$1.6 million.

As a founding member of the University Advancement Foundation board, and now, as its vice president, Jerry has helped the Foundation to more than double the university's endowment in the past three years. Prior to the Foundation's creation, annual fundraising results for the university were slightly over \$3 million. Last year, they were greater than \$10 million.

Accordingly, the following resolution is recommended for adoption:

**RESOLVED**, By the Board of Trustees of The California State University, that the baseball stadium at California State University, Fullerton be named the Jerry and Marilyn Goodwin Field.

**BRIEF**

**Action Item**

Agenda Item 2  
November 15-17, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, Sacramento**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider the naming of the future alumni center at California State University, Sacramento, the Steven Lee Yamshon Alumni Center.

**Recommended Action**

Approval of the resolution.

## ITEM

2

Agenda Item 2

November 15-17, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, Sacramento**

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name for a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy.

This proposal meets the criteria and other conditions specified in the policy.

#### **Background**

California State University, Sacramento requests approval of the Board of Trustees of the California State University to name the alumni center, currently under construction, the Steven Lee Yamshon Alumni Center.

The naming of this facility honors Mr. Steven Lee Yamshon, an alumnus of California State University, Sacramento. Mr. Yamshon has committed a total of \$1 million for the construction and operations of the alumni center. In addition to his contribution for the construction of the alumni center, Mr. Yamshon has also made a number of cash gifts to other university programs including the Japanese American Archives Endowment, scholarships, and the College of Arts and Letters Annual Fund. His total contributions to the university total over \$2 million.

Accordingly, the following resolution is recommended for adoption:

**RESOLVED**, By the Board of Trustees of The California State University, that the alumni center at California State University, Sacramento be named the Steven Lee Yamshon Alumni Center.

**BRIEF**

**Action Item**

Agenda Item 3  
November 16-17, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, San Marcos**

**Presentation by**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

Approve modification of the naming of the future business building at CSU San Marcos by rescinding resolution RIA 07-95-06. The donors will, instead, focus the charitable direction of their generosity to an area of the library dedicated to advanced technology and business resources.

**Recommended Action**

Approval of the proposed resolution.

## ITEM

2

Agenda Item 3

November 15-17, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, San Marcos**

##### **Background**

At the July 1995 board meeting, the trustees adopted resolution RIA 07-95-06 naming the future business building at CSU San Marcos the Donald and Marie Van Ness Hall of Business. President Gonzalez has submitted a request to modify that naming to permit a more immediate and pressing need to be met with the generosity of the Van Nesses. At the suggestion of the campus, the Van Nesses have changed the charitable donation of The Van Ness Charitable Remainder Trust, valued at \$1 million, to “support [of the] CSUSM library projects that include but are not limited to the development of entrepreneurial and business studies.” Consequently, that part of the library utilized for business and advanced technology studies will be named “The Van Ness Advanced Technology & Business Resources” area. This naming will be done by the campus in accordance with the trustees’ policy. This will allow the Van Nesses to see the results of their generosity. The Library Information Center is ready to break ground in 2000. The Business Building is still years away.

The following resolution is recommended for adoption:

**RESOLVED**, By the Board of Trustees of the California State University, that Resolution RIA 07-95-06 is rescinded.

**BRIEF**

**Action Item**

Agenda Item 4  
November 15-17, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Academic Program—California State University, Fresno**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider naming the institute for leadership in government and civic service at California State University, Fresno the Kenneth L. Maddy Institute.

**Recommended Action**

Approval of the resolution.

## ITEM

2

Agenda Item 4

November 15-17, 1999

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Academic Program—California State University, Fresno**

The Board of Trustees adopted a policy on the naming of California State University Colleges, Schools, and Academic Units in July 1999, which states that a proposed name for a CSU college, school or academic unit honor an individual or an organization.

#### **Background**

California State University, Fresno submits for approval by the Board of Trustees of the California State University a resolution to name its institute for leadership in government and civic service, the Kenneth L. Maddy Institute, in honor of Senator Kenneth L. Maddy.

In August of this year, the California Legislature passed and sent to Governor Davis a bill that would create and fund, with a \$1 million endowment, an institute at California State University, Fresno to promote and provide instruction for leadership in government and civic service. The specific intent of the legislation was to create the institute in honor of Senator Kenneth L. Maddy, in recognition of his more than 25 years of service to the State of California as member of the California Assembly and Senate. Governor Davis signed the bill.

Senator Kenneth L. Maddy was born in Inglewood, California, and was raised and educated in Fresno. He earned his B.S. in Agriculture from Fresno State in 1957.

After a brief tour of duty with the United States Air Force, Senator Maddy attended UCLA Law School and began his law practice in Fresno. He engaged in civic service almost immediately, and was a member of the board of directors for the Fresno Philharmonic, the Economic Opportunities Commission, the Fresno City Parking Authority and the Fresno Urban Coalition.

He was elected to the 32nd Assembly seat and served for eight years before being elected to the 14th Senatorial District. During a long and distinguished career in the legislature, Senator Maddy became one of a select few individuals known as a special and gifted public servant worthy of high praise and special recognition. He earned an outstanding reputation as an effective leader on both sides of the aisle.

Upon his recent retirement from the California Senate, the California Legislature unanimously passed a resolution recognizing Senator Maddy's career as a son, student, horseman, clothier, lawyer, administrator, Assemblyman, Senator, Rotarian, husband, father and friend. In 1999, the CSU Alumni Council honored Senator Maddy with the CSU Lifetime Achievement Award.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the institute for leadership in government and civic service at California State University, Fresno, be designated the Kenneth L. Maddy Institute.

**BRIEF**

**Information Item**

Agenda Item 5  
November 15-17, 1999

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**University Advancement**

**Presentation by**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

An update on the Division of University Advancement will be presented.

## ITEM

2

Agenda Item 5

November 15-17, 1999

### 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:

##### **University Advancement Accountability Indicators**

An update will be provided on university advancement's accountability indicators used to measure performance in seeking external funding.

##### **Pride in Belonging (*campus highlights*)**

Selected campus highlights will be mentioned.