AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting:  9:00 a.m., Wednesday, January 26, 2000
Glenn S. Dumke Conference Center

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

Consent Items
Approval of Minutes of Meeting of November 16, 1999

Discussion Items
1. 1998/99 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary Information
3. 1998/99 Annual Report of Special Revenue Information
4. Naming of Facility—California State University, Fresno Action
5. Recognition of CSU CASE Award Winners 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 16, 1999

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

Members Absent
Ali C. Razi

Other Trustees Present
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 2:11 p.m.

Approval of Minutes
The September 14, 1999, minutes were approved as a consent item.

Naming of Facility—California State University, Fullerton
Chair Fallgatter presented the resolution to name the baseball facility at California State University, Fullerton, the Jerry and Merilyn Goodwin Field in honor of Mr. and Mrs. Goodwin. She noted that the Goodwins recently contributed $1 million for the expansion of the baseball facility. The Goodwins
are longtime contributors to the university with more than $1.6 million in gifts over the last 20 years. Their contributions helped Cal State Fullerton develop one of CSU’s finest athletic departments.

President Gordon added that Mr. Goodwin also raises funds for the university annually through the Jerry Goodwin Golf Tournament. The gift from the Goodwins, by expanding the baseball and softball facilities, will give the university a greater chance of hosting an NCAA Regional or Super Regional baseball competition.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-12).

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

Chair Fallgatter presented the resolution to name the alumni center at California State University, Sacramento, currently under construction, the Steven Lee Yamshon Alumni Center in honor of Mr. Steven Lee Yamshon. She noted that Mr. Yamshon, an alumnus of California State University, Sacramento, committed $1 million for the construction and the operation of the alumni center. He also made several gifts to other university programs totaling $1 million.

President Gerth expressed his gratitude to Mr. Yamshon. He noted that Mr. Yamshon is a successful businessman in Orange County. He is an active alumni member, and his contribution has allowed construction to begin on the alumni center.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-13).

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

Chair Fallgatter presented the resolution to rescind resolution RIA 07-95-06 to name the future business building at CSU San Marcos in honor of Donald and Marie Van Ness. She noted that Mr. Van Ness, at the suggestion of the campus, has redirected his interest to the more pressing needs of the CSU San Marcos library project, which includes business and advanced technology studies.

President Gonzalez added that Mr. Van Ness is an early supporter of the university and his health is failing. Mr. Van Ness is concerned that he may not be able to see the business building break ground in the near future and has decided to redirect his Charitable Remainder Trust to the library. The Library Information Center will break ground in 2000.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-14).

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

Chair Fallgatter presented the resolution to name the institute for leadership in government and civic service at CSU Fresno, the Kenneth L. Maddy Institute, in honor of Senator 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 Fresno State 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 Ken Maddy. She noted that the CSU Alumni Council recently honored Senator Maddy with a CSU Lifetime Achievement Award at CSU Legislative Day in Sacramento.

President Welty said he was grateful to the Legislature and Governor Davis for funding the institute to recognize one of Fresno State’s most outstanding alumni. He noted that Senator Maddy’s years of public service will be used as a model for students who study in the institute. With the funding, the university will endow a chair and also provide internship funds for students to encourage them to pursue public service.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 11-99-15).

University Advancement
Chair Fallgatter noted that since its inception, the CSU Division of University Advancement has worked closely with the trustees on the Institutional Advancement Committee, Presidents’ Committee on University Advancement and the Vice Presidents of Advancement to set goals, benchmarks and standards for success. A multimedia presentation was shown on the accountability indicators used to measure performance in seeking external funding. After the presentation, Chair Fallgatter introduced President Armiñana, chairman of the Presidents’ Committee on University Advancement.

President Armiñana said the committee was pleased with the progress of the campuses and their efforts in building the advancement infrastructure. He noted that there has been consistent growth in the number of dollars raised—it is over a quarter of a billion dollars annually. He commended the advancement professionals for their dedication, hard work and increased professionalism. Seven CSU campuses now rank in the top ten in terms of the amount of money that they receive on a yearly basis. He noted that with a recently initiated standardized expenditure report, presidents can now use the information to analyze future investments. He said it is a powerful tool to be able to tell your faculty senate that for every 12 cents you invest in advancement, 88 cents returns to the campus in enhancements. “This is a superb investment in our students, faculty and the future of California,” said Armiñana. The Presidents’ Committee on University Advancement is looking forward to growing advancement programs and continuing productive resources.

On behalf of the entire board, Chair Fallgatter thanked the presidents for all that they do in advancement, because all the gifts and namings would not occur without the open, honest relationship they have built with their communities.

Vice Chancellor Patiño added his appreciation of the presidents, Academic Senate, chancellor’s cabinet and trustees, because their collaboration in setting policies reaches the core of the academic world—the classroom. He noted that the External Revenue Report will be out in January. The report will also show special revenues, grants and contracts.

Trustee Pierce remarked that benchmarking has played an important role in defining the excellence that exists in the system and in the state, and assists the CSU in spreading the word about that excellence.
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 2:30 p.m.
COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1998/99 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary

Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
This annual report of external funds raised by the California State University includes the Survey of Voluntary Support Report, the Special Revenue Report and the Combined Summary of External Funding. This report will be distributed at the board meeting.
ITEM

Agenda Item 1
January 25-26, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1998/99 Annual Report of Voluntary Contributions, Special Revenue and Combined Summary
The information represented in the 1998/99 Annual Report of Voluntary Contributions outlines the CSU campuses’ achievements in their advancement efforts. This annual report represents gifts received from July 1, 1998, to June 30, 1999. Our success was made possible by the leadership of our trustees, chancellor, and presidents; the hard work of our chief advancement officers, and grants and contracts staff; and the widespread dedication of our faculty, students and staff.

This annual report contains the following:

Survey of Voluntary Support (CAE) Report
The Survey of Voluntary Support Report presents a summary of gifts from alumni, parents, other individuals, foundations, corporations and other organizations. The report reflects systemwide totals. This year, the California State University raised $232,508,761. Cumulatively, from 1993/94 through 1998/99, the CSU raised $1,079,990,126 in voluntary support.

Special Revenue Report
Special Revenue Report includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers. This year, the California State University raised $628,009,717 in special revenue income. This information provides a more complete picture of the campuses’ efforts to secure resources in addition to gifts reported in the Survey of Voluntary Support Report. This information is of particular importance to faculty and students, because combined with voluntary support dollars, this revenue provides the margin of excellence in the education the CSU provides our students.

Combined Summary of External Funding
The Combined Summary of External Funding combines the survey of voluntary support (CAE) figures with the special revenue figures, as reported by the campuses. This summary represents total external funding for the California State University. Total external funding generated during the 1998/99 fiscal year totaled $860,518,478.
BRIEF

Action Item

Agenda Item 2
January 25-26, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT


Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
The Annual Report on Voluntary Support presents a summary of gifts received by individual campuses and reflects systemwide grand totals of funds raised from the private sector. This report is prepared for submission to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the California Department of Finance.

Recommended Action
Adoption of the resolution.
ITEM

Agenda Item 2
January 25-26, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT


The Annual Report on Voluntary Support presents a summary of gifts received by individual campuses and reflects systemwide grand totals of funds raised from the private sector.

This year, the California State University raised $232,508,761 in voluntary support. Of the $232,508,761 reported for total voluntary support, 9.4 percent was contributed by alumni; 32.8 percent from friends; 12.7 percent from foundations; 34.6 percent from corporations; and 10.5 percent from other organizations.

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 lists sources and uses of gifts in categories as established by National Association of College and University Business Officers (NACUBO) and the Council for Advancement and Support of Education (CASE).

The following resolution is proposed for adoption:

RESOLVED, By the Board of Trustees of The California State University, that the board adopts the 1998/99 Annual Report of the Survey of Voluntary 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.
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COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1998/99 Annual Report of Special Revenue

Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
This annual report of external funds raised by the California State University includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers.
COMMITEE ON INSTITUTIONAL ADVANCEMENT

1998/99 Annual Report of Special Revenue
The Special Revenue Report includes sponsorships, bequests and revocable trusts, multi-year pledges, contracts, grants, endowment income and other income, and property transfers. This year, the California State University raised $628,009,717 in special revenue income. This total includes a land gift to CSU Channel Islands valued at $59.5 million and an additional $62.4 million for major road improvements.

The Special Revenue Report provides a more complete picture of the campuses’ efforts to secure resources in addition to gifts reported in the survey of voluntary support report. This information is of particular importance to faculty and students, because, combined with voluntary support dollars, this revenue provides the margin of excellence in the education the CSU provides our students.
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BRIEF

Action Item  
Agenda Item 4  
January 25-26, 2000

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 naming the event center, when constructed, at California State University, Fresno, The Save Mart Center.

Recommended Action
Approval of the resolution.
COMMITEE 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 July 1999, which states that a proposed name of 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, Fresno requests approval of the Board of Trustees of the California State University to name its event center, when constructed, The Save Mart Center.

Pepsi-Cola has long been a supporter of the Fresno State campus, both for academic programs and for the sponsorship of athletic events. The company is one of 400 charter members of the Pinnacle Society, which recognizes lifetime giving to Fresno State of $100,000 or more.

The Pepsi-Cola Bottling Group has committed $40 million over 20 years to assist in the construction and operation of the event center on campus. It is their wish that the subsequent naming rights be contractually passed on to Save Mart Supermarkets, and that the facility be named The Save Mart Center.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the event center at California State University, Fresno, be designated The Save Mart Center.
BRIEF

Information Item

Recognition of CSU CASE Award Winners

Presentation By
Douglas X. Patiño, Vice Chancellor
University Advancement

Summary
This item reports CSU’s achievements in the annual 1999 CASE District VII Awards program.
Recognition of CSU CASE Award Winners

The Council for the Advancement and Support of Education, District VII, an organization that fosters excellence in the profession of advancement within education, presents annual awards to those projects that represent the best in the field. This year 87 awards of excellence and distinction were given. California State University campuses, including the system office, received 24 of these awards capturing 27 percent of the total awards.

The project, type of award, and the campus and entrant’s name are listed as we acknowledge their contribution to the California State University university advancement program.

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