Call to Order
Chair Razi called the meeting to order at 9:25 a.m.
Approval of Minutes
The November 9, 2000 minutes were approved as a consent item.

Vice Chancellor Patiño presented to the committee information on external funds raised by the CSU campuses. Vice Chancellor Patiño reported that external support is divided into two areas: Voluntary Support (prepared according to guidelines from the Council for Aid to Education) and Special Revenue. He reported that the campuses had generated the highest level of external support to date, $881.6 million. These funds support students and faculty, build facilities and create new programs within the universities and also provide a wide array of services utilized outside the universities.

Vice Chancellor Patiño reported more than $251 million was raised in voluntary support, an increase of 8.2% over the previous year. Alumni giving increased by 38% over the previous year which reflects a growing trend of campuses reaching this important constituency. Other highlights from this report indicate that gifts from parents tripled and gifts from foundations doubled. Corporate giving decreased 17% from last year due to a strict enforcement of the CSU Advancement policies for reporting software gifts. Cash gifts from corporations, however, increased approximately $13 million.

1999/2000 Special Revenue Report
Vice Chancellor Patiño reported that special revenue generated continues to increase over the previous years. Bequest expectancies and revocable trusts increased by 30%; multi-year pledges more than doubled. Endowment income increased significantly in the past 6 years growing from $152 million to $432 million.

A question arose about the apparent difference in the amount of income from grants and contracts reported in the External Resources Report verses a recent audit report. Vice Chancellor Patiño replied that the audit report includes funds brought in through student financial aid programs and other categories that University Advancement does not report in the External Resources Report.

Trustee Pierce commented on the Alumni Data Chart (Item 3, Attachment F). This chart reflects alumni information that has been added as a result of baseline data collected for accountability indicators. Trustee Pierce noted that the three campuses with the highest alumni association membership rates (Humboldt, San Luis Obispo and San Jose State) also had the three highest levels of alumni contributions. He recommended that future charts include a breakout of donation rates of alumni association members versus non-members, and the staffing levels for alumni programs at each campus.

Vice Chancellor Patiño reported that eighteen campuses met the 10% goal; all campuses collectively raised 16% of the Net General Fund amount. When questioned about the possibility of increasing the 10% goal, Vice Chancellor Patiño pointed out that there has been an increase of
60% in the state general fund allocation since 1993-94. As a result, the 10% goal has risen proportionately in terms of dollars needed to achieve 10%. He cautioned that there are five key points to consider: 1) the available pool of donor prospects 2) the maturity of a campus development program 3) capability and experience of development staff 4) the budget of the fund raising/advancement division and 5) status of the economy. He also added that the accountability indicator #9 for University Advancement requires the presidents to establish two- and four-year goals. In essence, this serves as a built-in tool to maintain the 10% goal’s effectiveness. Vice Chancellor Patiño recommended the creation of a committee of presidents to work with advancement staff, under the Chancellor’s guidance, to review the 10% goal policy and to report to this Committee.

Trustee Razi congratulated the presidents for their fund raising success.

1999/2000 Voluntary Support Raised by the California State University Campuses
Trustee Razi referred to information on the figures for voluntary support reported during the previous discussion. This information is prepared for the California Postsecondary Education Commission, the Joint Legislative Budget Committee and the California Department of Finance.

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

Naming of Facility—California State University, Stanislaus
Chair Razi presented the resolution to name the future faculty development center the John Stuart Rogers Faculty Development Center. He noted that Mr. Rogers, president of the Mary Stuart Rogers Foundation, has donated significant gifts to several CSU campuses. In addition, Mr. Rogers has been a long-time supporter of the Stanislaus campus giving a total of $5.6 million, along with the commitment of ongoing support for Rogers Scholars at a minimum of $250,000 annually.

President Hughes added that the Mary Stuart Rogers Foundation has increased their scholarships to $350,000 with commitments for the future and encouraged approval of this naming.

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

Naming of Facility—California State University, San Bernardino
Chair Razi presented the resolution to name the second permanent building at CSU, San Bernardino Coachella Valley Off-Campus Center the Indian Wells Center for Education Excellence. The City of Indian Wells made a contribution of $5 million for construction costs.
President Karnig acknowledged the City of Indian Wells as a city that has donated funds to construct a facility that will most likely not be utilized by its residents and will not be built in their city. He commended the City of Indian Wells for their goodwill. Mr. Ed Monarch, Mayor of the City of Indian Wells, responded that this partnership will promote a better life for their youth and their community.

Chancellor Reed acknowledged Campaign Chair Dick Oliphant’s dedication and hard work on the off-campus center development. Trustee Razi recognized James O. Justice’s role in securing this gift and thanked him for his dedication and efforts on behalf of the CSU and as a member of the CSU Foundation Board of Governors.

The Committee recommended approval by the Board of Trustees of the proposed resolution. (RIA 01-01-03)

Trustee Razi presented the next two action items together since they pertained to one university.

**Naming of Academic Program—California Polytechnic State University, San Luis Obispo** (RIA –1-01-04) and

**Naming of Facility—California Polytechnic State University, San Luis Obispo**

Chair Razi presented the resolution to name its College of Business the Orfalea College of Business and its children’s center the Orfalea Family and ASI Children’s Center in honor of the Orfalea family. He noted that Mr. Paul J. Orfalea, Founder and Chairman Emeritus, Kinko’s, Inc. made two gifts of securities valued at $16 million. One gift of $15 million is to the College of Business and another gift of $1 million is to the Children’s Center.

President Baker thanked Mr. Orfalea for his generosity. He stated that, due to Mr. Orfalea’s successful background in business and his support of California Polytechnic State University, San Luis Obispo, it is appropriate to name these two facilities in honor of his family. He added that Mr. Orfalea’s values reflect his commitment to educational excellence and to children’s well being.

Mr. Paul J. Orfalea addressed the board to convey his admiration for the CSU and shared some personal anecdotes that demonstrated his deep appreciation for family and education.

Trustee Neel “Bubba” Murarka stated that consideration should be given to including student recognition in future facility namings when student funds have partially underwritten the cost of the building or facility.

The Committee recommended approval by the Board of Trustees of the proposed resolutions. (RIA 01-01-05)
Recognition of CSU CASE Award Winners
Chair Razi stated that the Council for the Advancement and Support of Education (CASE) District VII, presents annual awards to projects that represent the best practices in the field of advancement. This year, California State University campuses received 23 of the 58 awards of excellence and distinction and Dr. Robert Maxson, President, California State University, Long Beach was named CEO of the Year.

Chair Razi stated in closing that this is a special committee meeting because it is the final meeting under Vice Chancellor Patiño’s direction. This committee meeting reflected growth and success in the advancement area. It is a testament to the hard work and dedication of Vice Chancellor Patiño who has headed this committee since its inception. Chair Razi wished Vice Chancellor Patiño well as he retires from the CSU Chancellor’s Office.

Adjournment
The meeting was adjourned at 10:25 a.m.