AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:15 p.m. Wednesday, November 19, 2003
Glenn S. Dumke Conference Center

Kyriakos Tsakopoulos, Chair
Fredrick W. Pierce, IV, Vice Chair
Kathleen E. Kaiser
M. Alexander Lopez
Anthony M. Vitti

Consent Item

Approval of Meeting Minutes of September 16, 2003

Discussion Items

1. Approval of Naming of Facility - California State University, Monterey Bay, 
   Action
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 16, 2003

Members Present
Frederick W. Pierce, IV, Vice Chair
Debra S. Farar, Chair of the Board
Kathleen Kaiser
M. Alexander Lopez
Anthony M. Vitti
Charles B. Reed, Chancellor

Members Absent
Kyriakos Tsakopoulos, Chair

Other Trustees Present
Roberta Achtenberg
Robert Foster
Murray Galinson
William Hauck
Alice Huffman
Ralph R. Pesqueira
Ali Razi, Trustee Emeritus
Stanley M. Toy, Jr. M.D.
Daniel Weinstein
Milton M. Younger

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 McClain, Vice Chancellor, Human Resources
Christine Helwick, General Counsel

Call to Order
Vice Chair Pierce called the meeting to order at 4:40 p.m.

Approval of Minutes
The July 15, 2003 minutes were approved as a consent item.
University Advancement Campus Plans
Vice Chair Pierce informed the committee that Richard P. West, Executive Vice Chancellor and Chief Executive Officer would present the annual campus plans.

Mr. West presented a brief report describing the annual campus plans, titled "Expanding the Resource Base." He stated that the report is a compilation of the 23 campus strategic plans for raising private funds. This item is submitted as a requirement of a 1994 Board of Trustees resolution.

As background, Mr. West reported that $257 million from outside, non-contracted sources was raised in gifts in fiscal year 2001/2002. Ninety-seven percent of that $257 million was designated for specific purposes by the donor to help support academic excellence, scholarship programs, and specific program areas. The division is currently collecting 2002/2003 data to present to the board in January. Mr. West cautioned that the economy has negatively affected philanthropic support, as it has affected everyone, and anticipates that the trend will be reflected in the January numbers.

Mr. West commented that he is impressed by the strength of activities on the campuses and how they are improving. He noted that many campuses indicate they will be entering into capital campaigns and multi-year fundraising efforts to improve productivity.

Trustee Kathleen Kaiser raised attention to the fact that a number of endowments have been struggling with investment losses. She inquired whether funding student awards impact the endowment base and if we are explaining to the donors our current situation. Mr. West answered that the economy has impacted our endowments, causing some campuses to reduce the number of scholarships awarded. We do educate our donors about the investment situation and manage within our resources so as not to invade endowment principal.

Trustee Daniel Weinstein inquired whether advancement provides any educational seminars for presidents. Mr. West responded that professional development programs are conducted through the Advancement Academy. The division also supports an inventive grant program to help campus programs get started. By example, he mentioned a matching gift program that provides campuses with incentive to increase alumni support. Mr. West noted that he has asked a group of vice presidents to formulate strategies and recommendations to improve professional development.

Vice Chair Pierce also noted that many campuses attend the Council for Advancement and Support of Education (CASE) conference, which is a nationwide industry association. He acknowledged that several of our campus presidents have been named "Executive of the Year" by CASE as a result of their outstanding job.
Vice Chair Pierce requested that in the upcoming January report that he would like to see the supplemental alumni participation data.

**Adjournment**
The meeting was adjourned at 4:47 p.m.
Committee on Institutional Advancement

Approval of Naming of Facility - California State University, Monterey Bay

Presentation By

Richard West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the new Science Academic Center at California State University, Monterey Bay, the Patricia and Robert Chapman Science Academic Center. This naming meets the criteria and other conditions specified in the policy, and as been approved by the executive committee of the Academic Senate at CSU Monterey Bay.

Background

California State University, Monterey Bay requests approval of the Board of Trustees of the California State University to name the new Science Academic Center at California State University, Monterey Bay, the Patricia and Robert Chapman Science Academic Center.

Patricia and Robert Chapman have provided CSUMB with a $2.5 million pledge for the new $24.5 million Science Academic Center, which will serve both science and mathematics programs. This is an extraordinary gift for CSU Monterey Bay's science and mathematics students and faculty, and is precedent-setting in their capital construction program.

Patricia and Robert Chapman are residents of Corral de Tierra with strong ties to both the Salinas Valley and the Monterey Peninsula. Both have managed to combine family, business and volunteer leadership as very active members of their regional community. Among other past and present community leadership roles, Mrs. Chapman is currently a member of CSUMB's President's Council and a board member of the Harden Foundation (since 1986) and the National Steinbeck Center. Mrs. Chapman previously served on numerous boards, including the Community Foundation for Monterey County, where she was honored as Trustee of the Year.
Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the new Science and Academic Center at California State University, Monterey Bay be named the Patricia and Robert Chapman Science Academic Center.