

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 10:15 a.m., Tuesday, January 22, 2019  
Glenn S. Dumke Auditorium

Jean P. Firstenberg, Chair  
Rebecca D. Eisen, Vice Chair  
Debra S. Farar  
Wenda Fong  
Jack McGrory  
Hugo N. Morales  
J. Lawrence Norton  
Romey Sabalius

- Consent** 1. Approval of Minutes of the Meeting of November 13, 2018, *Action*
- Discussion** 2. Naming of Milton A. Gordon Hall – California State University, Fullerton, *Action*
3. Naming of the Ronald H. Silverman Fine Arts Gallery – California State University, Los Angeles, *Action*
4. Annual Report on Donor Support for 2017-2018, *Action*

**MINUTES OF THE MEETING OF  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
Office of the Chancellor  
Glenn S. Dumke Auditorium  
401 Golden Shore  
Long Beach, California**

**November 13, 2018**

**Members Present**

Jean P. Firstenberg, Chair  
Rebecca D. Eisen, Vice Chair  
Debra S. Farar  
Wenda Fong  
Jack McGrory  
Hugo N. Morales  
J. Lawrence Norton  
Romey Sabalius  
Adam Day, Chairman of the Board  
Timothy P. White, Chancellor

Trustee Firstenberg called the meeting to order.

**Approval of Minutes**

The minutes of September 11, 2018, were approved as submitted.

**Naming of Don Miller and Ron Simons Rose Float Laboratory – California State Polytechnic University, Pomona**

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the \$1 million irrevocable pledge by Butch and Vivien Lindley to support building costs for the Rose Float Laboratory replacement facility, which will be 5,800 gross square feet to house an enclosed float construction laboratory, staging and testing spaces, a workshop, storage and restrooms.

The Lindleys requested that the naming be in honor of Don Miller and Ron Simons, who were instrumental in Cal Poly Universities' 70-year Tournament of Roses legacy.

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Mr. and Mrs. Lindley were present, and Cal Poly Pomona President Soraya M. Coley and Chancellor Timothy P. White thanked them for their generosity and leadership to the university.

The committee recommended approval by the board of the proposed resolution (RIA 11-18-05) that the Rose Float Facility Replacement Laboratory Building at California State Polytechnic University, Pomona, be named the Don Miller and Ron Simons Rose Float Laboratory.

**Naming of the JUSTIN and J. LOHR Center for Wine and Viticulture – California Polytechnic State University, San Luis Obispo**

Mr. Ashley and Cal Poly San Luis Obispo President Jeffrey D. Armstrong reported that the proposed naming recognizes the \$2.5 million irrevocable pledge by the Resnick Foundation and the \$1 million gift and \$1.5 million irrevocable pledge by Jerry Lohr. The funds will be used to fund the new wine and viticulture center, which will provide a 15,600 square foot winery; a 12,000 square foot grange hall; crush, fermentation, barrel, sensory, bottling, enology and viticulture rooms; teaching and research labs; a bonded winery; offices; and community and industry meeting spaces.

The committee recommended approval by the board of the proposed resolution (RIA 11-18-06) that the newly constructed agricultural facilities at California Polytechnic State University, San Luis Obispo be named as the JUSTIN and J. LOHR Center for Wine and Viticulture.

Trustee Firstenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Milton A. Gordon Hall – California State University, Fullerton**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Fram Virjee  
President  
California State University, Fullerton

#### **Summary**

This item will consider naming University Hall at California State University, Fullerton as the Milton A. Gordon Hall.

This proposal, submitted by Cal State Fullerton, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including approval by the system review panel and the campus academic senate.

#### **Background**

The proposed naming recognizes the donation of two Rohnert Park, CA properties to endow the Milton A. Gordon and Margaret F. Gordon Endowed Scholarship at Cal State Fullerton. The appraised value of the properties is \$1,056,500. Dr. Margaret F. Gordon and the campus have entered into a formal gift agreement for the irrevocable transfer of the properties on or before March 31, 2019.

The proposed naming recognizes the significant contributions and personal service of Dr. Milton A. Gordon to higher education in general, the California State University, and Cal State Fullerton specifically. Dr. Gordon served as provost and vice president for Academic Affairs at Sonoma State University and as the fourth president of Cal State Fullerton. His 21-year tenure as president of Cal State Fullerton was marked by the transformative growth of a flagship institution in the CSU. University Hall was the first major construction project completed during President Gordon's tenure during which he subsequently lead a dramatic expansion of university facilities.

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**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that University Hall at California State University, Fullerton be named as the Milton A. Gordon Hall.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### **Naming of the Ronald H. Silverman Fine Arts Gallery – California State University, Los Angeles**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

William A. Covino  
President  
California State University, Los Angeles

#### **Summary**

This item will consider naming the Fine Arts Gallery at California State University, Los Angeles as the Ronald H. Silverman Fine Arts Gallery.

This proposal, submitted by Cal State LA, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including approval by the system review panel and the campus academic senate.

#### **Background**

The proposed naming recognizes the \$1 million irrevocable pledge by Cal State LA alumni Jeff Silverman ('77) and Amelia Perez-Silverman ('76) in honor of Mr. Silverman's late father, Ron Silverman ('55). This twenty-year Charitable Lead Annuity Trust will result in \$1.39 million and will be used to establish an endowment for the Fine Arts Gallery as well as the Jeffrey and Amelia Silverman Endowed Distinguished Lecture series.

Ron Silverman was alumnus and faculty emeritus of Art at Cal State LA. He was a member of the university faculty from 1955 to 1988, and was a recipient of the Outstanding Professor Award in 1977. Throughout his career, he authored and edited books on art education. He established the Ronald Silverman Endowed Scholarship Fund, which continues to provide financial support to art education students at Cal State LA. Ron passed away in October 2017.

Jeff Silverman is corporate vice president for Technical Operations at Celgene Americas. Jeff is a second-generation Cal State LA alumnus with a bachelor of science in biochemistry in 1977, and was honored as the 2010 Distinguished Alumnus of College of Natural and Social Sciences.

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He received his MBA from Claremont Graduate University. He and his wife, Amelia Perez-Silverman, are passionate about Cal State LA's Minority Biomedical Research Support – Research Initiative for Scientific Enhancement (MBRS-RISE) that falls under the umbrella of the Minority Opportunities in Research Program (MORE). Jeff currently serves on the Advisory Board of Cal State LA's LA BioSpace.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Fine Arts Gallery at California State University, Los Angeles be named as the Ronald H. Silverman Fine Arts Gallery.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Annual Report on Donor Support for 2017-2018**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Lori A. Redfearn  
Assistant Vice Chancellor  
Systemwide Advancement

#### **Summary**

This item presents information on donor support to the California State University from July 1, 2017 to June 30, 2018. Section 89720 of the Education Code requires that an annual gift report be submitted to the California Joint Legislative Budget Committee and the California Department of Finance.

A full report is available at <http://www.calstate.edu/philanthropic>.

#### **Overview**

With \$482 million in new gift commitments (gifts received and pledges), 2017-2018 was another very good fundraising year for the California State University. Sixteen campuses and the Chancellor's Office had increases in giving. An additional 9,000 donors made gifts compared to the prior year.

#### **Gifts Received**

Donors are passionate about making a difference and see themselves in the enduring legacy of campus life and success of our students. Their generosity resulted in \$309 million in new gifts and pledge payments received for 2017-2018. Of that total, less than 3% or \$8 million was unrestricted.

Endowments grew by \$61 million in new contributions, which will provide support in perpetuity. More than half of endowment gifts are designated to scholarships.

For long-term capital projects, campuses received \$22 million for major facility construction and renovation.



Donor designated support for current operations of \$206 million included:

- \$78 million for faculty support and academic enrichment
- \$42 million for public service programs
- \$26 million for student scholarships
- \$17 million for athletics
- \$6 million for equipment and facility improvements
- \$37 million for additional university priorities

Donors committed an additional \$12 million in irrevocable deferred gifts.

### **Performance Benchmarking**

Gift receipts are the national standard used the Council for Advancement and Support of Education to compare fundraising results across universities. National peer groups are based on classification groups developed by the Carnegie Commission on Higher Education.

Among public master's institutions across the nation, CSU campuses in the top twenty for fundraising include: San Luis Obispo (second), Long Beach (fifth), San José (sixth), Sacramento (15<sup>th</sup>) and Northridge (18<sup>th</sup>). San Diego State ranked fifth among high research activity (R2) public doctoral institutions. Fresno State, CSU Fullerton and San Francisco State ranked third, seventh and eighth respectively among public doctoral institutions with moderate research activity (R3). CSU Maritime Academy ranked second among maritime academies.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Annual Report on Donor Support for 2017-2018 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.