

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 3:30 p.m., Tuesday, March 12, 2002**  
**CSU, Sacramento - University Union Ballroom**

Frederick W. Pierce IV, Chair  
Shailesh J. Mehta, Vice Chair  
Harold Goldwhite  
Martha C. Fallgatter  
Debra S. Farar  
Dee Dee Myers  
Kyriakos Tsakopoulos  
Anthony M. Vitti

#### **Consent Item**

Approval of Minutes of Meeting of January 29, 2002

#### **Discussion Item**

1. Approval of Naming of Facility – California State University, Fresno, *Action*
2. Approval of Naming of Facility – California State University, San Marcos, *Action*
3. Report on Expenditures for Advancement, 2000/2001, *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**

**January 29, 2002**

**Members Present**

Frederick W. Pierce, IV, Chair  
Martha C. Fallgatter  
Debra S. Farar  
Harold Goldwhite  
Laurence K. Gould, Jr., Chair of the Board  
Dee Dee Myers  
Charles B. Reed, Chancellor  
Kyriakos Tsakopoulos

**Members Absent**

Shailesh J. Mehta, Vice Chair  
Anthony M. Vitti

**Other Trustees Present**

Cruz M. Bustamante, Ex Officio  
William D. Campbell  
Daniel Cartwright  
Robert Foster  
William Hauck  
Erene S. Thomas  
Stanley T. Wang

**Chancellor's Office Staff**

Jackie McClain, Vice Chancellor, Human Resources  
Louis Caldera, Vice Chancellor, University Advancement  
Christine Helwick, General Counsel

**Call to Order**

Chair Pierce called the meeting to order at 2:30 p.m.

**Approval of Minutes**

The November 14, 2001 minutes were approved as a consent item.

**2000/2001 External Support Report**

Chair Pierce asked Vice Chancellor Louis Caldera to present the 2000/2001 External Support Report. Vice Chancellor Caldera reported that the External Support Report provides systemwide and campus detail on external support and is divided into two areas – Voluntary Support and Special Revenue. He reported that in 2000/2001, the CSU experienced the highest level of external support ever generated, \$914.6 million; \$248 million was raised in voluntary support and \$668 million in special revenue.

Vice Chancellor Caldera commented that in 2000/01, individual and foundation giving decreased slightly from the previous year, while corporate and other sources increased significantly. There was an overall increase in special revenue of 6% from the previous year with contracts up 13%, grants up 12% and multi-year pledges up 9%. Vice Chancellor Caldera stated that Cal Poly San Luis Obispo, San Diego State, CSU Channel Islands, Cal Maritime and CSU Northridge had notable success this year.

Vice Chancellor Caldera reported on a recently completed fundraising expenditure analysis that shows the return on investment for each dollar spent on advancement, and compares the CSU campuses to other universities around the country. This analysis reveals that on an average, the CSU spends \$0.16 on fundraising to raise \$1.00, which equals the national average of \$0.16. Also shown in this analysis is that the CSU fundraising staff does very well in comparison to other institutions in terms of dollars raised per staff member. The clear message from this study is that in belt-tightening times, maintaining or even increasing advancement budgets is in the best interest of our system. In conclusion, the overall results of this analysis are favorable to the CSU, and Vice Chancellor Caldera thanked all those who contributed to the gathering of the information needed to create this study.

Vice Chancellor Caldera closed his remarks by stating that University Advancement will work this year to increase alumni giving, especially participation rates, average size of gifts and total dollars raised. He then introduced the new Senior Director of External Relations, Jorge Haynes, who will play a key role in achieving this goal. Mr. Haynes is an alumnus of Sacramento State and brings with him extensive experience in external relations.

Chair Pierce thanked Vice Chancellor Caldera for his report and congratulated presidents, advancement professionals, faculty, staff, alumni and students for the successful year in the advancement arena. He also congratulated presidents whose campuses exceeded the 10% goal. The information in the External Support Report is submitted to the California Postsecondary Education Commission, the Joint Legislative Budget Committee and the California Department of Finance.

On a final note, Chair Pierce referred to the revised Alumni Data Chart, (Attachment F of Item 1) which was distributed to the Trustees. Chair Pierce asked that information be gathered on alumni association member donation patterns compared to the alumni donor population. This

information would help to demonstrate whether involvement in alumni organizations increases the likelihood of donations to the campus. Chair Pierce also requested that information continue to be gathered on staffing and resource investment in alumni programs in order to analyze investment in relation to performance outcomes. He requested that this information be presented at the Trustees meeting scheduled for May 14-15, 2002.

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

## **University Advancement**

### **Recognition of California State University CASE Award Winners**

Chair Pierce 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 18 awards of excellence and distinction. A list of CASE Award winners is listed in Item 2 of the agenda book.

### **Bautzer Faculty University Advancement Award**

The recipients of the 2001 Bautzer Faculty University Advancement Award were honored during a brunch at the CASE District VII conference in December 2001. This award program was established in 1996 with a gift from Nicola D. Bautzer in honor of her husband, Gregson Bautzer, a noted Los Angeles attorney and former member of the CSU Board of Trustees. The Bautzer Faculty University Advancement Award recognizes faculty members who have distinguished themselves by their interest and support of campus advancement efforts. Each campus presents one award to a deserving faculty member. Chair Pierce congratulated the 2001 award recipients who are listed in Item 2 of the agenda book

Trustee Goldwhite expressed his concern that a number of the Bautzer awardees have held not only faculty positions, but also administrative positions. He stated that the thrust of the program should be toward bringing faculty members into advancement by virtue of their desire to further their university, rather than by the duties of their administrative positions. He requested that presidents and the University Advancement Division consider ways to encourage more “pure faculty” to become involved in advancement.

### **Adjournment**

The meeting was adjourned at 2:45 p.m.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Approval of Naming of Facility – California State University, Fresno**

#### **Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

#### **Summary**

This item will consider naming the clock tower and grand foyer at California State University, Fresno.

#### **Background**

California State University, Fresno requests approval of the Board of Trustees of the California State University to name the clock tower and grand foyer of the Save Mart Center the Larry A. Shehadey Tower.

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.

Larry Shehadey has committed \$3 million to provide for all the costs of construction for the tower and grand foyer of the Save Mart Center at Fresno State. Mr. Shehadey's gift is the largest gift from an individual for this project. The Save Mart Center will be a 15,000- to 18,000-seat sports and entertainment complex capable of hosting a variety of events and artists as well as being home court for the Fresno State Bulldogs. Mr. Shehadey is a member of the CSU Fresno, Family Business Council and has been a long-time supporter and promoter of the university.

#### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the clock tower and grand foyer of the Save Mart Center at California State University, Fresno be named the Larry A. Shehadey Tower.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Approval of naming of Facility – California State University, San Marcos**

#### **Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

#### **Summary**

This item will consider naming the Field House/University Student Union at California State University, San Marcos.

#### **Background**

California State University, San Marcos requests approval of the Board of Trustees of the California State University to name the Field House/University Student Union The M. Gordon Clarke Field House/University Student Union.

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.

Mrs. Helene Clarke donated \$1.2 million toward the construction of a field house in honor of her late husband, M. Gordon Clarke. In an effort to meet student needs and to minimize costs, these funds have been combined with student union fees for the purpose of constructing a dual-purpose facility, a field house/university student union. Since 1992, students have incurred fees to support the development of a student union facility. It was not until 1998, when Mrs. Clarke generously contributed \$1.2 million for a field house, that the combined project of a student union/field house was realized. Mrs. Clarke is the largest single donor to CSU San Marcos with gifts that total nearly \$4 million.

#### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED,** By the Board of Trustees of the California State University, that the Field House/University Student Union at California State University, San Marcos be named The M. Gordon Clarke Field House/University Student Union.

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Report on Expenditures for Advancement, 2000/2001**

**Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

**Summary**

A report will be presented on a recently completed expenditure analysis that shows the return on investment for each dollar spent on advancement across the system, and compares the CSU campuses with other universities around the country.