

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:45 p.m. Tuesday, March 16, 2004
Arena Floor – Save Mart 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 January 27, 2004

Discussion Items

1. Approval of Naming of Facility- California State University, Los Angeles, *Action*
2. Approval of Naming of Facility – California State University, Monterey Bay, *Action*
3. Approval of Naming of Facility- California State University, Stanislaus, *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**

January 27, 2004

Members Present

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

Other Trustees Present

Roberta Achtenberg
Cruz Bustamante, Lt. Governor
Robert Foster
Eric Z. Guerra
William Hauck
Shailesh J. Mehta
Ralph R. Pesqueira

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
Lori A. Redfearn, Director, Systemwide Advancement

Chair Tsakopoulos called the meeting to order at 1:10 p.m.

Approval of Minutes

The minutes of November 19, 2003 were approved as submitted.

2002-2003 Annual Report on External Support

Chair Tsakopoulos reported that the California State University's 2002-2003 Annual Report on External Support is prepared for submission to the California Postsecondary Education Commission (CPEC), the Joint Legislative Budget Committee, and the California Department of Finance.

Mr. Tsakopoulos asked Richard P. West, executive vice chancellor and chief financial officer, to present the 2002-2003 Annual Report on External Support. Mr. West reported that in 2002-2003, the CSU generated \$302 million dollars in philanthropic support. Gift receipts of cash and in-kind support experienced a 7.6 percent decline from the previous year. This is the first decline in a decade. It is important to note that giving to higher education in general follows the activity of the investment market. As the market rebounds, the expectation is that gift receipts will increase. In the meantime, donors continue to express their commitment to support the CSU through multi-year pledges and deferred gifts.

Mr. West highlighted the following key points in the report:

- Ninety seven percent of funds received are restricted for a specific purpose, while only three percent of funds received are unrestricted.
- Alumni members, numbering over 114,000, contributed thirty eight percent of all charitable donations received from individuals and the average alumni gift was \$298.
- In addition to the effects of the economy, restrictions on software valuation may also have contributed to the decline in corporate giving.
- Endowments continue to show strong growth. The CSU received \$30 million in new endowment gifts in 2002-2003 and dispersed \$22 million from endowment earnings.

At the conclusion of Mr. West's report, Trustee Kathleen Kaiser wanted to know the percentage decline in scholarships available to be administered. Lori A. Redfearn, Director of Systemwide Advancement responded that in 2002-2003, endowment distribution declined \$1 million from the prior year and that approximately 45 percent of endowment gifts are dedicated toward supporting scholarships.

The committee recommended approval of the proposed resolution (RIA 01-04-01).

Naming of a Facility, California State University, Monterey Bay

Chair Tsakopoulos asked Mr. West to present a request to name a wing of the Chapman Science and Academic Center at California State University, Monterey Bay as the Hilton and Roberta Bialek Math and Technology Wing.

Mr. West stated that Hilton and Roberta Bialek have been active and respected members of the Carmel community for many years. Mr. Bialek served on the Carmel Unified School District Board for sixteen years. Mrs. Bialek has been recognized as being one of the Ten Outstanding Women of Monterey County by the Monterey County Commission on the Status of Women. At CSU Monterey Bay, the Bialeks have been the principal donors to an early science education program and were early contributors to the Chapman Science and Academic Center.

The proposed naming recognizes the significant contribution by Roberta Bialek, and her late husband Hilton, that resulted in an additional \$1 million in matching funds from other donors. Chancellor Reed thanked Roberta Bialek and her late husband, Hilton for their generous gift to CSU Monterey Bay and their support of the California State University. President Peter Smith commended Hilton and Roberta Bialek for their leadership in support of RISE (recruitment in science education), as well as, their commitment in support of the Chapman Science and Academic Center.

Mrs. Roberta Bialek stated that it was a privilege to be associated with CSU Monterey Bay, particularly because of the service learning aspect of the campus. Mrs. Bialek also stated that it was a great honor to be associated with the California State University system.

The committee recommended approval of the proposed resolution to name a wing of the Chapman Science and Academic Center at California State University, Monterey Bay as the Hilton and Roberta Bialek Math and Technology Wing (RIA 01-04-02).

Naming of a Facility and an Academic Entity, California State University, Northridge

Mr. West continued with two naming requests from California State University, Northridge. The first considered naming the west wing of the Oviatt Library, as the Tseng Family Wing and the second was a request to name the College of Extended Learning in honor of Mr. Roland Tseng.

Mr. West stated that Mr. Roland Tseng had made a \$38 million gift, in honor of his parents C. K. and Teresa Tseng, which included exquisite Chinese artifacts and funding for an endowment.

Mr. West went on to express that the Tseng gift was historic. It is the largest donation to CSU Northridge, and, to the entire California State University system. The artifacts will become part of the special collections and archives area of the university library--and will be known as The Tseng Family Collection. These antiquities and the creation of the endowment will be used to support the collection and further promote research, outreach, analysis, and partnerships.

Mr. and Mrs. Tseng are owners and operators of Northridge Travel Service, one of the region's longest operating travel agencies. Teresa Tseng is President of Northridge Travel Service and has been a pioneer in helping expand travel and tourism between the United States and mainland China. The recipient of many awards and honors, C.K. Tseng serves on the boards of the Northridge/Porter Ranch Chamber of Commerce, the Northridge Business Improvement District and the Community Advisory Committee of Comerica Bank. He also has served as President of the President's Associates for CSU Northridge.

Entrepreneur Roland Tseng is an internationally published author and photographer, corporate founder and inventor. He was recently recognized, by Los Angeles Mayor James Hahn, as an Asian American role model. Roland Tseng has a passion for Chinese art and is committed to making it accessible to the public to increase understanding of Chinese culture. Mr. Tseng's contribution will support the maintenance and security of the artifacts, as well as enhance the academic excellence of an interdisciplinary array of programs. Mr. West concluded by reporting that the magnificent collection will advance CSU Northridge's international reputation and expand public appreciation of ancient Chinese art, culture and history.

The committee recommended approval of the proposed resolutions to name the west wing of the Oviatt Library at California State University, Northridge as the Tseng Family Wing (RIA 01-04-03), and; to name the College of Extended Learning at California State University, Northridge as the Roland Tseng College of Extended Learning (RIA 01-04-04).

Chancellor Reed thanked Roland Tseng and his parents, C.K. and Teresa Tseng, for their generous gift to CSU Northridge. He asked President Jolene Koester to share the history of the Tseng's gift. President Koester expressed her gratitude to the Tseng's for their multi-year gift and for their celebration of CSU Northridge's academic excellence and public service. She stated that the Tseng's gift would further the university's commitment to serve the cultural and creative spirit of life in the San Fernando Valley. President Koester also noted that Roland Tseng had chosen CSU Northridge as the recipient of the gift because he wanted to make sure that international faculty were able to study the antiquities, in particular Chinese scholars.

Naming of a Facility, California Polytechnic State University, San Luis Obispo

Mr. West reported that California Polytechnic State University, San Luis Obispo had submitted two facility naming requests. He began with the first request to name Education Building 02 as the Cotchett Education Building.

Mr. West stated that Joseph and Victoria Cotchett's most recent gift of \$2 million, as well as, their multi-million dollar estate bequest, represented the largest gift by an alumnus in support of Cal Poly San Luis Obispo's Centennial Campaign. He stated that Mr. and Mrs. Cotchett's contributions would be used to provide ongoing support for teaching, research, program development, student learning and outreach for the university center for teacher education.

Joseph Cotchett is an engineering graduate of Cal Poly San Luis Obispo who has distinguished himself throughout his 35-year career and has been named one of the 100 most influential lawyers in the country. He is a prolific author of legal books and law review articles, and holds memberships on the boards of numerous San Francisco Bay Area organizations.

Victoria Cotchett is a distinguished alumna of California State University, Hayward. She received her Bachelor of Arts in Art History and has attained significant professional achievement in the art world. She is the author of two books and has been a contributing writer for several art magazines and newspapers.

Mr. West stated that the request was presented in recognition of Joseph and Victoria Cotchett's outstanding professional and public service throughout their careers and asked President Warren Baker for his comments. President Baker expressed his gratitude to Mr. and Mrs. Cotchett for their generous contribution that will establish an endowment to build a center for teaching science and mathematics. President Baker stated the university hoped to develop a model program for students in K-12 that would instill an interest in math and science.

The committee recommended approval of the proposed resolution to name Education Building 02 at California Polytechnic State University, San Luis Obispo, as the Cotchett Education Building (RIA 01-04-05).

Naming of a Facility, California Polytechnic State University, San Luis Obispo

California Polytechnic State University, San Luis Obispo's second request was a proposal to name the Cal Poly Theatre, Building 44 at California Polytechnic State University, San Luis Obispo as the Faye and Alex Spanos Theatre.

Mr. West stated that Alex Spanos is an esteemed alumnus of the Aeronautical Engineering Program at Cal Poly San Luis Obispo. He is well known for transforming a modest family business into the A.G. Spanos Companies, which employs over 500 people and ranks at the top of the national housing industry.

Faye and Alex Spanos are highly regarded for their philanthropic work, which has included efforts with numerous colleges, hospitals, athletics and arts organizations. Mr. West stated that the generous \$1.5 million gift from Mr. and Mrs. Spanos would allow the existing Cal Poly Theatre to be remodeled to accommodate enrollment growth for students and enhance faculty space. The plans will extend the Davidson Music Center into a complex that will provide instructional and performance space for majors that did not exist when the facility was originally constructed. Mr. West concluded his remarks and asked President Warren Baker for comments on the naming request.

President Baker gratefully acknowledged the gift from Faye and Alex Spanos and stated that the gift represented Mr. Spanos' commitment to develop a strong music program at Cal Poly San Luis Obispo.

The committee recommended approval of the proposed resolution to name the Cal Poly Theatre, Building 44 at California Polytechnic State University, San Luis Obispo as the Faye and Alex Spanos Theatre (RIA 01-04-06).

Council for Advancement and Support of Education (CASE) District VII 2003 Awards of Excellence

Trustee Tsakopoulos asked Mr. West to present the last item on the agenda. Mr. West reported that each year, the Council for Advancement and Support of Education (CASE) honors superior achievement in the field of university advancement. As in prior years, the CSU made an impressive showing, winning a quarter of all awards given in CASE District VII. Mr. West encouraged everyone to note the awardees listed in the agenda.

The meeting adjourned at 1:45 p.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility - California State University, Los Angeles

Presentation By

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the north wing of Building 30 at the Anna Bing Arnold Children's Center as the W. M. Keck Foundation Infant and Toddler Wing.

This proposal, submitted by California State University, Los Angeles, 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 campus academic senate.

Background

The proposed naming recognizes the gift of \$300,000 contributed by the W. M. Keck Foundation to the Anna Bing Arnold Children's Center. The gift was applied toward the construction costs of the Center's expansion, which consisted of adding four new classrooms, a teacher resource room, a multipurpose room, and playground space. The expansion now allows the Center to nearly double its capacity to serve up to 200 children per year, to add an infant and toddler program, and to accommodate children with special needs.

The W. M. Keck Foundation was established in 1954, and incorporated in 1959, as the sole beneficiary of the W. M. Keck Trust. With assets of over \$1 billion, the foundation gives nationally to universities, colleges and major independent medical research institutions. Arts and culture, civic and community, health care and pre-collegiate education are restricted to Southern California. The funds received for the Anna Bing Arnold Children's Center emanated from the W. M. Keck Foundation Early Learning Program, which promotes excellence in the field of early childhood education.

The W. M. Keck Foundation has supported other projects at Cal State L.A., including a Nuclear Magnetic Resonance Research Laboratory and a Science Teacher's Development Program. In

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their most recent annual report, the W. M. Keck Foundation featured the work of the Anna Bing Arnold Children's Center, and the Center's Director, Pamela Kisor.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the north wing of Building 30 at the Anna Bing Arnold Children's Center be named the W. M. Keck Foundation Infant and Toddler Wing.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility - California State University, Monterey Bay

Presentation by:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the California State University, Monterey Bay new Library (Building 25), as the Tanimura and Antle Family Memorial Library.

This proposal, submitted by CSU Monterey Bay, 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 of the CSU Monterey Bay Library (groundbreaking in January 2005) recognizes the \$4 million gift by the Tanimura and Antle families of the Salinas Valley as the very first contribution for this facility. The largest donation to-date in CSU Monterey Bay's history, this leadership gift will enable the university to launch a crucial capital campaign which will assure that the Library incorporates carefully-designed academic and community service components. Because of the size and timing of this gift, it will be instrumental in encouraging a wide range of other major gifts in building and equipping the Library.

Three generations ago, the Tanimuras came to the United States as Japanese immigrants. While attending grammar school in Castroville during the 1930's, George Tanimura, a second-generation Japanese-American, thinned iceberg lettuce on his father's small farm. After his mother died, George, the eldest of 12 siblings, was forced to quit high school to farm with his father.

In the midst of the Great Depression, George's father died and the children moved to a ranch house near Spreckels. Then, the Tanimura children began their own farming operations. The Tanimura family business had stabilized.

In December 1941, people of Japanese ancestry were interned in camps. While most of the Tanimura family was interned, a few joined the United States Army to fight for their new country. During the time in the camp, the Tanimura family lost everything. Upon release, they farmed small patches of land, saved the profits, and ultimately purchased their first acre of land. This simple formula began the Tanimuras' trek toward the American Dream.

The Antle family migrated west in the late 19th Century until tough farming conditions forced them to leave the Dust Bowl of Oklahoma. By the 1930's, they moved to Salinas and joined the iceberg lettuce industry. Bud Antle joined his father in the packing sheds and worked as a trimmer and packer. After years of hard work and determination, they started their own family business.

World War II erupted and the United States experienced shortages of wood and packaging materials for iceberg lettuce. The shortages forced Bud Antle to research new processes and technology that would allow his family business to continue. His process of vacuum cooling technology ultimately revolutionized the entire vegetable industry. The Antle name immediately became associated with creativity.

In the late 1950's, the Tanimuras began to grow exclusively for Bud Antle. Bud, and his son Bob Antle, began working closely with the Tanimura family. Joining the Antle's strong packing and shipping expertise with the Tanimura's growing expertise, began the great partnership. The partnership formalized in 1982 when the Tanimura and Antle families combined over 50 years of mutual friendship, respect and experience to create Tanimura & Antle.

Today, in an era of corporate farming, Tanimura & Antle is proud to still be a family affair. Family members manage every aspect of the business, from growing to harvesting to shipping. On any day you will see the senior family members on the farm: working, supervising, and, most importantly, imparting their priceless knowledge to the next generation. Today, the families blend three generations of wisdom, experience, innovation and creativity. At Tanimura & Antle they proudly dedicate themselves to meet all challenges and opportunities to continue as the industry leader in quality, innovation, and grower, customer and employee relations. That is their philosophy.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the California State University, Monterey Bay Library (Building 25) be named the Tanimura and Antle Family Memorial Library.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – California State University, Stanislaus

Presentation by:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the Classroom Building at California State University, Stanislaus as the Dorothy and Bill Bizzini Hall.

This proposal, submitted by CSU Stanislaus, 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 two recent deferred gift commitments received from the Bizzinis that will significantly enhance University teaching and learning. In 2000, a \$350,000 irrevocable trust was established to secure the purchase of scientific instrumentations and equipment. In 2002, the University received an additional commitment for an irrevocable deferred gift of \$1 million that is dedicated for the same purpose.

Dorothy and Bill Bizzini are long-term residents of Atwater, California and have been generous supporters of university programs in the Arts, Nursing, and Athletics over the years. Mr. and Mrs. Bizzini are owners of Bizzini Properties, which includes three veterinary hospitals, apartments, and single residential homes.

Mrs. Bizzini is a past president and district governor of Rotary International; and is a recent past president of the Board of Trustees for the California State University, Stanislaus Foundation.

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The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Classroom Building at California State University, Stanislaus be named the Dorothy and Bill Bizzini Hall.