

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:30 p.m., Tuesday, September 14, 1999
Glenn S. Dumke Conference Center

Martha C. Fallgatter, Chair
Frederick W. Pierce, IV, Vice Chair
William D. Campbell
Harold Goldwhite
Laurence K. Gould, Jr.
Dee Dee Myers
Ali C. Razi
Michael D. Stennis
Anthony M. Vitti

Consent Items

Approval of Minutes of Meeting of July 7, 1999

Discussion Items

1. Naming of Facility—California State University, Sacramento, *Action*
2. Naming of Facility—California State University, Channel Islands, *Action*
3. 1999/2000 University Advancement Campus Plans, *Information*
4. University Advancement, *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**

July 7, 1999

Members Present

Martha C. Fallgatter, Chair
Frederick W. Pierce IV, Vice Chair
William D. Campbell
Harold Goldwhite
Laurence K. Gould, Jr.
William Hauck, Chairman of the Board, ex officio
Dee Dee Myers
Ali C. Razi
Charles B. Reed, Chancellor, ex officio
Michael D. Stennis
Anthony M. Vitti

Other Trustees Present

Bob Foster
Joan Otomo-Corgel
Ralph R. Pesqueira
Stanley T. Wang

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
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Chair Fallgatter called the meeting to order at 3:20 p.m.

Approval of Minutes

The minutes of March 17, 1999, were approved as a consent item.

Policy and Procedure on Naming California State University Colleges, Schools, and Other Academic Entities

Chair Fallgatter presented the resolution to adopt a new policy on naming CSU colleges, schools, and other academic entities. The policy, which has been reviewed by the Statewide Academic Senate, by the Presidents' Committee on University Advancement, by the Office of the General Counsel, and by campus advancement staff, parallels existing policy on naming facilities. Academic program namings are for fund-raising purposes only.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-99-05).

Naming of Academic Program—California State Polytechnic University, Pomona

Chair Fallgatter presented the resolution to name the School of Hotel and Restaurant Management at California State Polytechnic University, Pomona the Collins School of Hospitality Management in honor of James and Carol Collins. A recent gift of \$10 million made them the largest individual donors in the history of the university since cereal magnate W. K. Kellogg donated land to help found Cal Poly Pomona. The Collins' gift will construct a new 23,000-square-foot, state-of-the-art facility, provide student scholarships, and establish an endowed chair for the school.

President Bob Suzuki introduced James and Carol Collins to the committee. President Suzuki said, "We are extremely proud that Jim and Carol have chosen to make this investment in our school of hotel and restaurant management because it is truly a vote of confidence in the future of this school." He noted that the university is requesting to rename the school, not only because of the significance of the gift, but because it would be an honor to rename it after an extraordinary couple. He said that Cal Poly Pomona and its hospitality program are among the many beneficiaries of the Collins' family. Their support for Cal Poly Pomona will be the springboard that propels the hospitality program from a nationally recognized program to an internationally recognized one. James Collins served as CEO of Sizzler International and was a recognized leader of the food service industry. He and his wife are noted philanthropists, supporting a wide range of organizations.

Mr. Collins thanked the committee, saying it was a very special day for him and his wife, and that they were excited and pleased to make such a gift to Cal Poly Pomona. He said that he has been in the business for 47 years, and some of those years were with a good friend and a former trustee, Willie Stennis. He said, "In order to make a gift like this you have to have been lucky and we've been really lucky, and are just delighted to be able to do it. Thank you."

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-99-06).

Naming of Facility—San Francisco State University

Chair Fallgatter presented the resolution to name a building located at San Francisco State University's Romberg Tiburon Center the Ohrenschall Guest Center in honor of Robert and Sue Ohrenschall. The Ohrenschalls have given private gifts to the Center exceeding \$260,000, including funds to renovate the small guest center that provides housing for visiting scholars and students. Their total gifts to the university exceed half a million dollars.

President Robert A. Corrigan said that the Ohrenschalls have supported the College of Business as well as the Tiburon Center, which is a very small facility. He noted that the Tiburon Center is quite a distance from the regular campus and there is no immediate overnight housing, so this provides some housing for visiting researchers who are there. President Corrigan said that since the remodeling is being done courtesy of the Ohrenschalls, it is only fitting to name the small facility after them.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-99-07).

Naming of Facility—California State University, San Marcos

Chair Fallgatter presented the resolution to name the track and soccer field at California State University, San Marcos, the Mangrum Track and Soccer Field in honor of Bob and Ruth Mangrum. The Mangrums are long-time donors to the campus and their contribution to the construction of the track and soccer field exceeds half a million dollars.

President Alexander Gonzalez noted that this is the university's first naming opportunity, a historical event on the young campus. Bob and Ruth Mangrum are members of the President's Circle, long-time community supporters, and avid runners. Ruth Mangrum is also a member of the newly formed University Foundation Board.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-99-08).

Amend Policy and Procedure on Naming California State University Facilities and Properties

Chair Fallgatter presented the resolution to amend the policy and procedures for naming CSU facilities and properties. The amendment clarifies that permanent CSU facilities and properties are normally to be named in honor of individuals and organizations who have been significant contributors to the university. The amendment also delegates to the chancellor the authority to name landscape items or individual features or areas within a building.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-99-09).

Adjournment

The meeting adjourned at 3:31 p.m.

BRIEF

Action Item

Agenda Item 1
September 14-15, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Sacramento

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the track complex at California State University, Sacramento, the Alex Spanos Track and Field Complex.

Recommended Action

Approval of the resolution.

ITEM

Agenda Item 1
September 14-15, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Sacramento

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 for 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.

Background

California State University, Sacramento, requests approval of the Board of Trustees of the California State University to name the newly installed track complex the Alex Spanos Track and Field Complex.

The naming of this facility honors Mr. Alex G. Spanos. Through his generosity, the university's stadium track was rebuilt and a similar practice track is being constructed. These new facilities ensured that California State University, Sacramento, was selected as the site of the 2000 Olympic Track and Field Trials to be held in July 2000. The trials will bring athletes from all over the United States to the campus and will give the university a great opportunity to showcase its facilities. The gift of one million dollars enabled the university to construct tracks designed according to rigorous Olympic Committee specifications, and to install an innovative track surface that few other universities in the United States have.

RESOLVED, By the Board of Trustees of the California State University, that the newly installed track complex at California State University, Sacramento, be named the Alex Spanos Track and Field Complex.

BRIEF

Action Item

Agenda Item 2
September 14-15, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Channel Islands

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming of the future library at California State University, Channel Islands, the John Spoor Broome Library.

Recommended Action

Approval of the resolution.

ITEM

Agenda Item 2
September 14-15, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Channel Islands

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 for 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.

Background

California State University, Channel Islands, requests approval of the Board of Trustees of the California State University to name the future library the John Spoor Broome Library upon completion of Phase 1 construction. Mr. Broome understands that the actual date to renovate the facility has not been established.

The name of the facility honors Mr. Broome. Through his generosity, funds will be made available to commence the renovation of an existing building on campus in order to provide a library and media center for the future students of the university and meanwhile serve students of the off-campus center. It is anticipated that the facility, to be built in two continuous phases, will be state-of-the-art and of world-class architectural quality. In its early years the building will include some classrooms and offices which will migrate to other university facilities as they become available, leaving space available for expansion of the collection. This lead gift (an irrevocable pledge) of five million dollars will allow the university to begin the planning design of the building and later aid in the construction and equipping of the facility.

RESOLVED, By the Board of Trustees of the California State University that the library building at California State University, Channel Islands, be named the John Spoor Broome Library.

BRIEF

Information Item

**Agenda Item 3
September 14-15, 1999**

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1999/2000 University Advancement Campus Plans

Presentation By

**Douglas X. Patiño, Vice Chancellor
University Advancement**

Summary

The CSU University Advancement Campus Plans are presented annually to the Board of Trustees. Each university presents information on the previous year's achievements, stated goals for the coming year, and a narrative for achieving indicated outcomes.

Over the years, the campuses have expressed that writing the advancement plans has assisted campuses in focusing on outcomes and setting reasonable goals.

This year the campus plans include the cost of fundraising and all campuses have used the same factors in determining their returns on investment.

ITEM

Agenda Item 3
September 14-15, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1999/2000 University Advancement Campus Plans

The 1999/2000 University Advancement Campus Plans will be presented in response to the California State University Board of Trustees' request for each campus to provide annual reports and planned activities that will enhance University Advancement activities at each university.

BRIEF

Information Item

Agenda Item 4
September 14-15, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

The division of University Advancement will present the following items:

- ***CASE National Awards***
 1. California Polytechnic State University, San Luis Obispo—Circle of Excellence Award-Overall Fundraising Performance
 2. San Jose State University—Circle of Excellence Award-Overall Fundraising Performance
 3. CSU, Fresno—Circle of Excellence Award-Outstanding Improvement in Fundraising
 4. California State Polytechnic University, Pomona—Gold Medal Award-Interactive Media
 5. CSU, Northridge—Silver Medal Award-Best Articles of the Year for “Both Sides Now”
- ***CSU Communication Efforts***
- ***Pride in Belonging (Campus Highlights)***