AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:15 p.m., Tuesday, January 27, 2014
Glenn S. Dumke Auditorium

Steven M. Glazer, Chair
Douglas Faigin, Vice Chair
Roberta Achtenberg
Debra S. Farar
Margaret Fortune
Hugo N. Morales
J. Lawrence Norton
Steven G. Stepanek

Consent Items

Approval of minutes of meeting of November 12, 2014

Discussion Items

2. Naming of a Facility—San Francisco State University, Action
Members Present

Steven M. Glazer, Chair
Roberta Achtenberg
Douglas Faigin
Debra S. Farar
Margaret Fortune
Lou Monville, Chair of the Board
Hugo N. Morales
J. Lawrence Norton
Steven G. Stepanek
Timothy P. White, Chancellor

Trustee Glazer called the meeting to order.

Approval of Minutes

The minutes of September 9, 2014, were approved as submitted.

Naming of a Facility – California State Polytechnic University, Pomona

Mr. Garrett P. Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the $2.5 million total contribution by Ronald W. Gregoire to complete funding for the new College of Business Administration complex at Cal Poly Pomona.

President J. Michael Ortiz and Chancellor White thanked Dr. Gregoire for his generous support, which will help Cal Poly Pomona meet the needs of current and future students in the College of Business through innovative learning spaces, as well as his leadership on the $150 million Campaign for Cal Poly Pomona.

The committee unanimously recommended approval by the board of the proposed resolution (RIA 11-14-08) that the College of Business Administration Classroom Building 163 at California State Polytechnic University, Pomona be named as Ronald W. Gregoire Hall.
The Class of 3 Million

Mr. Ashley shared that the California State University has reached a special milestone by exceeding 3 million living alumni. To communicate the social and economic value of CSU alumni, the Class of 3 Million celebration has been launched to run this academic year culminating with Commencement 2015.

Mr. Aaron Moore, director, alumni relations, provided an overview of the Class of 3 Million celebration and how the CSU can use it to further engage alumni in support of the CSU mission.

- The Class of 3 Million campaign highlights the impact of CSU graduates in everyday life and is a chance to involve all our faculty and staff—many of whom are alumni—in celebrating the achievements of the students they helped to educate.
- This is an opportunity to show the impact of the CSU in California, throughout the country and the world, with one out of every 20 Americans with a college degree receiving it from the CSU, and an alumni family larger than the population of 20 U.S. states.
- The centerpiece of the celebration is the Class of 3 Million online yearbook, which is a place where alumni can claim their spot in the celebration, network with other alumni, and become re-engaged or further engaged with their campus.
- Valuable data is collected and shared with campuses to use in furthering their alumni and philanthropic activities.
- Three ways to get involved in the Class of 3 Million are to create an alumni profile on the online yearbook, promote the campaign using #CSU3mil, or give thanks to a faculty or staff member with #ThanksCSU.
COMMITTEE ON INSTITUTIONAL ADVANCEMENT


Presentation By

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement  

Lori A. Redfearn  
Assistant Vice Chancellor  
Advancement Services  

Summary

This item presents information on philanthropic support received by the 23-campus California State University system from July 1, 2013 to June 30, 2014. 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 will be available in meeting handouts and additional campus highlights will be available for viewing at www.calstate.edu/ua/philanthropic.

Overview

Donors committed a record-breaking $457.3 million in charitable gifts to CSU campuses in 2013-14 – an increase of 35 percent from the previous year. This marks the third consecutive year the university has seen increases in philanthropic support. Gift commitments are comprised of new gifts, pledges and testamentary provisions recorded during the period. Gift receipts – new gifts, pledge payments and realized bequests – reached $295.7 million, which was a 4.5% increase over the prior year.

Over half of all gifts received serve the immediate needs of today’s students. These gifts provide access to a broad and diverse student population, facilitate innovative teaching models and partnerships, and enhance the college experience. The CSU received over $166.0 million in current support for these efforts:

- $18.9 million for student scholarships
- $44.2 million for academic enrichment
- $9.9 million for research
• $30.6 million for public service programs
• $17.7 million for athletics
• $44.7 million for other designated priorities

Unrestricted support of $10.1 million represents 3.4% of all gifts received and is available for high priority needs. Additionally, campuses received $19.7 million in property and capital improvement gifts for facilities and equipment.

Performance Benchmarking

Philanthropic performance is benchmarked within peer groups of similar size and capacity. Group I campuses are making incremental progress toward raising an equivalent of 10% of the state budget allocation. Group II campuses are expected to raise an equivalent of 10-15% of the state budget allocation. Group III campuses are expected to raise more than 15%. This performance indicator is reviewed during the campus president evaluation. Overall, the CSU raised an equivalent of 22% of the state budget allocation.

**Charitable Gift Commitments as a Percentage of the State Funded Budget**

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<th>2012/2013</th>
<th>2013/2014</th>
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<td>$1,825,646,737</td>
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<td>Total Gift Commitments as a Percentage of State Budget</td>
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<td>19%</td>
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<td>Group II Average</td>
<td>11%</td>
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<td>16%</td>
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<td>Group III Average</td>
<td>31%</td>
<td>41%</td>
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Note 1: Includes Chancellor’s Office.

CSU philanthropic performance also compares favorably to similar universities across the nation. National comparisons are based on gift receipt numbers reported to the Voluntary Support of Education Survey conducted by the Council for Aid to Education. San José State ranked number four out of all public master’s institutions across the nation following the College of Charleston, CUNY Hunter College, and Boise State University. Nine CSU campuses (Fullerton, Northridge, Pomona, Sacramento, San Francisco, Fresno, Long Beach, San José and San Luis Obispo) outperformed SUNY Buffalo, which was the highest ranked SUNY public master’s institution raising $8.6 million. At $88.5 million, San Diego State outperformed SUNY Stony Brook reporting $78.6 million in the public research category. Cal Maritime, bringing in $2.4 million, outperformed the $1.7 million raised by the Maine Maritime Academy.
The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Annual Report on Philanthropic Support for 2013-14 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.
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Note 1: Gift Commitments include new gifts, new pledges and testamentary commitments. Gift Receipts reflect assets received by the University in the form of new gifts and pledge payments.
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<th>Testamentary &amp; Government Commitments</th>
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Note 1: Group I campuses generally have less than 5,000 individual donors, less than 10 full-time professional fundraisers, and less than $25 million in endowment market value. Group II campuses generally have between 5,000 and 10,000 individual donors, between 10 and 20 full-time professional fundraisers, and between $25 million and $50 million in endowment market value. Group III campuses generally have over 10,000 individual donors, over 20 full-time professional fundraisers, and over $50 million in endowment market value.
## Chart III

### Gift Receipts by Source

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<th>Individuals</th>
<th>Other Individuals</th>
<th>Organizations</th>
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Note 1: Number of Individual Donors includes alumni, parents, faculty, staff, students, and friends of the University.
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## Charitable Gift Comparisons

### Chart V

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<th>2013/2014</th>
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Note 1: Fullerton revised their 2011-2012 investment return rate in 2012-2013.
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<td></td>
<td>San Jose</td>
<td>212,968</td>
<td>180,062</td>
<td>4,812</td>
<td>$17,542,860</td>
<td>2.28%</td>
</tr>
<tr>
<td></td>
<td>San Luis Obispo</td>
<td>161,835</td>
<td>70,942</td>
<td>6,525</td>
<td>$4,861,023</td>
<td>4.03%</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>3,067,484</td>
<td>1,733,012</td>
<td>73,491</td>
<td>$61,611,131</td>
<td>2.40%</td>
</tr>
</tbody>
</table>

Note 1: Alumni Participation Rate equals Alumni Donors divided by Number of Addressable Alumni.
COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility—San Francisco State University

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the Student Wellness Center in honor of distinguished alumnus Manny Mashouf.

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

Background

The request substitutes recognition previously approved by the CSU Board of Trustees in 2008 naming the Mashouf Creative Arts Center (RIA 07-08-11). In 2005, Mr. Mashouf and his family contributed $10 million for a proposed performing arts center. The center was to be funded by a combination of General Obligation bonds to be issued by the State of California coupled with the Mashouf family’s leadership gift. The vision for that project included replacement facilities for Creative Arts, Broadcast and Electronic Communication Arts (BECA) and a new performing arts theater. However, as a result of the Great Recession, the state postponed authorizing any additional bonds, and the capital support that was anticipated was deferred.

In 2012, President Wong informed Mr. Mashouf that the initial plans for a performing arts facility had been deferred, and Mr. Mashouf expressed that he would be open to redirecting his gift to support another capital project on campus. The Associated Students Inc. endorsed naming the new, $86 million recreation and wellness center as the Mashouf Wellness Center.

Manny Mashouf graduated from San Francisco State with a degree in political science in 1966. He went from a small clothing store owner on Polk Street in San Francisco to becoming founder and chairman of bebe stores inc., one of the largest and most recognizable brands in fashion with hundreds of stores in the United States, Canada and Puerto Rico. He received an honorary doctorate degree in humane letters from San Francisco State in 2008.
Recommended Action

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that RIA 07-08-11 be rescinded, and that the recreation and wellness center at San Francisco State University be named the Mashouf Wellness Center.