

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 9:45 a.m., Wednesday, July 15, 1998
Auditorium

Martha C. Fallgatter, Chair
Laurence K. Gould, Jr., Vice Chair
William D. Campbell
Ronald L. Cedillos
Jim Considine
Robert G. Foster
Maridel Moulton
Alice S. Petrossian
Ali C. Razi

Consent Items

Approval of Minutes of Meeting of May 13, 1998

1. Naming of Facility—San Francisco State University, *Action*

Discussion Items

2. Naming of Facility—California State University, Long Beach, *Action*
3. Naming of Facility—California State University, Stanislaus, *Action*
4. Naming of Facility—California State University, Stanislaus, *Action*
5. Naming of Facility—California State University, Fullerton, *Action*
6. University Advancement, *Information*
7. 1998/99 University Advancement Campus Plans, *Information*

**MINUTES OF MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of The California State University
Glenn S. Dumke Conference Center
400 Golden Shore
Long Beach, California**

May 13, 1998

Members Present

Jim Considine, Chair
Anthony M. Vitti, Vice Chair
Martha C. Fallgatter, Chairman of the Board, ex officio
Robert G. Foster
Eric C. Mitchell
Maridel Moulton
Ali C. Razi
Charles B. Reed, Chancellor, ex officio
Michael D. Stennis

Members Absent

William D. Campbell
Ronald L. Cedillos
Laurence K. Gould, Jr.

Other Trustees Present

Harold Goldwhite
James H. Gray
William Hauck
Joan Otomo-Corgel
Ralph R. Pesqueira
Alice S. Petrossian
Stanley T. Wang

Chancellor's Office Staff

June M. Cooper, Senior Vice Chancellor and Interim Chief of Staff
David S. Spence, Executive Vice Chancellor
Richard P. West, Senior Vice Chancellor, Business and Finance
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel
Bruce M. Richardson, Deputy General Counsel

Presidential Liaisons

Tomas A. Arciniega, President California State University, Bakersfield, present
Robert C. Maxson, President, California State University, Long Beach, present
John D. Welty, President, California State University, Fresno, present

Chair Considine called the meeting to order at 9:35 a.m.

Approval of Minutes

The minutes of March 17, 1998, were approved as a consent item.

Naming of Facility—California State University, Sacramento

Chair Considine presented the resolution to name the football field at California State University, Sacramento the Fred Anderson Field. The naming of this facility posthumously honors Mr. Anderson, who is a long-time benefactor and supporter of the campus. Chair Considine stated that Mr. Anderson was instrumental in bringing professional sports to the Sacramento region. He made a contribution of \$2.5 million to expand and improve the stadium, which helped the school advance to an NCAA Division I status for its football program. Chair Considine turned the floor over to CSU Sacramento President Donald Gerth.

Dr. Gerth said he supports the proposed resolution with considerable enthusiasm. He commented that Fred Anderson, a native Sacramentoan, generously supported the university with his contribution to expand the stadium capacity from 7,000 to approximately 20,000 seats. Dr. Gerth noted that because of the expansion, the university was awarded the Olympic Field and Track Trials in the year 2000.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 05-98-05).

University Advancement

Chair Considine thanked CSU Sacramento and Cal Poly Pomona for hosting the Northern and Southern California workshops on development. He was pleased with the interest shown by the vice presidents of student affairs in the area of development. He noted that it starts with the students and builds from there.

Chair Considine read from the “Did You Know” packet, highlighting that the San Diego State University Alumni Association recently honored Trustees Martha Fallgatter and Ralph Pesqueira with the “Monty,” an award of distinction given to outstanding alumni.

Adjournment

The meeting adjourned at 9:40 a.m.

BRIEF

Action Item

Agenda Item 1
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—San Francisco State University

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider the renaming of the Arts and Industry Building at San Francisco State University to the Fine Arts Building.

ITEM

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Agenda Item 1
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—San Francisco State University

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 1 and other conditions specified in this policy.

Background

San Francisco State University requests the approval of the Board of Trustees of The California State University to rename its Arts and Industry Building the Fine Arts Building.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the Arts and Industry Building at San Francisco State University be designated the Fine Arts Building.

BRIEF

Action Item

Agenda Item 2
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Long Beach

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider the naming of the Student Services/Administration building at California State University, Long Beach, the E. James Brotman Hall.

ITEM

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Agenda Item 2
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Long Beach

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 4 and other conditions specified in this policy.

Background

California State University, Long Beach requests the approval of the Board of Trustees of The California State University to rename its Student Services/Administration building, the E. James Brotman Hall.

The naming of this facility honors E. James Brotman, M.D., who is a long-time supporter of the university. His most recent gift of \$3.5 million brings his total giving to the university to over \$4 million. Dr. Brotman has joined university President Robert C. Maxson in inaugurating the 1,000 Mile Trust Endowment, which supports the President's Scholars Program at the university.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the Student Services/Administration building at California State University, Long Beach be designated the E. James Brotman Hall.

BRIEF

Action Item

Agenda Item 3
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Stanislaus

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider the naming of the music recital hall at California State University, Stanislaus the Flora and Bernell Snider Music Recital Hall.

ITEM

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Agenda Item 3
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Stanislaus

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 4 and other conditions specified in this policy.

Background

California State University, Stanislaus requests the approval of the Board of Trustees of The California State University to name its music recital hall, when constructed, the Flora and Bernell Snider Music Recital Hall.

The naming of this facility honors Flora and Bernell Snider who are long-time residents of Turlock and generous supporters of the campus. Their recent gift of \$250,000 will provide one-half of the total cost of constructing the music recital hall. This brings total giving from the Snider family to approximately \$300,000.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the music recital hall at California State University, Stanislaus be designated the Flora and Bernell Snider Music Recital Hall.

BRIEF

Action Item

Agenda Item 4
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Stanislaus

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider the naming of the educational services building at California State University, Stanislaus, the Mary Stuart Rogers Educational Services Gateway Building.

ITEM

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Agenda Item 4
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Stanislaus

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 4 and other conditions specified in this policy.

Background

California State University, Stanislaus requests the approval of the Board of Trustees of The California State University to name its educational services building, when constructed, the Mary Stuart Rogers Educational Services Gateway Building.

The naming of this facility honors Mary Stuart Rogers who had a long-standing interest in education. Mr. John Rogers, the son of Mary Stuart Rogers and the president of the Mary Stuart Rogers Foundation, recently made a generous gift of \$4 million to CSU Stanislaus to enhance academic excellence. This brings total giving from John and June Rogers and the Foundation to over \$5 million.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the educational services building at California State University, Stanislaus be designated the Mary Stuart Rogers Educational Services Gateway Building.

BRIEF

Action Item

Agenda Item 5
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Fullerton

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider the naming of the university library at California State University, Fullerton, the Paulina June and George Pollak Library.

ITEM

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Agenda Item 5
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, Fullerton

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criteria No. 4 and other conditions specified in this policy.

Background

California State University, Fullerton requests the approval of the Board of Trustees of The California State University to name its university library the Paulina June and George Pollak Library.

The naming of this facility honors Paulina June and George Pollak who are long-time donors to the campus. Mr. and Mrs. Pollak have recently committed a gift, through the use of a charitable remainder trust, with a value of at least \$1,000,000 to create the library's first collection endowment, and have previously made a gift valued in excess of \$165,000 to the university. Mrs. Pollak joined the faculty of the Department of English and Comparative Literature in 1961. She has served the university in numerous ways both while a faculty member and then after her retirement. Mrs. Pollak has been instrumental in gaining the support of other faculty for the library.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the university library at California State University, Fullerton be designated the Paulina June and George Pollak Library.

BRIEF

Information Item

Agenda Item 6
July 14-15, 1998

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:

National Fund-Raising Rankings Among Peer Institutions

Claudia H. Hampton Recognition by CSU Dominguez Hills

BRIEF

Information Item

Agenda Item 7
July 14-15, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

1998/99 University Advancement Campus Plans

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

In January 1991, the Board of Trustees requested that each campus provide annual reports detailing the steps taken to enhance university advancement activities. It was reported to the board in January of 1995 that the campus annual plans should reflect a fiscal, rather than a calendar year. Therefore, these plans are submitted to the Board of Trustees on an annual basis in July. The 1998/99 University Advancement Campus Plans will be presented at this meeting.