

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:30 p.m. Tuesday, November 10, 1998
Auditorium

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

Consent Items

Approval of Minutes of Meeting of July 15, 1998

1. Naming of Facility – California State University, Stanislaus, *Action*

Discussion Items

2. Ambassadors for Higher Education, *Information*
3. University Advancement, *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**

July 15, 1998

Members Present

Martha C. Fallgatter, Chair
William D. Campbell
Ronald L. Cedillos
Jim Considine
William Hauck, Chairman of the Board, ex officio
Maridel Moulton
Alice C. Petrossian
Ali C. Razi
Charles B. Reed, Chancellor, ex officio

Members Absent

Bob Foster
Laurence K. Gould, Jr., Vice Chair

Other Trustees Present

Harold Goldwhite
Joan Otomo-Corgel
Ralph R. Pesqueira
Michael D. Stennis
Anthony M. Vitti
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
Samuel A. Strafaci, Interim Senior Director, Human Resources

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 Fallgatter called the meeting to order at 10:08 a.m.

Approval of Minutes

The minutes of May 13, 1998, were approved as a consent item.

Naming of Facility—San Francisco State University

The committee approved, as a consent item, the renaming of the Arts and Industry Building at San Francisco State University as the Fine Arts Building.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-98-06).

Naming of Facility—California State University, Long Beach

Chair Fallgatter presented the item to rename the student services/administration building at California State University, Long Beach the E. James Brotman Hall. She noted that Dr. Brotman's total financial contributions to CSULB exceed \$4 million.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-98-07).

Naming of Facility—California State University, Stanislaus

Chair Fallgatter presented the resolution to the committee. She stated that California State University, Stanislaus proposed naming its music recital hall the Flora and Bernell Snider Music Recital Hall. Mr. and Mrs. Snider will provide one-half of the total cost of constructing the music recital hall. Their total financial support to CSU Stanislaus is more than \$300,000.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-98-08).

Naming of Facility—California State University, Stanislaus

Chair Fallgatter presented the item to the committee to name the educational services building at California State University, Stanislaus, when constructed, the Mary Stuart Rogers Educational Services Gateway Building. The total financial contribution to CSU Stanislaus from the Rogers family is more than \$5 million. Chair Fallgatter noted that the donation was the largest contribution ever received by the campus. She turned the floor over to CSU Stanislaus President Hughes for comments.

President Hughes stated that the Mary Stuart Rogers Foundation previously has been very generous to the university through its funding of scholarships. President Hughes noted that the proposal was made because of Mary Stuart Rogers's long-time support for education and her belief in providing access to education.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-98-09).

Naming of Facility—California State University, Fullerton

Chair Fallgatter presented the resolution to name the university library at California State University, Fullerton the Paulina June and George Pollak Library. She noted that Dr. Pollak devoted her professional career to the university as a professor and then, upon retirement, devoted her personal time, energy and resources to continuing to make Cal State Fullerton a better university. Mr. and Mrs. Pollak made financial contributions totaling more than \$1 million.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 07-98-10).

University Advancement

Chair Fallgatter turned the floor over to Dr. Douglas X. Patiño, vice chancellor for university advancement, to present several information items.

Vice Chancellor Patiño shared a report compiled by the Council for Aid to Education showing that CSU campuses were among the nation's leaders in fund raising when compared to other public master's I category institutions. He noted that 10 of the top 20 and 6 of the top 10 public master's institutions in the nation are CSU campuses. CSU Long Beach is ranked number one, Cal Poly San Luis Obispo third, CSU Los Angeles fourth, CSU Fresno sixth, San Jose State seventh, and CSU Chico ninth.

Vice Chancellor Patiño announced that a portion of the James L. Welch Hall, the information technology building at CSU Dominguez Hills, would be named after former Trustee Claudia Hampton. Dr. Welch's estate contributed \$1.1 million for the naming of that facility to honor Dr. Hampton for her unwavering support of the campus.

CSU Dominguez Hills Acting President Herb Carter added that the campus is gathering memorabilia of Dr. Hampton to display in the wing dedicated to her. He invited his colleagues throughout the system to send him any materials about Dr. Hampton's contributions to the system and the Dominguez Hills campus. He noted that there would be a section recognizing all of the Hampton Scholars.

1998/99 University Advancement Campus Plans

Vice Chancellor Patiño presented to the committee the 1998/99 University Advancement Campus Plans. The plans detail activities that will enhance each university's advancement program. He noted that the plans include an executive summary, plans for the coming year, and a review of last year's accomplishments.

Chair Fallgatter encouraged all the trustees to read through the plans to see what a wonderful job the campuses are doing with fund raising. She noted that during the last year, contributions by Americans nationally increased 7.5 percent, while at the CSU contribution increases exceeded 16 percent. She said it is a real compliment to how well the presidents and their staff are doing their jobs.

Trustee Considine and Chair Fallgatter recognized Vice Chancellor Patiño and his staff for all the work they have done.

Chair Fallgatter turned the floor over to President Gerth. President Gerth shared highlights of the 50th anniversary celebration at CSU Sacramento. He stated that the campus opened with 235 students in 1947 and the first class to graduate was in 1948. He noted that the entire 1948 graduating class attended a number of events throughout the anniversary year. President Gerth said that it was a good year for the university in terms of building the spirits of the people within the university and for relationships with the greater community. He also noted that the campus conducted a \$50 million fund-raising campaign that will close out with \$53 million raised. President Gerth recognized Robert Jones, vice president for university affairs, for his work and leadership throughout the campaign.

Adjournment

The meeting adjourned at 10:27 a.m.

BRIEF

Action Item

Agenda Item 1
November 10-11, 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 professional schools building at California State University, Stanislaus the Teo Demergasso, Clementine Demergasso and John Z. Bava Professional Schools Building.

ITEM

2

Agenda Item 1

November 10-11, 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 professional schools building the Teo Demergasso, Clementine Demergasso and John Z. Bava Professional Schools Building.

Mr. John Demergasso and Mr. Dennis Bava, sons of the families to be recognized, recently made a generous commitment of \$2 million to CSU Stanislaus to enhance academic excellence. This substantial gift honors their parents, Teo Demergasso, Clementine Demergasso and John Z. Bava.

The following resolution is recommended for approval.

RESOLVED, By the Board of Trustees of The California State University, that the professional schools building at California State University, Stanislaus be designated the Teo Demergasso, Clementine Demergasso and John Z. Bava Professional Schools Building.

BRIEF

Information Item

Agenda Item 2
November 10-11, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Ambassadors for Higher Education

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item is an update on the Ambassadors for Higher Education program, with an emphasis on the Ambassadors for Higher Education database project.

ITEM

2

Agenda Item 2

November 10-11, 1998

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Ambassadors for Higher Education

An update on the Ambassadors for Higher Education program, with an emphasis on the Ambassadors for Higher Education database project will be presented. The Ambassadors database is designed to organize and standardize information throughout the CSU system. The database will give each CSU campus the ability to market its strong impact on the local community to a wide variety of audiences—potential donors, community leaders, and local legislators. Sample database maps will be distributed at the meeting and a video presentation will be made.

BRIEF

Information Item

Agenda Item 3
November 10-11, 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:

Advancement Academy Conference

Legislative Day—March 1, 1999

Announcement of Recognition Awards