

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 8:30 a.m., Wednesday, September 20, 2000
Glenn S. Dumke Conference Center

Ali C. Razi, Chair
Shailesh J. Mehta, Vice Chair
Roberta Achtenberg
Martha C. Fallgatter
Debra S. Farar
Dee Dee Myers
Frederick W. Pierce, IV
Anthony M. Vitti

Consent Items

Approval of Minutes of Meeting of July 18, 2000

Discussion Items

1. 2000/01 University Advancement Campus Plans, *Information*
2. University Advancement, *Information*
 - Recognition of CSU CASE Award Winners
 - CSU Advancement Academy Conference
 - 2001 Legislative Day

**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 18, 2000

Members Present

Ali C. Razi, Chair
Shailesh J. Mehta, Vice Chair
Roberta Achtenberg
Martha C. Fallgatter
Debra S. Farar
Laurence K. Gould, Jr., Chair of the Board, ex officio
Dee Dee Myers
Frederick W. Pierce, IV
Anthony M. Vitti

Members Absent

None

Other Trustees Present

William D. Campbell
Robert Foster
Harold Goldwhite
Neel I. Murarka
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 R. McClain, Vice Chancellor, Human Resources
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Call to Order

Chair Razi called the meeting to order at 3:29 p.m.

Approval of Minutes

The May 9, 2000 minutes were approved as a consent item.

Chair Razi requested the three discussion items regarding the naming of three facilities be combined into one since they applied to one location. The committee consented.

Naming of Three Facilities – California State University, San Bernardino, Coachella Valley Off-Campus Center

Vice Chancellor Douglas X. Patiño presented the first resolution to name an outdoor area, which serves as a focal point of the California State University, San Bernardino, Coachella Valley Off-Campus Center, the R.D. and Joan Dale Hubbard Plaza in honor of R.D. and Joan Hubbard. The Hubbard Foundation made a \$500,000 gift in support of the development of the Coachella Valley Off-Campus Center.

The second resolution presented by Vice Chancellor Patiño will name the first permanent building at the California State University, San Bernardino, Coachella Valley Off-Campus Center. The building will be called the Mary Stuart Rogers Gateway Building in honor of the founder of the Mary Stuart Rogers Foundation. This foundation made a very generous gift of \$3 million in support of the development of the Coachella Valley Off-Campus Center.

Vice Chancellor Patiño then presented the third resolution that will name the circular court campus road at California State University, San Bernardino, Coachella Valley Off-Campus Center, the H.N. and Frances C. Berger Circle, in honor of the founders of the H.N. and Frances C. Berger Foundation. The Berger Foundation contributed a \$4.5 million gift in support of the development of the Coachella Valley Off-Campus Center.

President Karnig commented that John and June Rogers of the Mary Stuart Rogers Foundation are generous benefactors of higher education institutions and, specifically, strong contributors to the Coachella Valley Center with the lead gift of \$3 million. He reported that R.D. and Joan Dale Hubbard, who have been very strong contributors to K-12 education in Kansas and elsewhere, were vital supporters with their \$500,000 gift because it was an important stimulus to funding for this project. This \$4.5 million gift to the California State University, San Bernardino, Coachella Valley Off-Campus Center was the Berger Foundation's largest.

The committee recommended approval by the Board of Trustees of the three proposed resolutions (RIA 07-06-00, RIA 07-07-00, RIA 07-08-00).

Adjournment

The meeting was adjourned at 3:34 p.m.

BRIEF

Information Item

Agenda Item 1
September 19-20, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

2000/2001 University Advancement Campus Plans

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

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 enhance University Advancement activities on each campus. This report includes activities for fund raising, public affairs, alumni relations and communications.

Background

In the 2000/2001 University Advancement Campus Plans, each university presents information on the achievements of the previous year, enumerates goals for the upcoming year and outlines plans for achieving those outcomes.

In the past, the universities have found the preparation of their plan helpful in focusing on goals and outcomes of the university advancement program. The plans outline the university advancement efforts on each campus in the system.

The campuses have included in their plan a more detailed report of alumni activities in response to performance indicator nine of the CSU Accountability Process.

There is no action required on this item.

BRIEF

Information Item

Agenda Item 2
September 19-20, 2000

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

An update on CSU University Advancement activities will be presented.

Background

1. CASE National Awards

The Council for the Advancement and Support of Education (CASE) recognizes outstanding achievement in the field of university advancement through its program of annual awards. Several California State University campuses have received awards this year for outstanding work.

- **California Polytechnic State University, San Luis Obispo**–Circle of Excellence Award for Educational Fund Raising-Overall Performance
- **California State University, Fresno**–Circle of Excellence Award for Educational Fund Raising-Overall Performance
- **Humboldt State University**–Circle of Excellence Award for Educational Fund Raising-Overall Improvement
- **San Francisco State University**–Circle of Excellence Award for Educational Fund Raising-Overall Improvement
- **California State University, Los Angeles**–Silver Medal Award-Individual In-House Publications
- **California State University, Fresno**–Gold Medal Award-Community Relations Programs and Projects

2. CSU Advancement Academy Conference–*Building a CSU Legacy*

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Agenda Item 2

September 19-20, 2000

The division of University Advancement will host its fourth biannual systemwide conference on October 16-17, 2000, at the Westin Hotel in Long Beach for CSU advancement professionals. This two-day, multi-track conference will feature nationally recognized experts as well as colleagues sharing best practices in the areas of advancement services, alumni relations, community outreach and advocacy, communications, development and management. The conference will include both fundamental and senior-level educational programming. A one-day institute for alumni association presidents and presidents-elect will precede the conference on October 15, 2000.

3. CSU 2001 Legislative Day

CSU Legislative Day will be held on March 12, 2001.

There is no action required on this item.