

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 8:30 a.m., Wednesday, September 12, 2001
Glenn S. Dumke Conference Center

Frederick W. Pierce IV, Chair
Shailesh J. Mehta, Vice Chair
Harold Goldwhite
Martha C. Fallgatter
Debra S. Farar
Dee Dee Myers
Kyriakos Tsakopoulos
Anthony M. Vitti

Consent Item

Approval of Minutes of Meeting of July 11, 2001

Discussion Item

1. 2001/2002 University Advancement Campus Plans, *Information*
2. University Advancement, *Information*
3. Campus Facility Naming – California State University, San Bernardino, *Action*
4. Campus Facility Naming – California State University, San Bernardino, *Action*
5. Campus Facility Naming – California State University, San Bernardino, *Action*

**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 11, 2001

Members Present

Frederick W. Pierce, IV, Chair
Shailesh J. Mehta, Vice Chair
Martha C. Fallgatter
Debra S. Farar
Harold Goldwhite
Laurence K. Gould, Jr., Chair of the Board
Charles B. Reed, Chancellor
Kyriakos Tsakopoulos

Members Absent

Dee Dee Myers
Anthony M. Vitti

Other Trustees Present

William D. Campbell
Daniel N. Cartwright
William Hauck
Ralph R. Pesqueira
Stanley T. Wang

Chancellor's Office Staff

Jackie McClain, Vice Chancellor, Human Resources
Louis Caldera, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Call to Order

Chair Pierce called the meeting to order at 8:41 a.m.

Approval of Minutes

The May 15, 2001 minutes were approved as a consent item.

Naming of Academic Program – California State University, Long Beach

Chair Pierce presented the resolution to name the Italian Studies program at California State University, Long Beach, the George L. Graziadio Center for Italian Studies. He noted that Mr. Graziadio presented CSU Long Beach with a gift of \$500,000 to support the university's Italian Studies program. This academic naming honors George L. Graziadio, who along with his family has been a long-time supporter of the university. Chair Pierce asked President Robert C. Maxson to comment on this naming.

President Maxson stated that George L. Graziadio's support of CSU Long Beach has been in the form of an endowed chair in Italian Studies and most recently in the form of a \$500,000 matching gift for the Center. The university plans to strengthen the area of foreign language studies, and Mr. Graziadio's support has played a key role. President Maxson recommended the Board approve the naming.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 07-01-09)

Naming of Facility – California Polytechnic State University, San Luis Obispo

Chair Pierce presented the resolution to name Building 20A at California Polytechnic State University, San Luis Obispo, the Bert and Candace Forbes Center for Engineering Excellence. He noted this facility naming will honor Bert and Candace Forbes, who made a \$3 million gift to the College of Engineering. The Forbes launched Ziatech Corporation, an applied computing solutions supplier and manufacturer in San Luis Obispo. They credit Ziatech's success to a pioneering spirit that fosters innovation and to "top-notch" employees, hundreds of whom have been Cal Poly engineering and computer science graduates. Chair Pierce asked President Warren Baker to comment on this naming.

President Baker commented that this naming is a well-deserved recognition of Bert and Candace Forbes who have been long-standing supporters of the university. Bert Forbes currently chairs the foundation for the Performing Arts Center and has made a personal gift of \$1 million to the Center. In addition, he is an active member of the Advisory Board in the College of Engineering. Although Mr. Forbes is not an alumnus of Cal Poly, he has been working with the university for many years to further develop the Engineering College. This \$3 million gift will enable the university to launch new programs in software engineering and computer science. President Baker recommended naming Building 20A after Bert and Candace Forbes to honor their continued support of Cal Poly San Luis Obispo.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 07-01-10)

University Advancement

Chair Pierce welcomed recently appointed Vice Chancellor Louis Caldera and asked him to report on University Advancement activities. Vice Chancellor Caldera commented on the further development of the systemwide communications plan for the CSU. He outlined the plan's goals. The first phase is a research phase in which Goddard Claussen Porter Novelli, the organization responsible for the implementation of this plan, met with the representatives from the 23 campuses to better understand each campus and the system as a whole. Key constituent groups within the CSU have been provided input on preliminary ideas for systemwide messages, which will be helpful in redefining and shaping the messages. In the coming weeks, some of the final concepts will be tested with focus groups of legislators, opinion-leaders, media and our internal audiences prior to moving into a formal launch of the plan. Vice Chancellor Caldera will keep the Board informed of the plan's progress.

Adjournment

The meeting was adjourned at 8:47 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

2001/2002 University Advancement Campus Plans

Presentation By

Louis Caldera
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 2001/2002 University Advancement Campus Plans, each campus 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 campuses 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.

There is no action required on this item.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

An update on CSU University Advancement activities will be presented.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Campus Facility Naming - California State University, San Bernardino

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the Student Union and Bookstore at California State University, San Bernardino, the Rancho Mirage Student Center.

Background

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 of 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.

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name the Student Union and Bookstore the Rancho Mirage Student Center.

The naming of the Student Union and Bookstore will honor in perpetuity the City of Rancho Mirage, which has contributed a gift of \$1 million toward the overall cost of \$27 million to construct three buildings at the off-campus education center in Palm Desert.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Student Union and Bookstore at California State University, San Bernardino be designated the Rancho Mirage Student Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Campus Facility Naming - California State University, San Bernardino

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider the naming of a garden area at the second permanent building of the CSU San Bernardino off-campus education center in Palm Desert.

Background

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 of 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.

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name a garden area at the second permanent building of the CSU San Bernardino off-campus education center in Palm Desert the Betty Barker Sculpture Garden. Ms. Barker, a life-long supporter in the field of education, is a major fundraiser and contributor.

The naming of the garden area will honor Betty Barker in perpetuity at the request of the donor, the H.N. and Frances Berger Foundation. The Foundation has contributed a gift of \$1 million toward the overall cost of \$9 million to build the second permanent building of the CSU San Bernardino off-campus education center in Palm Desert.

The H.N. and Frances C. Berger Foundation was created to provide people with the opportunity to improve their own situations. Established in 1961 by Nor and Frances Berger, the funding focus is on children and youth. Projects include the establishment of college buildings and scholarships. The Foundation, located in Palm Desert, California, supports a variety of civic, educational and community projects, with the majority of grants related to programs in Southern California. The Berger Foundation has made significant gifts to CSU San Bernardino in the past, including a \$4.5 million gift to the Coachella Valley Campus Capital Campaign in July 2000. This contribution represented the largest one-time gift ever made by the Berger Foundation.

Inst. Adv.
Agenda Item 4
September 11-12, 2001
Page 2 of 2

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University that a garden area at the second permanent building of the CSU San Bernardino off-campus education center in Palm Desert be designated the Betty Barker Sculpture Garden.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Campus Facility Naming - California State University, San Bernardino

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider the naming of a wing of the second permanent building of the CSU San Bernardino off-campus education center.

Background

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 of 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.

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name a wing of the second permanent building of the CSU San Bernardino off-campus education center the Annenberg Wing for Education.

The naming of this wing honors in perpetuity the generosity of the Annenberg Foundation. On June 15, 2001, the Annenberg Foundation contributed a gift of \$1.5 million toward the overall cost of \$9 million to build the second permanent building of the CSU San Bernardino off-campus education center in Palm Desert. The balance of this contribution, \$1.5 million, will be paid in June 2002. The Annenbergs have a longstanding interest in education and have contributed significantly to the CSU in the past. Their generous donation of \$3 million brings to \$8 million the private funds raised toward construction of the education building.

Inst. Adv.
Agenda Item 5
September 11-12, 2001
Page 2 of 2

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that a wing of the second permanent building of the CSU San Bernardino off-campus education center in Palm Desert be designated the Annenberg Wing for Education.