

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting: 1:00 p.m., Tuesday, May 15, 2007**  
**Glenn S. Dumke Auditorium**

Carol R. Chandler, Chair  
Craig R. Smith, Vice Chair  
Jeffrey L. Bleich  
Debra S. Farar  
Kenneth Fong  
Raymond W. Holdsworth  
Andrew LaFlamme  
A. Robert Linscheid  
Lou Monville  
Glen O. Toney  
Kyriakos Tsakopoulos

#### **Consent Item**

Approval of Meeting Minutes of March 13, 2007

#### **Discussion Items**

1. Naming of a Facility – San Diego State University, *Action*
2. Naming of an Academic Entity – San José State University, *Action*
3. Naming of a Facility – California State University, Channel Islands, *Action*

**MINUTES OF THE MEETING OF  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
Office of the Chancellor  
Glenn S. Dumke Auditorium  
401 Golden Shore  
Long Beach, California**

**March 13, 2007**

**Members Present**

Carol R. Chandler, Chair  
Craig R. Smith, Vice Chair  
Roberta Achtenberg, Chair of the Board  
Jeffrey L. Bleich  
Debra S. Farar  
Kenneth Fong  
Raymond W. Holdsworth  
Andrew LaFlamme  
A. Robert Linscheid  
Lou Monville  
Charles B. Reed, Chancellor  
Craig R. Smith  
Glen O. Toney

**Approval of Minutes**

The minutes of January 23, 2007, were approved.

**Naming of an Academic Entity – San José State University**

Trustee Chandler asked Mr. West to present the request to name the College of Engineering at San José State University as the Charles W. Davidson College of Engineering.

Mr. West stated that the naming recognizes a \$15 million contribution by Mr. Davidson to establish endowed professorships and strategic initiatives in the areas of student and faculty development, leading edge technology, innovation and globalization.

President Kassing commented that Mr. Davidson's gift was the largest private individual donation to San José State University and it was another milestone for the campus's 150-year history. He noted Mr. Davidson's critical leadership role in shaping the philanthropic strategies on campus and his commitment to seeking additional support.

Trustee Kenneth Fong commented that he has the highest regard for Mr. Davidson and the legacy he is leaving for young people who want a better future by becoming engineers.

The committee recommended approval of the proposed resolution (RIA 03-07-04).

Chancellor Reed noted that as Chair of the Tower Foundation, Mr. Davidson believes that he has to give money to ask for money, and now he had given more money than anybody has ever given San José State University. Chancellor Reed thanked Mr. Davidson for his generosity to the institution and the thousands of people this gift will affect.

Mr. Davidson commented that he made this donation out of respect for those who helped him achieve his goals and lifestyle. He is thankful that President Kassing and Dean Belle Wei who worked with him to make this gift.

Chancellor Reed presented Mr. Davidson with a token of the university's gratitude in recognition of his visionary leadership and support of San José State University's students, faculty, and future.

### **Naming of a Facility– California State University, Fresno**

Trustee Chandler asked Mr. West to present the request to name the tower of the Henry Madden Library at California State University, Fresno as the Table Mountain Rancheria Tower.

Mr. West stated that the naming recognizes a \$10 million commitment by the Chukchansi/Mono people of Table Mountain Rancheria and that it was the largest single cash gift to the university in its history. He noted that the proposed addition allows for the integration of library services in a way that is more responsive to the needs of students and faculty.

President Welty discussed the Madden Library renovation project and the importance of the gift, allowing the students to learn about the ties the area has with the Native American community and how this relationship affects the central valley today. He expressed the university's gratitude to the Table Mountain Rancheria for making this commitment that will serve as a major teaching tool for students, faculty, and the residents of central California.

Mr. West introduced Cynthia Matson, vice president of administration and chief financial officer at CSU Fresno, to illustrate how the library design has incorporated native traditions, honoring the history of Table Mountain Rancheria and other local tribes.

The committee recommended approval of the proposed resolution (RIA 03-07-05).

Chancellor Reed thanked Ms. Angela Karnst, a representative from the Table Mountain Rancheria who joined the Board for the presentation. He expressed the university's appreciation for everything Table Mountain Rancheria does to help the students and to enhance their learning experiences.

Ms. Karnst commented that it was a pleasure and honor to be a part of this gift and she is grateful to the university and President Welty for their support. She noted that she looks forward to seeing the progression and completion of this project.

Chancellor Reed presented Ms. Karnst with a token of the university's gratitude for Table Mountain's contributions in creating a thriving center of learning.

### **Measuring Advancement**

Trustee Chandler asked Mr. West to present the report on measuring advancement. Mr. West noted that Ms. Lori Redfearn, assistant vice chancellor for advancement services, and Ms. Theresa Mendoza, senior advisor for campus advancement programs, were joining him for the presentation.

Mr. West stated that this report was a follow-up to the March report on external support. He noted that today's presentation related philanthropic productivity to investments in advancement.

Utilizing a PowerPoint presentation, Ms. Redfearn reported that the CSU cost to raise a dollar in 2005/06 was 16 cents, up from 14 cents in the prior two fiscal years. She noted that for a comprehensive fundraising program, she expects the cost to be somewhere between 15 and 25 cents.

Ms. Redfearn reported that the CSU's return on investment was 548 percent. The campus median was 600 percent; she explained that half of the campuses were receiving a return of six dollars or more for every dollar invested in fundraising.

Ms. Redfearn noted that the CSU invested 1.29 percent of the state general fund allocation into fundraising and a total of 2.70 percent for all advancement activities including fundraising, alumni relations and public affairs. Ms. Redfearn pointed out that over the last three years, an equivalent of 12 percent of the CSU's state general fund was earned in gift commitments.

Ms. Redfearn stated that each campus submitted a goal matrix outlining a two year history of fundraising productivity and investment in advancement as well as goals for this year and next. For individual campus goals, she referred the trustees to the website [www.calstate.edu/UA/goals](http://www.calstate.edu/UA/goals).

Ms. Redfearn turned the presentation over to Ms. Mendoza who reported her observations of the qualitative objectives that are common within peer groups. Group 1 campuses are engaging in activities that are universal in all groups such as developing auxiliaries focused on philanthropy, targeting solicitations to be the most productive with resources, and tackling small campaigns. Group 2 campuses are additionally focused on marketing efforts to brand and position the university. Group 3 campuses are all in some phase of comprehensive campaign mode. Ms. Mendoza also observed that all of the campuses continue to struggle with sufficient resources and the recruitment of talented professionals.

As there were no questions following the report, Chair Chandler adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – San Diego State University**

#### **Presentation by:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming a clinical training facility in the School of Nursing at San Diego State University as the Sharp HealthCare Human Patient Simulation Center.

This proposal, submitted by San Diego 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 executive committee of the campus Academic Senate.

#### **Background**

The proposed naming recognizes a \$1 million gift made by Sharp HealthCare to the School of Nursing in the College of Health and Human Services at San Diego State University. Sharp HealthCare has been a long-term corporate supporter of the university previously committing over \$800,000 to the nursing education program. Dr. Daniel Gross, San Diego State University alumnus and Campanile Foundation board member, was instrumental in the facilitation of the Human Patient Simulation Center gift.

The Center will offer an array of tools designed to simulate a clinical environment. Teaching will be enhanced with the use of lifelike training mannequins. Modern nursing education technologies will enable San Diego State University students to develop critical thinking skills as they participate in a variety of clinical scenarios before providing care to patients. Additionally, the simulator context provides for a variety and complexity of clinical situations that often do not occur as part of a regular clinical rotation. The 1,584 square foot facility will house several distinct and unique training areas including a Medical Surgical Room, a Nurses Station, an Emergency Room, an Intensive Care Unit, and an OB/GYN room.

The Center will be the most diversified and unique of its kind within a single institution offering a Bachelor of Science in Nursing. With Sharp HealthCare's continued support, San Diego State University's School of Nursing is poised to be one of the premier nursing programs within the state of California and the western United States.

Inst. Adv.  
Agenda Item 1  
May 15-16, 2007  
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 the clinical training facility in the School of Nursing at San Diego State University be named the Sharp HealthCare Human Patient Simulation Center.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of an Academic Entity – San José State University**

#### **Presentation by:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the College of Education at San José State University as the Connie L. Lurie College of Education.

This proposal, submitted by San José State University, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Academic Entities, including approval by the system review panel and the campus executive committee of the Academic Senate.

#### **Background**

The proposed naming recognizes the \$10.8 million gift commitment by Connie L. Lurie to San José State University, \$10 million of which is designated to the College of Education. The gift will establish strategic initiatives in the areas of student and faculty development, leading-edge education and innovation, as well efforts that enhance the reputation and visibility of the college.

Mrs. Lurie graduated from San José State University in 1964 with a bachelor's degree in elementary education and psychology. A former school teacher, she is married to Robert Lurie, president and chairman of a San Francisco real estate development firm, the Lurie Company, and a former owner of the San Francisco Giants.

Mrs. Lurie has a long history of engagement with the university. Her dedication to San José State and her generosity with her time and resources has always been exceptional. Over the years, Mrs. Lurie has supported numerous programs that improve the lives of individual students as well as the university community on a whole. She helped create a permanent endowment for San José State's "Lurie Author-in-Residence Program," which brings nationally and internationally known authors to campus; and helped with the launch of the "Connect, Motivate and Educate Society," which assists San José State students who were once foster children. Mrs. Lurie also funded a new donor management system which allows the university to more efficiently track alumni and raise more funds.

Inst. Adv.  
Agenda Item 2  
May 15-16, 2007  
Page 2 of 2

The San José State University Tower Foundation named Mrs. Lurie as the recipient of its 2006 Tower Award. The university's highest honor, this award is presented annually to a graduate, faculty member, or community leader for his or her service to the university.

In addition to her contributions to San José State University, both Mr. and Mrs. Lurie are major supporters of the Sesame Workshop, the University of California at San Francisco, the Palo Alto Medical Foundation Research Institute, and the San Francisco Zoo, where the Connie and Bob Lurie Education Center serves hundreds of thousands of children annually.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the College of Education at San José State University be named the Connie L. Lurie College of Education.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – California State University, Channel Islands**

#### **Presentation by:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming a new classroom facility (#30) at California State University, Channel Islands as the Martin V. Smith Center for Integrative Decision-Making.

This proposal, submitted by California State University, Channel Islands, 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 Martin V. and Martha K. Smith Family Foundation has generously committed \$8 million in support of the Martin V. Smith School of Business and Economics which includes approximately \$2 million dedicated to the construction of a new one-story building for classroom space. The building will include a 60-seat tiered case study style classroom that will be used for university classroom space, as well as, community and business conferencing. The naming is in memory of Martin V. Smith who was a leading real estate investor and developer in Ventura County. He was best known for helping to develop the Channel Islands Harbor, the Oxnard Financial Plaza, and a host of other significant landmarks. His four daughters carry forward his philanthropic tradition and have been active supporters of the university.

#### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University that the classroom facility (#30) at California State University, Channel Islands, be named Martin V. Smith Center for Integrative Decision-Making.