

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 1:15 p.m., Tuesday, May 8, 2012**  
**Glenn S. Dumke Auditorium**

Glen O. Toney, Chair  
Bernadette Cheyne  
Steven Dixon  
Debra S. Farar  
Kenneth Fong  
Margaret Fortune  
Linda A. Lang  
Peter G. Mehas

#### **Consent Items**

Approval of minutes of meeting of March 20, 2012

#### **Discussion Items**

1. Naming of a Facility – California Polytechnic State University, San Luis Obispo, *Action*
2. Council for Advancement and Support of Education Awards, *Information*

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

**Office of the Chancellor  
Glenn S. Dumke Auditorium  
401 Golden Shore  
Long Beach, California**

**March 20, 2012**

**Members Present**

Melinda Guzman, Chair  
Glen O. Toney, Vice Chair  
Carol R. Chandler  
Bernadette Cheyne  
Steve Dixon  
Debra S. Farar  
Kenneth Fong  
Margaret Fortune  
William Hauck, Acting Chair of the Board  
Charles B. Reed, Chancellor

Chair Guzman called the meeting to order.

**Approval of Minutes**

The minutes of January 24, 2012 were approved by consent.

**Measuring Advancement**

Mr. Garrett P. Ashley, vice chancellor university relations and advancement provided background information stating that in March 2005, the Board of Trustees adopted a set of four guiding principles that measures the productivity of, and investment in advancement operations. The principles emphasized the development of a comprehensive program and recognized performance as it relates to funding. With the guidance of these principles, the chancellor and campus presidents develop annual goals and performance review recommendations.

Since 2008, advancement program budgets have been reduced by \$2.8 million resulting in campuses with fewer staff and numerous interim vice president positions. Despite these tremendous budget cuts, the campus presidents and their teams have continued to develop a culture of philanthropy. He noted several of the synergy projects underway to improve program success and manage budget cuts. He requested that Lori A. Redfearn, assistant vice chancellor, advancement services provide an overview of the campus university advancement goals.

Ms. Redfearn explained the advancement classification model which is used as a tool in measuring advancement: campuses are divided into three peer groups that take into consideration the maturity of a campus advancement program based on the number of full time professional fundraisers, endowment market value, and the number of individual donors.

Ms. Redfearn began her presentation by stating that overall the CSU exceeded its fundraising goals for 2010-11, and within the past three years, averaging the figures, have reached the 100 percent goal. Projections for next year indicate that six campuses expect to raise less, seven campuses are expected to raise the same amount, and ten campuses anticipate growth. The aggregated total goal is down about \$5 million for years 2012-13.

Ms. Redfearn demonstrated the relationship between the decline in full-time fundraising professionals, dollars invested and dollars raised as the recession hit and the years that followed. The outcomes had a 92 percent correlation to the investments. The ratio of each dollar invested resulted in \$6 raised. She informed the group that as a system, the three-year average cost to raise a dollar remains at \$.015-\$.016, which is within the favorable range of \$.015 and \$.025.

Trustee Fong commented that the 1:6 ratio was impressive and asked whether a larger investment would result in a similar return. Ms. Redfearn responded that the simple answer is yes, however, it's not immediate and comes from steady increases in investment over time. Trustee Guzman inquired about how our results compare nationally. Ms. Redfearn explained that national data is calculated according to gift receipts as opposed to gift commitments. On that basis the CSU average return on gift receipts is about \$5.75, which is consistent with master's institutions nationally.

Trustee Guzman adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility—California Polytechnic State University, San Luis Obispo**

#### **Presentation by:**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

#### **Summary**

This item will consider naming the Dairy Science building in the College of Agriculture, Food and Environmental Sciences as the Leprino Foods Dairy Innovation Institute.

This proposal, submitted by California Polytechnic State University, San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including approval by the system review panel and the campus academic senate executive committee.

#### **Background**

The Dairy Science building, a one-story structure comprised of dairy science laboratories, a conference room, processing plant and associated facilities totaling 18,000 square feet is located northwest of the campus core in the university's agricultural land.

The proposed naming of the facility recognizes the \$5 million commitment from Leprino Foods Company of Denver, the world's largest producer of mozzarella cheese. This gift will allow Cal Poly's College of Agriculture, Food and Environmental Sciences to enhance the Dairy Science Department by creating an endowed chair in dairy foods who will serve as program director of the new Master's of Professional Studies in Dairy Foods.

In recognition of Leprino Foods Company's support of the College of Agriculture, Food and Environmental Sciences in general, and the Dairy Science Department directly, it is recommended to name the facility the Leprino Foods Dairy Innovation Institute.

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**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Dairy Science building, at California Polytechnic State University, San Luis Obispo, be named the Leprino Foods Dairy Innovation Institute.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Council for Advancement and Support of Education Awards**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

#### **Summary**

This information item acknowledges California State University recipients of the 2012 Council for Advancement and Support of Education (CASE) Awards of Excellence. The awards were given by CASE District VII, which encompasses Arizona, California, Guam, Hawaii, Nevada and Utah.

#### **Background**

Each year, CASE honors superior achievement in the field of university advancement. At this year's CASE District VII Conference, 11 CSU campuses and the Chancellor's Office were recognized for outstanding communications and best practices in advancement.

#### Office of the Chancellor

##### *Gold Awards:*

- Individual In-House Publications – Multi-Page Booklets, Brochures, and Catalogs: “The California State University Office of the Chancellor Joint Advocacy Brochure”
- Special Events – Year-Long Special Events: “The California State University 50th Anniversary Campaign”

##### *Silver Awards:*

- Video PSAs and Commercial Spots—Traditional Video, CD, DVD, or Film: “The California State University 50th Anniversary Public Service Ads”
- External Audience Tabloids and Newsletters – Web-Based or Electronic HTML External Audience Periodicals: “CSU's External Relations Newsletter for Community Partners”

##### *Bronze Awards:*

- Video General Information Features—Traditional Video, CD, DVD, or Film: “The California State University: Sharing and Celebrating Stories from Nisei Honorary Degree Recipients”
- Web Sites – Individual Sub-Web Sites: “The California State University 50th Anniversary Website”

California State University, Chico

*Silver Awards:*

- Web-Based or Electronic HTML Internal Audience Periodicals: “Inside Chico State-- Online Web Newsletter”
- Special Program Publications Packages: “Chico Performances – Packaging”
- Institution-Wide Branding Programs: “Chico Performances Branding”
- Visual Identity Systems: “Chico Performances Re-Brand”

California State University, Dominguez Hills

*Gold Award:*

- Institution-Wide Branding Programs: “Strategic Plan, Marketing Plan and Brand Guide”

*Silver Awards:*

- Individual Student Recruitment Publications—Viewbooks and Prospectuses: Viewbook”
- Creative Uses of Technology and New Media: “Dateline Dominguez News Center: [www.csudhnews.com](http://www.csudhnews.com)”

*Bronze Awards:*

- Student Recruitment Publication Packages: “Student Recruitment Package”
- Advertising – Advertising Campaigns: “CSUDH Advertising”

California State University, Fresno

*Silver Award:*

- Alumni Relations Programs – Revenue-Generating Programs: “Bone Appétit: The Fresno State Cookbook”

*Bronze Awards:*

- Excellence in Design – Specialty Pieces: “Centennial Cuvee Wine Label, Todd Graves”
- Visual Identity Systems: “Fresno State Centennial Logo, Todd Graves”

California State University, Fullerton

*Gold Award:*

- Alumni Relations Programs – Marketing and Branding: “Cal State Fullerton Alumni Lounge”

*Bronze Awards:*

- Alumni Relations Programs – Volunteer Engagement and Leadership: “@Fullerton Alumni E-Newsletter 2011 Redesign”
- Alumni Relations Programs – New Program Initiatives: “Notable Alumni Campus Visit Experience”
- Print Periodical Publishing Improvement – Magazine Publishing Improvement: “Titan Magazine”

Humboldt State University

*Silver Award:*

- Alumni Relations Programs – New Program Initiatives: “Humboldt Discovery Project”

California State University, Long Beach

*Gold Award:*

- Internal Audience Periodicals– Web-Based or Electronic HTML Internal Audience Periodicals: “California State University, Long Beach ‘Inside CSULB’”

*Silver Award:*

- Advancement Services Programs – Prospect Research: “Person of Interest & How They Drive the University Relations & Development ‘News Watch’”

California State University, Monterey Bay

*Gold Award:*

- Web Sites – Individual Sub-Web Sites: “CSU Monterey Bay Mobile Website”

San Diego State University

*Bronze Award:*

- Best Articles of the Year: Higher Education: “Fathering and Other Acts of Heroism”

San Francisco State University

*Gold Award:*

- College and University General Interest Magazines – Circulation: 75,000 or more: “SF State Magazine”

*Bronze Award:*

- Specific Media Relations Programs: “The Great Bee Count Day Campaign”

San José State University

*Gold Award:*

- External Audience Tabloids and Newsletters – Print External Audience Tabloids and Newsletters: “Acceleration Campaign Print Newsletter”

*Bronze Award:*

- Video PSAs and Commercial Spots—Traditional Video, CD, DVD, or Film: “San José State University ESPN Commercial”

Sonoma State University

*Silver Award:*

- Specific Media Relations Programs: “Mystery Photo Project for Northbay Historical Digital Archives”