

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:00 p.m., Tuesday, May 21, 2013
Glenn S. Dumke Auditorium

Roberta Achtenberg, Chair
Bernadette Cheyne
Rebecca D. Eisen
Douglas Faigin
Debra S. Farar
Margaret Fortune
Peter G. Mehas
Hugo N. Morales
Ian J. Ruddell

Consent Items

Approval of minutes of meeting of March 19, 2013

Discussion Items

1. Naming of an Academic Entity – San Jose State University, *Action*
2. Alumni Attitudes Study, *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 19, 2013

Members Present

Kenneth Fong, Vice Chair
Bernadette Cheyne
Rebecca D. Eisen
Douglas Faigin
Debra S. Farar
Bob Lincheid, Chair of the Board
Peter G. Mehas
Gavin Newsom, Lt. Governor
Ian J. Ruddell
Timothy P. White, Chancellor

Trustee Fong called the meeting to order.

Approval of Minutes

The minutes of January 22, 2013 were approved by consent.

Measuring Advancement

Garrett P. Ashley, vice chancellor university relations and advancement stated that campus presidents develop annual fundraising goals and performance review recommendations based on guiding principles set forth by the Board of Trustees. Those principles emphasize the development of comprehensive advancement programs and recognize that performance is correlated to investment.

Advancement has coped with budget reductions and preserved jobs by holding off on filling vacancies. This year's report from campuses noted that 90 positions out of 974 were vacant. Vice Chancellor Ashley commended staff for performing admirably to maintain service to students, alumni and donors. He requested that Lori A. Redfearn, assistant vice chancellor, advancement services provide an overview of the campus university advancement goals.

Ms. Redfearn compared investments in Advancement to national peers that participated in the Council for Advancement and Support of Education (CASE) Advancement Investment Metrics Study. She noted a slight underweight in investment in Fundraising and a slight overweight in

Advancement Services. This is partially due to our smaller programs having difficulty scaling up but also indicates opportunity to see if discounting is available through enterprise contracts for technology purchases.

The cost to raise a dollar remains an average 16 cents. Half of CSU campuses achieve a return on investment between four and eight dollars. This is on average \$1 better than national peers. The CSU continues to demonstrate a strong correlation between dollars invested to dollars raised at a ratio of one dollar invested raising six dollars.

Ms. Redfearn ended her presentation by stating that overall the CSU fell short of goal in two of the last three years. The aggregated goal of \$340 million remains aspirational considering the current investment supports an average return of \$306 million. The CASE Fundraising Index forecasts a fundraising increase of 6% in 2012-2013 over the prior year.

Council for Advancement and Support of Education (CASE) District VII Awards

Vice Chancellor Ashley congratulated everyone who received awards from CASE District VII. Each year, CASE honors superior achievement in the field of university advancement. This year, the CSU made an impressive showing with eleven CSU campuses and the Chancellor's Office receiving recognitions.

He highlighted gold award recipients: CSU Chico, *125th Anniversary Visual Identity System*; CSU Fullerton, *Vision & Visionaries Distinguished Alumni Campus Visits 2012*; CSU Channel Islands, *Alumni & Friends Dodger Day*; CSU Fresno, *Re-branding Program*; and San Francisco State, *SF State Magazine*. Other campuses to earn awards were CSU Long Beach, CSU Monterey Bay, California State Polytechnic University Pomona, CSU Sacramento, CSU San Bernardino, San José State University, and the Chancellor's Office.

Trustee Fong adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity – San José State University

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the College of Business and the Lucas Graduate School of Business at San José State University as the Lucas College and Graduate School of Business.

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 academic senate.

Background

The proposed naming of the facility recognizes the \$11 million commitment from the Donald Lee and Sally Steadman Lucas Foundation to San José State University, the College of Business, and its students and faculty. The Lucas family's generous investment in San José State University's College of Business reflects their recognition of the importance of recruiting and cultivating top-level graduates and professors who will stand out as thought leaders in a global economy. The funding from this gift will support a number of initiatives designed to further this mission, including endowed professorships, fellowships and visiting scholar programs.

Donald and Sally Lucas are esteemed graduates of San José State University as well as successful business and philanthropic leaders in the Silicon Valley. Mr. Lucas co-founded the Lucas Dealership Group, one of the first multiple franchise automobile companies in the country, and is currently the head of Lucas Trust Ventures. He has played a leadership role in the Spartan Foundation and the Alumni Association, and is currently a member of the Tower Foundation Board of Directors.

Mrs. Lucas is a former teacher in the Campbell School District, and has maintained a lifelong dedication to education and active participation in her community. A business leader and philanthropist, she co-founded the Lucas Dealership Group, and also owned and operated SL

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Interior Designs for 34 years. She is a longtime trustee for the nonprofit Montalvo Arts Center, where she was the motivating force behind the establishment of the Sally and Don Lucas Artists Residency Program. Mr. and Mrs. Lucas are well known for their philanthropic work through The Donald Lee and Sally Steadman Lucas Foundation.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the College of Business and the Lucas Graduate School of Business at San José State University be named the Lucas College and Graduate School of Business.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Alumni Attitudes Study

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Aaron Moore
Director
Alumni Relations

Summary

The California State University (CSU) participated in a nationally normed Alumni Attitudes Study in 2012. The results compare to both universities across the nation and the CSU's results from 2008. In total, 200 universities across the nation participated.

Overall CSU alumni feel they were well prepared by the CSU and it was a great decision to attend. They had positive student experiences and are interested in continuing engagement with the university as volunteers and donors.

Background

Nineteen CSU campuses participated with over 20,000 responses. Key results include:

- 60% say their experience as an alumnus is good or excellent. However, they want to be communicated with and engaged in more personalized ways.
- They want to know the equity of their degree is increasing and be told about the accomplishments of faculty and students.
- 30% of young alumni are interested in volunteering for the university and participating in advocacy activities—an untapped market
- Top areas to enhance alumni services:
 - Career services—including continued professional development opportunities
 - Mentoring students
 - Networking with other alumni

The CSU Alumni Council will be updating its strategic plan to begin aligning systemwide focus on key areas of opportunity.