

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 10:00 a.m., Wednesday, January 29, 2014
Glenn S. Dumke Auditorium

Hugo N. Morales, Chair
Douglas Faigin, Vice Chair
Roberta Achtenberg
Rebecca D. Eisen
Debra S. Farar
Margaret Fortune
Steven G. Stepanek
Cipriano Vargas

Consent Items

Approval of minutes of meeting of September 24, 2013

Discussion Items

1. Naming of a Facility – San Diego State University, *Action*
2. Naming of a Facility – San Diego State University, *Action*
3. Naming of a Facility – Sonoma State University, *Action*
4. Approval of the 2012-2013 Annual Report on Philanthropic Support to the California State University, *Action*

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

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

September 24, 2013

Members Present

Hugo N. Morales, Chair
Roberta Achtenberg
Douglas Faigin
Debra Farar
Margaret Fortune
Bob Linscheid, Chair of the Board
Peter Mehas
Cipriano Vargas
Timothy P. White, Chancellor

Trustee Morales called the meeting to order.

Approval of Minutes

The minutes of July 23, 2013 were approved as submitted.

Recognition of Recipients of the 2013-2014 CSU Trustees' Award for Outstanding Achievement

Chancellor White shared that each year the California State University (CSU) Board of Trustees provides scholarships to high-achieving students who excel academically and make a difference in their communities. He thanked members of the board for their contributions to the CSU Trustees' scholarships with special acknowledgement of Trustee William Hauck, Trustee Emeritus Ali C. Razi and Trustee Emeritus Kenneth Fong.

The chancellor also thanked Mr. Ronald Barhorst and his wife for funding a scholar on behalf of the CSU Foundation Board of Governors; Mr. Michael Lizarraga and his company TELACU for funding a first-generation scholar; Mr. Peter Brightbill and Wells Fargo for supporting a veteran scholar; Mr. Michael Lucki and CH2M Hill for supporting an engineering scholar; and Trustee Emeritus Ralph Pesqueira and his wife for funding a future scholarship through their estate.

Chancellor White introduced Trustee Emeritus Ali C. Razi, CSU Foundation Board of Governors member and CSU Trustees' Award selection committee chair, whose leadership helped expand this scholarship program. Thanks to his generosity, the top two scholars each receive \$10,000.

Chancellor White and Dr. Razi recognized the recipients of the 2013-2014 CSU Trustees' Award for Outstanding Achievement:

- Ms. Erika Rivera, California State University, Bakersfield, *William Randolph Hearst Scholar*
Ms. Annie Rose Alward, California State University Channel Islands, *CSU Foundation Board of Governors Scholar Sponsored by Ronald R. and Mitzi Barhorst*
Mr. Tim Dean Sain, California State University, Chico, *Trustee Emeritus Ali C. Razi Scholar*
Mr. John Fitzgerald Bagnerise, California State University, Dominguez Hills, *Edison International Scholar*
Mr. David D. Fuller, California State University, East Bay, *AT&T Scholar*
Ms. Brittany Beard, California State University, Fresno, *Chancellor Emeritus Charles B. Reed Scholar*
Mr. TJ Reynolds, California State University, Fullerton, *Wells Fargo Scholar*
Ms. Victoria Munguia, Humboldt State University, *William Randolph Hearst Scholar*
Ms. Anna Chau, California State University, Long Beach, *William Randolph Hearst Scholar*
Mr. Luis Antezana, California State University, Los Angeles, *TELACU Scholar*
Mr. David Buckley, California Maritime Academy, *CH2M Hill Scholar*
Ms. Regan Porteous, California State University, Monterey Bay, *Angelina Aliberti and Lawrence L. Ruggie Scholar*
Ms. Brooke Celia Hall, California State University, Northridge, *Trustee Emeritus Murray L. Galinson Scholar*
Ms. Eva Ambriz, California State Polytechnic University, Pomona, *John and Beverly Stauffer Scholar*
Ms. Jolene Ford, California State University, Sacramento, *William Randolph Hearst Scholar*
Mr. Hoang Anh Tran, California State University, San Bernardino, *Trustee Emeritus Kenneth Fong Scholar*
Mr. Clayton Matthew Treska, San Diego State University, *Trustee Emeritus Ali C. Razi Scholar*
Mr. Bryan O. Rojas-Arauz, San Francisco State University, *AT&T Scholar*
Mr. Jordan Anthony Gonzales, San José State University, *Trustee William Hauck Scholar*
Ms. Juana Villa, California Polytechnic State University, San Luis Obispo, *William Randolph Hearst Scholar*
Ms. Emily Snow, California State University San Marcos, *William Randolph Hearst Scholar*
Mr. John Michael Vincent P. Coralde, Sonoma State University, *Haworth Family Scholar*
Mr. Robert D. McGhee, California State University, Stanislaus, *William Randolph Hearst Scholar*

Mr. Steven Zimmer, business development manager for education for Sony, announced that each scholar received a technology package from the Sony Corporation valued at \$1,200. Trustees, scholars, families and friends were also invited to a reception sponsored by Cisco.

Trustee Morales adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – San Diego State University

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the Aztec Student Union (building 52) at San Diego State University as the Conrad Prebys Aztec Student Union.

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 of the facility recognizes the generous \$20 million contribution by Conrad Prebys in support of student scholarship endeavors. This gift will be used to benefit students through scholarship support in seven specific areas: creative and performing arts, bio-medical research, student leaders, veterans, former foster youth, honor scholars and entrepreneurs. It is anticipated that on an annual basis, a minimum of 150 students will receive scholarships as a result of this gift to San Diego State University.

Conrad Prebys is president of Progress Construction Company and Progress Management in San Diego and is involved in various real estate enterprises in California and Texas.

Mr. Prebys was born in South Bend, Indiana in a blue-collar, ethnic, working neighborhood. He was the first of his five brothers to attend college; he graduated from Indiana University. Mr. Prebys has made significant contributions within the San Diego region, supporting organizations that include Scripps Mercy Hospital, the Zoological Society of San Diego and the San Diego Opera. Last year, Business Insider named Mr. Prebys one of the 25 Most Generous People in America.

President of a substantial organization in San Diego, he references his large number of San Diego State University alumni employees when he speaks about the tremendous impact of the

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campus on the region's workforce. His humble background has given him a heart for young students. His contribution to San Diego State University will provide students who come from similar backgrounds an opportunity to succeed.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Aztec Student Union (building 52) at San Diego State University be named The Conrad Prebys Aztec Student Union.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – San Diego State University

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider temporarily naming the Open Air Theatre at San Diego State University as the Cal Coast Credit Union Open Air Theatre.

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 of the facility recognizes California Coast Credit Union's substantial contribution of \$3,250,000 over a ten-year term that will enhance student life by enabling the Open Air Theatre to receive a number of facility upgrades that will allow more campus community organizations to access the venue to conduct educational, cultural and social events, in addition to attracting an expanded range of performers. These facility upgrades will include stage roof and seat replacement, as well as a significant portion of restroom replacement and concourse expansion.

Established in 1929 by a group of educators, California Coast Credit Union is San Diego's oldest credit union. It is over \$1.8 billion strong in assets, and serves over 122,000 members. California Coast Credit Union has shown a commitment to supporting SDSU in a variety of ways. Earlier this year, California Coast Credit Union entered into an agreement to actively support the Aztec Men's Basketball program over the next two years as a title sponsor. In 2012, California Coast Credit Union partnered with the Aztec Men's Basketball program as a game sponsor. Most recently, California Coast Credit Union was a sponsor for the 40th Annual Staff Awards held on October 31.

California Coast Credit Union believes in giving back to the community. Their support for higher education is evident. For over 80 years, California Coast Credit Union has been an avid

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supporter of students, teachers and the educational community. On a yearly basis, through the James L. McPheters – California Coast Credit Union Scholarship Program, five outstanding high school students are recognized for their dedication to academic excellence and community service. Each awardee receives a college scholarship in the amount of \$1,500. In addition, California Coast Credit Union provides financial literacy seminars and workshops for students of all ages.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Open Air Theatre at San Diego State University be named the Cal Coast Credit Union Open Air Theatre for a term of ten years.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – Sonoma State University

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the Sonoma State University Commons Building as The Wine Spectator Learning Center.

This proposal, submitted by Sonoma 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 Wine Spectator Scholarship Foundation is making a \$3 million dollar gift to the School of Business and Economics' Wine Business Institute. The monies from this gift will allow the University to refurbish the University Commons Building as a learning center for the Wine Business Institute. This is possible through the generosity of Marvin R. Shanken, chairman of M. Shanken Communications, Inc.

The Wine Spectator Learning Center at Sonoma State University is intended to provide a new home for the Wine Business Institute and its academic business programs. The renovations will transform the existing building into a state-of-the-art, wine business education facility, including a technology-enhanced classroom and meeting spaces to convene wine industry symposia and gatherings. The Wine Spectator Learning Center will serve as a destination for anyone who wants to learn and lead in the wine industry.

A sampling of its activities within The Wine Spectator Learning Center will include:

- Classrooms for undergraduates, graduates and professional wine seminars, including a technology-enhanced classroom to extend our educational reach globally;

- A Wine Spectator Library to feature industry data, journals and archival publications with collaboration facilities;
- A “proof-of-concept” lab for wine entrepreneurship and student-run businesses like Sonoma State Cellars;
- Indoor and outdoor meeting spaces for industry symposia or gatherings, the institute’s board, project teams and industry colleagues;
- Collaboration and co-working spaces for professors, students and industry experts working with students and faculty;
- Offices for Wine Business Institute faculty and program leadership; and
- A gallery to showcase the success of students, alumni and industry partners, and inspire the next generation.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the University Commons Building at Sonoma State University be named The Wine Spectator Learning Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of the 2012-2013 Annual Report on Philanthropic Support to the California State University

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Lori A. Redfearn
Assistant Vice Chancellor
University Advancement

Summary

This item presents information on philanthropic support received by the 23-campus California State University (CSU) system from July 1, 2012 to June 30, 2013. Section 89720 of the Education Code requires that an annual gift report be submitted to the California Joint Legislative Budget Committee and the California Department of Finance.

The report is provided and additional campus highlights will be available for viewing on the system website at www.calstate.edu/ua/philanthropic.

Overview

The California State University garnered \$338 million in gift commitments in 2012-2013. These near pre-recession level commitments increased 14 percent from the previous year, reflecting a renewed confidence in the rebounding economy. The gift commitments were comprised of new gifts, pledges and testamentary provisions recorded during the period.

Donor support for the CSU has shown amazing resiliency throughout the Great Recession and is now returning to record highs. Charitable gift receipts reached well over \$282 million – the most in CSU history. Gift receipts, a combination of new gifts and pledge payments, represent resources that have been received and currently invested in the CSU's students, faculty and programs.

Donors continued to invest in student success, program innovation, applied research, community engagement and service-learning with over \$173 million in current support:

- \$19.0 million for student scholarships
- \$49.3 million for academic enrichment
- \$6.3 million for applied research
- \$2.8 million for faculty support
- \$4.5 million for library resources
- \$16.5 million for athletics
- \$31.8 million for public service programs
- \$1.7 million for facility improvements
- \$41.8 million for additional university priorities

In 2012-2013, donors contributed almost \$13 million for building projects. Capital support also included over \$62.1 million in endowments and 210 irrevocable deferred gifts valued at \$22.7 million. The impact of philanthropy is evident in upgraded campus facilities. At San Diego State University, the College of Business Administration received several lead gifts to support a \$3 million renovation that will upgrade technology vital to preparing students for the modern workforce while adding attractive seating areas to accommodate individual and group study. At California State University, Channel Islands, donations as well as community services have transformed the Central Mall into a park-like pedestrian plaza giving students a space to gather, reflect and study.

Fundraising is critical to maintaining excellence, but cannot replace revenue lost to state funding cuts. A major reason fundraising cannot replace other sources of revenue is because donations are nearly always targeted to particular interests. Of all charitable gifts received, 96 percent were designated to specific interests identified by the donor. Only \$11.4 million received was unrestricted and available to be directed to the university's most pressing needs.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Board adopts the *2012-2013 Annual Report of Philanthropic Support to the California State University* for submission to the California Joint Legislative Budget Committee and the California Department of Finance.