

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting:**      **9:15 a.m., Wednesday, January 27, 2016**  
                    **Glenn S. Dumke Auditorium**

Steven G. Stepanek, Vice Chair  
Silas H. Abrego, Vice Chair  
Douglas Faigin  
Debra S. Farar  
Margaret Fortune  
Hugo N. Morales  
J. Lawrence Norton

#### **Consent Item**

Approval of Minutes of the Meeting of November 18, 2015

#### **Discussion Item**

1. Annual Report on Philanthropic Support for 2014-2015, *Action*

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

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

**November 18, 2015**

**Members Present**

Steven G. Stepanek, Chair  
Silas H. Abrego, Vice Chair  
Douglas Faigin  
Debra S. Farar  
Lou Monville, Chair of the Board  
Hugo N. Morales  
J. Lawrence Norton  
Timothy P. White, Chancellor

Trustee Stepanek called the meeting to order.

**Approval of Minutes**

The minutes of September 8, 2015 were approved on consent.

**Naming of the Rosie Casals and Pancho Gonzalez Tennis Center at the Billie Jean King Sports Complex – California State University, Los Angeles**

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes and honors three individuals who inspire Cal State Los Angeles students and embody the university's focus on pushing boundaries and reaching beyond expectations. Billie Jean King, an alumna of the university, Rosie Casals and the family of Pancho Gonzalez have helped the university raise more than \$2.5 million for the tennis center.

The proposed tennis center will include a new building adjacent to the existing tennis courts. The first floor will include men's and women's locker rooms, administrative offices, a concessions kiosk and an athletic training facility. The second floor will include indoor and outdoor viewing areas, the Sally Ride and Tam O'Shaughnessy Learning Center and a full kitchen.

William A. Covino, president of Cal State Los Angeles, and Chancellor White thanked Billie Jean King, Rosie Casals and the family of Pancho Gonzalez for working tirelessly on behalf of students.

The committee approved the proposed resolution (RIA 11-15-12) that the Tennis Center at California State University, Los Angeles be named the Rosie Casals and Pancho Gonzalez Tennis Center at the Billie Jean King Sports Complex.

**Naming of Donald & Carolyn Lundberg Hall (dedicated by Hae & Shina Park) - California State Polytechnic University, Pomona**

Mr. Ashley reported that the proposed naming of the facility recognizes alumnus Eugene Park's \$1 million investment in the expansion of The Collins College of Hospitality Management. Eugene's father, Hae Park, credits much of his success at Cal Poly Pomona and his early career to the mentorship he received from Dr. Donald Lundberg, the college's founding professor.

The building consists of faculty offices, student commons, two group study rooms, a conference room, a student room, a break/copy room, a part-time faculty office suite and two graduate classrooms.

The committee approved the proposed resolution (RIA 11-15-13) that half of Building 80 at The Collins College of Hospitality Management at California State Polytechnic University, Pomona be named as Donald & Carolyn Lundberg Hall (dedicated by Hae & Shina Park).

**Naming of the Joel and Dena Gambord Business and Information Technology Building - California State University, Monterey Bay**

Mr. Ashley reported that the proposed naming recognizes the \$10 million dollar gift by Joel and Dena Gambord. The gift will support two faculty endowed chairs, a fund for student scholarships and an entrepreneurial fund for students. This gift will support students and faculty in the College of Business, the School of Computing and Design and the Bachelors of Science in Nursing program – as well as all students with an interest in entrepreneurship.

The committee approved the proposed resolution (RIA 11-15-14) that the Business and Information Technology Building at California State University, Monterey Bay be named the Joel and Dena Gambord Business and Information Technology Building.

Trustee Stepanek adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Annual Report on Philanthropic Support for 2014-2015**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Lori A. Redfearn  
Assistant Vice Chancellor  
Advancement Services

#### **Summary**

This item presents information on philanthropic support received by the 23-campus California State University system from July 1, 2014 to June 30, 2015. 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.

A full report will be available in meeting handouts and additional campus highlights will be available for viewing at [www.calstate.edu/ua/philanthropic](http://www.calstate.edu/ua/philanthropic).

#### **Overview**

The future is bright thanks to continued support of our donors. Charitable gifts to the CSU continue to power opportunities for quality programs and student success.

Charitable gift receipts to the CSU were up 6 percent from the previous year to a record-breaking \$314.7 million. This marks the fourth consecutive year the university has seen increases in philanthropic support from new gifts and pledge payments.

Alumni giving – encouraged by the wildly popular and successful *Class of 3 Million* celebration – increased by 44 percent in terms of dollars received between 2013-2014 and 2014-2015. The number of alumni contributing increased by 11,000. This increase is a testament to the power of the three million CSU alumni who are committed to giving back and helping transform the lives of future graduates. The CSU also found and connected with 60,000 alumni who were previously not connected to university alumni groups.

Over half of all gifts received serve the immediate needs of today's students. These gifts provide access to a broad and diverse student population, facilitate innovative teaching models and enhance the learning experience. The CSU received over \$179.8 million in current support:

- \$21.5 million for student scholarships
- \$49.1 million for academic enrichment
- \$12.6 million for research
- \$32.9 million for public service programs
- \$18.4 million for athletics
- \$39.3 million for other designated priorities

Unrestricted support of \$7 million represents 2.25 percent of all gifts received and is available for high-priority or unforeseen needs. Additionally, campuses received \$38.4 million in property and capital improvement gifts for facilities and equipment.

### **Performance Benchmarking**

Gift commitments, which consists of new gifts, pledges and testamentary provisions, reached \$411.3 million. Gift commitments represent the breadth of philanthropic activity and are used as a performance benchmark.

The benchmarks are based on peer groups of similar size and capacity. Gift commitments are compared to the State General Fund allocation which tends to calibrate to the current economic conditions. Group I campuses are making incremental progress toward raising an equivalent of 10% of the state budget allocation. Group II campuses are expected to raise an equivalent of 10-15% of the state budget allocation. Group III campuses are expected to raise more than 15%. Overall, the CSU raised an equivalent of 18% of the state budget allocation.

#### **Charitable Gift Commitments as a Percentage of the State Funded Budget**

|  | 2012-2013       | 2013-2014       | 2014-2015       |                  |
|--|-----------------|-----------------|-----------------|------------------|
| Gift Commitments                                       | \$338.5 Million | \$437.4 Million | \$411.3 Million |                  |
| State Budget   | \$1.8 Billion   | \$2.0 Billion   | \$2.3 Billion   |                  |
| Total Gift Commitments as a Percentage of State Budget | 19%             | 21%             | 18%             |                  |
|  |                 |                 |                 | <b>Benchmark</b> |
| Group I Average  | 8%              | 8%              | 11%             | <10%             |
| Group II Average                                       | 11%             | 16%             | 14%             | 10-15%           |
| Group III Average                                      | 41%             | 42%             | 33%             | >15%             |

CSU philanthropic performance also compares favorably to similar universities across the nation. National comparisons are based on gift receipt numbers reported to the Voluntary Support of Education Survey conducted by the Council for Aid to Education. San Luis Obispo ranked number one out of all public master's institutions across the nation. Six CSU campuses (Fresno, Long Beach, Northridge, Pomona, San José and San Luis Obispo) ranked in the top 20 of public master's institutions. San Diego State ranked 14<sup>th</sup> among high-activity public research institutions. California Maritime was the only maritime academy in the nation to report fundraising numbers.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Annual Report on Philanthropic Support for 2014-2015 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.