

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 12:45 p.m., Tuesday, May 12, 2009
Glenn S. Dumke Auditorium

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Carol R. Chandler
Debra S. Farar
Kenneth Fong
A. Robert Linscheid
Craig R. Smith
Glen O. Toney

Consent Item

Approval of Meeting Minutes of March 25, 2009

Discussion Items

1. Naming of an Academic Entity – California State University, Fresno, *Action*
2. The California State University African American Initiative, *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 25, 2009

Members Present

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Carol R. Chandler
Debra S. Farar
Kenneth Fong
A. Robert Linscheid
Craig Smith
Glen O. Toney
Kyriakos Tsakopoulos

Approval of Minutes

The minutes of January 27, 2009 were approved.

Naming of a Facility – California Maritime Academy

Chair Gowgani asked Mr. Garrett P. Ashley, vice chancellor, university relations and advancement, to present the request to name the School of Maritime Policy and Management, at the California Maritime Academy, as the ABS School of Maritime Policy and Management and the Radar Lab Building, at the California Maritime Academy, as the ABS Lecture Hall.

Mr. Ashley stated the proposed naming recognizes ABS for its \$3 million gift in support of the School of Maritime Policy and Management, which is the largest gift in the history of the California Maritime Academy. It also honors ABS for their previous generous scholarship gifts and for the company's continued interest in hiring the academy's graduates.

President Eisenhardt commented that ABS is an international company that has been around for a number of years. He thanked ABS for its previous \$100,000 scholarship donation to the California Maritime Academy and for their vision. He noted that ABS hires most of its employees from the California Maritime Academy and expressed his gratitude to ABS for having the foresight to invest in the youth of this state and for its role in helping to lead the maritime industry into the future.

The committee recommended approval of the proposed resolution (RIA 03-09-04).

Inst. Adv.

Chancellor Reed thanked Mr. Robert Somerville, Chairman and CEO of ABS, for the company's support in providing the training and education in maritime engineering that will help our students respond to the demand for skilled, well-trained and well-rounded graduates. He mentioned that CSU can be proud that of the last 12 years, every student that graduates from the California Maritime Academy has a job before they leave the academy and enter into the industry.

Robert Sommerville commented that when he took over as ABS Chairman, his goal was to give back to the industry, and to invest in the industry's future employees. The California Maritime Academy received the largest gift of the three schools that ABS donated to this year. He thanked CSU for the privilege of the school and facility naming.

Chancellor Reed and Vice-Chair Carter presented Mr. Somerville with a resolution certificate recognizing the commendation.

Measuring Advancement

Chair Gowgani asked Mr. Ashley to present the campus university advancement goals for performance.

Mr. Ashley explained that each year the campus presidents develop annual fundraising goals and performance review recommendations based on the Board of Trustees' guiding principles. He asked Lori Redfearn, assistant vice chancellor for systemwide advancement, and Theresa Mendoza, senior advisor for campus advancement programs, to present the report on the quantitative goals established for 2008-2009 at each campus.

Ms. Redfearn provided a comprehensive overview on the history of gift commitments over the past three years and noted that the campuses have collectively raised more funds in each successive year. In 2007-08, 15 out of the 23 campuses met or exceeded their fundraising goals. Fundraising goals established for 2008-09 total \$331 million.

The CSU's cost to raise a dollar in 2007-08 was 12 cents and was lower than previous years due to a few unusually large gifts received, including the \$60 million testamentary commitment received for San Luis Obispo. To improve effectiveness, the CSU target range for each campus is 15 to 25 cents to raise a dollar.

Ms. Redfearn also reviewed the net return on investment over the last three years and how investment in advancement program impacts the results. In 2007-08, the CSU netted \$5.48 for every dollar invested in fundraising. Half of the campuses made more than \$6 per one dollar invested.

Theresa Mendoza provided an analysis of the campus plans in the context of today's uncertain economy. The good news is that we have relatively stable advancement personnel at each campus, we had a record year of \$442 million raised in gift commitments last year, and there is evidence of a strong first half in fundraising at campuses in FY 2008-09. This should help improve donors' confidence in CSU. In addition, many of our campuses will be holding significant anniversary celebrations within the next few years, which will provide good opportunities for them to fundraise.

The bad news is the shrinking institutional budget in California will make it particularly difficult to fundraise this year. Donors are withholding making decisions on new gifts and asking to extend their payment schedules for current gifts and pledges. The economic uncertainty that exists will likely have immediate and longer term implications on our fundraising programs.

Ms. Mendoza contrasted and compared the differences and common characteristics between the various peer groups' campus plans and the approaches the campuses are taking in projecting their goals for 2008-09. Fifty-five percent of Group 1 campuses, which are more established, are projecting FY 2008-09 goals that exceed their 2007-08 Actual Gift Commitments (AGC). A little over 12% of Group 2 campuses are projecting 2008-09 goals greater than last year's AGC. Group 3 campuses are in the advanced planning and silent phases of comprehensive campaigns and are taking a more conservative approach in projecting goals for 2008-09, with only 25% setting their goals greater than the previous year's AGC.

Trustee Linscheid requested that staff provide additional numbers to show the amount of funds generated for alumni relations and the actual cost for that particular program to generate a dollar.

Chair Gowgani advised all campus personnel to be persistent in asking for donations, even in this tough budget climate; you never know -- you just might be successful.

Chancellor Reed observed that when trying to manage the university's budget in an economic meltdown such as the one that we are facing right now in California, he anticipates criticism of the advancement program, in particular, the number of administrators necessary to keep the program going. It is important to remember that in the last year, we have started to build the capacity to go out and raise more money for the CSU. If we cut this capacity, we risk losing money. Our results indicate that after three years, one FTE can raise over \$2 million, which is a very good return on our investment. If staff is let go, our overall capacity declines and it will take a while to build those levels back up again.

Trustee Hauk commented that in terms of reporting, staff should modify the chart to show the fundraising goals for 2007-08 and what the actual numbers were so that we can determine if the goals for each campus have or have not been met.

Chair Gowgani adjourned the meeting at 9:15 am.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity – California State University, Fresno

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the College of Agricultural Sciences and Technology, at California State University, Fresno, as the Jordan College of Agricultural Sciences and Technology in memory of the late Hanabul “Bud” Jordan and the Jordan family.

This proposal, submitted by Fresno State, meets the criteria and other conditions specified in the Board of Trustees Policies on Naming California State University Colleges, Schools, and Other Academic Entities, including approval by the system review panel and the campus academic senate.

Background

When a retired Fresno State agriculture professor shared his enthusiasm for his college’s programs at a social gathering years ago, little did he know that the result would be a \$29.4 million cash gift to the College of Agricultural Sciences and Technology at Fresno State. It is the largest single cash gift ever received by the university.

The donation is to be used to support facilities and research in the College of Agricultural Sciences and Technology.

The gift is named for the Jordan family: the late Hanabul “Bud” Jordan; his wife, Dee; and his late brother, Lowell. The Jordan family is from the East Bay area near San Francisco. Bud Jordan owned and operated a construction business headquartered in Hayward and Lowell Jordan lived on the family ranch in Dublin, tending to the family’s cattle. Bud Jordan died April 29, 2002 at the age of 83 and Lowell Jordan passed away in July 2005 at the age of 81. Bud’s widow, Dee, still resides in Hayward.

Inst. Adv.
Agenda Item 1
May 12-13, 2009
Page 2 of 2

The Jordan family began supporting the College of Agricultural Sciences and Technology through the Ag One Foundation in November 1995. Bob Glim, professor emeritus of agricultural economics and an advisor to the Ag One board, worked for Fresno State from 1948 to 1978. He and his wife, Dorothy, first met Bud and Dee Jordan at a GMC motor home group rally.

The Glims organized one of the rally get-togethers and talked about Fresno State's agriculture program and the Ag One Foundation. The Glims shared some of the student-produced food grown on the Fresno State farm laboratory. The Jordans were so inspired by the presentation that they gave Bob Glim a \$20,000 check to Ag One at a subsequent rally and continued supporting scholarships for Fresno State agriculture students.

The Jordans' generosity made possible the Ag One – Lowell A. Jordan and Jordan Family Endowment. Over the years, they contributed \$130,000 to this endowment which supports 6 to 7 deserving students each year with a \$1,000 scholarship.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the College of Agricultural Sciences and Technology, at California State University, Fresno, be named the Jordan College of Agricultural Sciences and Technology.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

The California State University African American Initiative

Presentation By

President James Rosser, CSU Los Angeles
President Horace Mitchell, CSU Bakersfield
President Mohammad Qayoumi, CSU East Bay

Summary

The information item will present a summary of the progress of the CSU African American Initiative.

Background

In August of 2005, the Chancellor and Los Angeles basin campus presidents met with Los Angeles bishops and pastors at West Angeles Cathedral. The meeting marked the beginning of a partnership that started with 11 churches. Similar efforts were replicated in the San Francisco Bay Area at Allen Temple Baptist Church in Oakland. In June of 2006, the CSU visited 13 Bay Area churches. This meeting began the statewide collaboration between the churches and the CSU, which has grown every year. This year, the partnership involved 72 churches. These church partnerships are at the core of a comprehensive plan that includes:

1. CSU Super Sunday - speaking from the pulpit by CSU officials
2. CSU Super Saturday - college fairs where all 23 campuses are represented
3. Train the Trainer Workshop - for church educational liaisons
4. CSU Counselor Conferences - to include church educational liaisons
5. Quarterly Meetings – involving campus outreach and educational liaisons
6. Pastor's Breakfast – hosted by the Chancellor and the campus presidents
7. Summer Algebra Institutes – geared toward middle school students

The Chancellor and the campus presidents are dedicated to expanding the scope of the Initiative with the expressed goal of improving academic preparation of African American high school graduates. Preliminary information from the Analytical Studies Department shows a higher than normal application and admittance rate of African American students every year since the CSU African American Initiative began.

Inst. Adv.
Agenda Item 2
May 12-13, 2009
Page 2 of 2

Presidents Rosser, Mitchell, Qayoumi, Weber, Karnig and Welty have committed to taking this Initiative to the next level to broaden the reach and participation of the Inland Empire, the Central Valley and San Diego County. President Rosser will chair this expanded outreach effort on behalf of the Chancellor.

The Future of the Initiative

The 72 church partnerships and components of the Initiative strive to increase the number of high school graduates ready for a university education. The success of the Initiative will be expanded into the Inland Empire, the Central Valley and San Diego County. Projections are to grow to 100 church partnerships as soon as possible. The church partners are multicultural and multiracial so that congregants may well be majority African American, but not exclusively.

The Team of Support

The Initiative and its components depend on a team of supporters that includes representatives from the churches, campus outreach staff, Chancellor's Office staff, Trustees and CSU Foundation Board of Governors. The Chancellor and all 23 presidents have all participated as speakers from the pulpit at the Super Sunday services.