

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 2:30 p.m., Tuesday, May 11, 2010
Glenn S. Dumke Auditorium

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Carol R. Chandler
Debra S. Farar
Kenneth Fong
Linda A. Lang
A. Robert Linscheid
Russel Statham
Glen O. Toney

Consent Item

Approval of Meeting Minutes of March 16, 2010

Discussion Items

1. California State University Impact 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 16, 2010

Members Present

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Herbert L. Carter, Chair of the Board
Carol R. Chandler
Kenneth Fong
Linda A. Lang
A. Robert Linscheid
Charles B. Reed, Chancellor
Russel Statham
Glen O. Toney

Approval of Minutes

The minutes of January 27, 2010, were approved by consent as submitted.

Naming of an Academic Entity – San Diego State University

Trustee Gowgani introduced the request to name an academic entity in the School of Hospitality and Tourism Management, at San Diego State University, as the L. Robert Payne School of Hospitality and Tourism Management.

Vice Chancellor for University Relations and Advancement Garrett P. Ashley relayed that the naming request recognizes Mr. Payne for his \$2.4 million new pledge in support of the Hospitality and Tourism Management Program at the campus. He added that the naming also honors the \$1.1 million principal gift received from the Payne Family Foundation that launched the program in 2002.

President Stephen Weber commented that Mr. Payne is a distinguished and generous alumnus of San Diego State. He has supported a number of programs on the campus, including the new alumni center and the athletics program, and served for two years as the chair of the Campanile Foundation Board. President Weber added that Mr. Payne's signature contribution has been his vision, first of all, and then the initial gift that created the school of hospitality management. It is because of Mr. Payne's leadership that the program has received over \$15 million in contributions.

The committee recommended approval of the proposed resolution (RIA 03-10-04).

Measuring Advancement

Chair Gowgani asked Vice Chancellor Garrett Ashley to introduce the staff presentation on the campus university advancement goals for performance.

Mr. Ashley stated that each year the campus presidents develop annual fundraising goals and performance review recommendations based on guiding principles set forth by the Board of Trustees. He asked that Assistant Vice Chancellor Lori Redfearn present the highlights of the report, which outline the quantitative goals established for each campus.

Ms. Redfearn provided an overview of the annual report. She pointed out that new dashboards and environmental scans were included as part of this year's report at the request of Trustee Hauck. In addition to establishing quantitative goals, campuses outlined how they plan to reach their goals and what strategies they would undertake.

Ms. Redfearn stated that, universally, campuses expressed that this has been the most challenging environment ever encountered due to the economic recession. As a result, 15 out of 20 campuses anticipate that giving in 2009-10 will be flat or reduced and are uncertain about a recovery in 2010-11. Despite these conditions, she reported that 11 campuses exceeded prior year giving in 2008-09, six campuses are in the midst of comprehensive campaigns, and several others are in the feasibility and prospect identification stages. Cases for support are generally focused on STEM initiatives, energy and sustainability efforts, and student achievement.

Ms Redfearn reported that the aggregated cost to raise a dollar for the CSU is currently 14 cents, with a campus median of 16 cents. The net return on investment ranged from 137 percent to 1,347 percent. On average, campuses earn about \$5 for every dollar invested. She added that in 2008-09, many of the endowments were underwater; however, those investments have been recovering in the first half of 2009-10. She noted that CSU campuses lost less in investment returns last year than our national peers, predominately because we are less invested in alternative strategies, such as private equities, commodities and hedge funds.

In closing, Ms. Redfearn stated that although fundraising for next year is predicted to continue to decline in 2009-10, campuses are working diligently to broaden their donor base, steward their current donors and execute strategic advocacy and communication plans as a top priority. Next year will be the CSU's 50th anniversary. Campuses are encouraged to use this milestone as an opportunity to highlight the CSU's vital social and economic impact.

In response to Trustee Linscheid's question regarding the element of advocacy in the report, in particular the objective measurement process aspect, Ms. Redfearn deferred to Assistant Vice Chancellor Karen Zamarripa who stated that her office is in the process of working with campuses to develop three-year budget advocacy plans that include specific strategies, tactics

and measures of success that will hold both the system office and the campuses accountable for specific advocacy actions to convince the voters and the elected officials to invest in the CSU.

Trustee Linscheid also referenced the campus plans and parental involvement in our outreach efforts. Vice Chancellor Ashley noted that parents have been paying attention over the last year to what is going on with the State funding as it relates to the university, and staff is working with the campuses to develop mechanisms to allow parents to be contacted on an advocacy level.

Trustee Chandler commended staff for presenting a complete and detailed overview. She mentioned that the benchmarks and graphs provided in the report will be very useful in gauging where we are in our advancement efforts and what challenges lie ahead.

Council for Advancement and Support of Education (CASE) Awards

Mr. Ashley congratulated the CSU campuses for making an impressive showing this past December in receiving CASE District VII awards. He noted that each year these awards honor superior achievement in the field of university advancement.

Mr. Ashley highlighted the awards achieved by the Chancellor's Office communication team for the AT&T Road to College Bus Tour; San José State for bringing Steve Silver's creation, *Beach Blanket Babylon*, to San José, raising \$80,000 for scholarships; Humboldt State's magazine; CSU Fullerton's gradfest; and Chico State's fundraising campaign for the Gateway Science Museum.

Chancellor Reed announced that a notice will be forthcoming to the Board of Trustees on the launch of the AT&T Road to College bus tour that will begin on April 12 in the Imperial Valley and run from northern to southern California. This year, the bus will be on the road for one month and will cover all 23 campuses. The focus will be primarily on middle school students to give them the right tools that they will need to prepare for college.

Trustee Gowgani adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

California State University Impact Study

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

The core mission of the CSU is to provide high-quality, higher education to the citizens of California. In fulfilling this mission, the CSU has a powerful, positive impact on economic activity in the state, the competitiveness of its industries, the social and cultural quality-of-life of its communities, and the well-being of all of its citizens.

Under contract to the CSU, ICF International Consulting has recently completed updating the 2004 economic impact study that quantifies the impacts of the 23-campus CSU system on a state level, on a regional level and at the individual campus level.

This study is an update to the first integrated systemwide impact analysis conducted by the CSU in 2004. The results illustrate the significant ways the CSU is working for California by generating jobs for the state, preparing the future workforce, providing access to diverse populations of students and educating leaders for the new “green” industries.

The key findings from the study will be used in the CSU’s communications and advocacy plan, an ongoing, comprehensive effort to educate key decision makers, business and community leaders, elected officials, the general public, faculty, staff, students, and alumni about the benefits the CSU provides to the state and its residents and the important ways in which the CSU is helping to shape California’s economy and its future.