

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting: 3:15 p.m., Tuesday, September 21, 2010**  
**Glenn S. Dumke Auditorium**

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

#### **Consent Item**

Approval of Meeting Minutes of May 11, 2010

#### **Discussion Items**

1. Naming of a Facility at California State University, Los Angeles, *Action*
2. Recognition of Recipients of the 2010-2011 William Randolph Hearst/California State University Trustees' Award for Outstanding Achievement, *Information*

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

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

**May 11, 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 March 16, 2010, were approved by consent as submitted.

**California State University Impact Study**

Trustee Gowgani called the meeting to order and asked that Vice Chancellor for University Relations and Advancement Garrett P. Ashley present the information item on the economic impact study.

Mr. Ashley began by explaining that this study is an update to the first integrated systemwide impact analysis conducted by the CSU and consultant ICF International (ICF) in 2004. He noted that the report quantified the economic, social and cultural impacts that the 23-campus CSU system has on a state, regional and local campus level. The new study reveals that even in these difficult times, the CSU remains an economic powerhouse.

Mr. Ashley thanked Assistant Vice Chancellor of Communications Marge Grey, Eliza Johnston of ICF, and consultant Lenore Rozner for the hard work and effort that they put into developing and producing the report. He also acknowledged the campuses and their presidents for their important contributions in helping to shape the report.

Mr. Ashley provided a PowerPoint presentation that highlighted significant aspects uncovered by the impact study, which include:

- 1) The CSU generates nearly \$1 billion in state and local taxes annually.

- 2) The CSU sustains over 150,000 jobs in California by providing the skilled workers to the industries that make California successful, such as agriculture, engineering, nursing, and business, among many others.
- 3) CSU-related expenditures create over \$17 billion annually in economic impact, which constitutes a statewide multiplier of \$2.13 for every one dollar the CSU spends.
- 4) For every one dollar invested in the CSU, \$5.43 is generated in the statewide economy. When factoring in higher alumni earnings, the return on investment increases to \$23 for every one dollar invested.
- 5) University education is correlated with higher income statewide. For every 5 percent rise in the number of bachelor's degrees awarded, household income rises \$8,000.
- 6) The CSU awards the most degrees statewide in fields that key industries rely on—64 percent of hospitality and tourism bachelor's degrees; 54 percent of business graduates; 60 percent of nurses; and 74 percent of criminal justice degrees. In addition, the CSU produces the largest number of credentialed teachers statewide.
- 7) The CSU is one of the most accessible systems in the country. More than half of its students received financial aid; more than 10,000 disabled students are currently enrolled in the CSU; foster youth admission, retention and graduation is a high priority; and benefits to military personnel are provided at all CSU campuses.
- 8) The CSU is the most diverse university system in the country, which is particularly important considering that the pipeline of students in K through 12 over the next decade consists of two-thirds students of color. A large percentage of Filipino, Latino and African American university graduates earn their degrees from the CSU.
- 9) The CSU has become a leader in sustainability by increasing course offerings in sustainability and Green Business Certificate programs at its campuses. The Board of Trustees has made sustainability an institutional commitment by setting a goal for the CSU to double its on-campus renewable generation by 2014 and by partnering with the State Department of General Services to lead a statewide effort to install solar-powered generation systems on university campuses and state facilities. This commitment led to the CSU's recognition in 2009 as fifth on the U.S. Environmental Protection Agency's Top 20 list of the largest national green power purchasers.

Mr. Ashley summarized his report by reiterating the tremendous impact that the CSU has on the state of California. He stated that California reaps a five-fold benefit from every dollar that the state invests in the CSU; provides education to those that would otherwise not have access, thereby decreasing the statewide unemployment rate; and ensures California's future

prosperity by educating the state's students for the knowledge-based industries and key public sector occupations.

The next step in the process, as described by Mr. Ashley, would be to make the impact study a part of the CSU's ongoing communications and advocacy plan and to use it when meeting with policy makers in Sacramento later in May. It is important that the CSU convey to the legislature the vital role that the CSU plays in the state's economy. He further outlined that the study would be distributed broadly so that the CSU's message is heard loud and clear throughout the state and beyond. He directed the board's attention to a website created for the impact study ([www.calstate.edu/impact](http://www.calstate.edu/impact)) on the CSU home page. The website contains the full impact report and many of the campus programs related to the impact study categories as well as tools with campus fact sheets, charts and graphs that can be used in communications and advocacy efforts.

Trustee Fortune inquired if 49 percent of degrees awarded to African American students, as shown on the chart on slide 15, were awarded by the CSU. Mr. Ashley confirmed that they were.

Trustee Chandler asked when the Board would receive updated economic, graduation and student statistics as the latest available data used in the report was from previous years. ICF consultant Eliza Johnston responded that current CSU data does exist, however, for purposes of this report, previous years' data was used to allow for a comparative analysis with campuses outside of the CSU that did not have current year data available. Ms. Johnston added that she would follow up by providing the board with current statistics for the CSU.

Trustee Fortune asked if the economic impact and average income earnings of individuals who received baccalaureate degrees versus those with high school diplomas could be discerned. Ms. Johnston responded that statewide data on average earnings for those with a high school degree, a baccalaureate degree and a master's degree is available; this information was used in the study to graduate the CSU data. She stated that she would provide this specific information to the board.

Dr. Reed directed Trustee Fortune and others to the "Contributions to the Public Good" page on the CSU's systemwide website, which identifies the average starting salary of all CSU baccalaureate graduates and compares the data nationally. The data shows that CSU graduates do better than the national average in their income earnings and CSU mid-career earners earn more than their national counterparts.

Trustee Linscheid inquired if the IMPLAN (IMPact Analysis for PLANning) model used in the report was an input/output model. Ms. Johnston stated that it is, although it is more sophisticated than the straight up input/output model that was used in the 2004 report. The new IMPLAN model uses the SSRL Automated Mounting (SAM) system, which includes

social multipliers as an added component. This system upgrade allowed us to analyze the correlations between spending across regions.

Trustee Linscheid acknowledged the chancellor for his efforts and support on impacting innovation and entrepreneurship that have a direct correlation on many of the affinity programs that the CSU is involved in such as Ag, COAST, and the work being done in Washington, D.C. on earmarks. He noted that these programs can only help the CSU, particularly in light of the current budget situation, and the CSU would not be as advanced if it were not for Dr. Reed's support.

Trustee Holdsworth commented on the outstanding value of the impact report, which highlights the remarkable job that the CSU is doing on behalf of the students and the economy. He noted that with the sustainability efforts that the CSU is currently undertaking, we will probably reach the state's renewable energy goal five years ahead of time. He also commented that the report will help the CSU do a better job in publicizing the value of a CSU education, particularly to the members of the legislature, given the unprecedented budget constraints that the CSU has been faced with. He asked if there was anything more that the trustees could do toward this effort.

Mr. Ashley thanked all the trustees for the work that they are already doing in helping to get the message across of what the CSU has to offer. He pointed to a recent op-ed piece that Trustee Linscheid penned in the *Sacramento Bee* that received a lot of attention and media coverage. He also noted that the CSU's communications plan was designed in a decentralized fashion to allow campuses as much opportunity and flexibility as possible at the local and regional level when sharing the report within their communities. He explained that the economic data in the impact report has been broken out by region and by campus, which lends itself to a greater understanding of the full breadth of the impact that each campus adds to its local and regional area. This information can be very helpful in meetings with the community and business leaders in the local area as well as with local and state lawmakers.

Trustee Fong expressed interest in the \$2 million to \$131 million research investment across CSU campuses. He commented that the range seemed very large and asked what the average campus amount is. Chancellor Reed explained that funding varies by campus size. Assistant Vice Chancellor for Research Initiatives and Partnerships Beth Ambos added that the total average among all 23 campuses is between \$15 and \$20 million per campus and that some campuses are clustered in the \$35 to \$40 million range.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility at California State University, Los Angeles**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

#### **Summary**

This item will consider a proposal to name the sports complex at California State University, Los Angeles as the Billie Jean King Sports Complex. This proposal, submitted by CSU Los Angeles, 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 campus academic senate.

#### **Background**

Billie Jean King's association with CSU Los Angeles began nearly five decades ago. She was a student from 1961 to 1964, taking classes and playing on the tennis team. She chose the university over others because the men's tennis coach, Scotty Deeds, allowed her to practice with the men's team. At that time, there were no athletic scholarships available to women in higher education.

Since that time, Billie Jean King has been acknowledged as one of the greatest tennis players of all time; she is a dedicated champion for social justice, service, philanthropy and equality; and she is an unyielding supporter of and contributor to life-long learning, fitness and education. In 1986, Ms. King was named to the CSU Los Angeles Athletics Hall of Fame, and in 1997, was awarded an honorary doctorate by the California State University system at the CSU Los Angeles commencement ceremony that commemorated its 50<sup>th</sup> anniversary.

Since 1998, her annual "Billie Jean King and Friends" gala has generated nearly \$2 million to support scholarships for CSU Los Angeles student athletes and has built a community of friends and supporters of CSU Los Angeles. Moreover, with her voice resonating with the university's ideals, she has long inspired people around the globe to embrace the richness in diversity, to persist in the pursuit of their own dreams, and to advance their own learning and understanding to improve society as a whole.

The sports complex at CSU Los Angeles includes the following facilities:

- Eagles' Nest Gymnasium, a 3,200-seat facility that is the home court of the CSU Los Angeles intercollegiate volleyball and basketball teams, site for many kinesiology class activities and intramural sports and training, and serves as a grand hall for major non-athletic campus events (such as Honors Convocation and GradFair).
- Jesse Owens Track, a 4,500-seat track-and-field facility used for intercollegiate track and soccer competitions, activity classes, intramural sports, and commencement.
- Jim Reeder Field, home of the CSU Los Angeles baseball team.
- Campus tennis courts, home of the CSU Los Angeles tennis team.
- Campus swimming pool, which hosts classes and recreational activities.

Collectively, this assemblage of facilities shall be named the Billie Jean King Sports Complex at California State University, Los Angeles. The university shall retain the right to name these facilities and other components or programs of the CSU Los Angeles athletics program separately. This naming recognizes a truly exceptional individual whose growing legacy of generosity, goodwill and conscience continues to enrich CSU Los Angeles and promote the lifelong success of its students. The naming acknowledges her sustained commitment to broaden educational access and to foster diversity with excellence at the university. It also honors Ms. King's lifetime of national and international achievements in varied arenas, including athletics, health, equal rights and education. And, in perpetuity, it offers inspiration for others to create similar positive change for humanity.

### **Unique Distinction of Billie Jean King**

On September 20, 1973, Billie Jean King was ranked as one of the best women tennis players the world had ever seen as she was the winner of 39 Grand Slam titles, including 20 at Wimbledon and 13 at the U.S. Open. That night, she entered the Houston Astrodome and, in front of 30,000 spectators and roughly 50 million TV viewers, she defeated male tennis pro Bobby Riggs in what was billed as the "Battle of the Sexes." It was only a tennis exhibition, but the stakes were huge: Ms. King's winning would expand society's acceptance of women's rights, and it would give millions of girls and women a lasting jolt of self-respect to fuel their dreams. Losing, she said later, was unthinkable—with the potential to create a profound setback for the women's movement. Ms. King's victory against Riggs was not easy, but it was emphatic, widely felt, and enduring. Also in 1973, she lobbied for, and obtained, equal prize money for men and women at the U.S. Open.

In 1975, *Seventeen* magazine conducted its annual poll. Its readers, almost exclusively adolescent girls, rated Billie Jean King as the most admired woman in the world. Golda Meir, who had recently served as Israel's prime minister for five years, was second. By 1990, she had been named one of *Life* magazine's '100 Most Important Americans of the 20th Century.' In 1994, she was named to the *Sports Illustrated* Top 40 Athletes list, for significantly altering or

elevating sports over the last four decades; she was the highest ranked woman and one of only four to make the list. She is a member of the International Tennis Hall of Fame. In 2003, the National Women's Hall of Fame awarded her its highest honor, the Phillippe Chartier Award. More recently, 2009 was a particularly momentous year as Billie Jean King received two prestigious honors of U.S. presidential distinction. In January 2009, the NCAA presented Ms. King its Gerald R. Ford award to honor her leadership as an advocate for higher education and intercollegiate athletics. She is only the seventh recipient of the award. In August 2009, President Barack Obama presented her the Presidential Medal of Freedom, the highest honor the United States government bestows upon a civilian. Her fellow Medal of Freedom recipients included anti-apartheid activist Desmond Tutu, former Supreme Court Justice Sandra Day O'Connor, Senator Edward Kennedy, and 11 other indomitable pioneers for progress in humanity. These awards acknowledged much more than her philanthropy or tennis legacy. They honored her courage; and her steadfast dedication to advance human rights, to foster equal opportunity, and to fight against disease, intolerance, injustice and other entrenched phenomena that debilitate society.

### **Philanthropy**

Service and philanthropy are a major part of Ms. King's life, both for her alma mater as well as in a more global arena. Along with spearheading her annual "Billie Jean King and Friends" gala, Billie Jean King has helped to endow two scholarships at CSU Los Angeles by serving as an ambassador enhancing support and prestige for the university and giving unselfishly of her time. Her influence with other notable benefactors, such as author Patricia Cornwell and Pam Shriver, has led to many other significant gifts to the university. She has helped garner scholarships for student athletes in 11 sports.

Ms. King serves on the boards of the Elton John AIDS Foundation and the National AIDS Fund, among countless other charitable activities.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the sports complex at California State University, Los Angeles be named the Billie Jean King Sports Complex.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Recognition of Recipients of the 2010-2011 William Randolph Hearst/California State University Trustees' Award for Outstanding Achievement**

#### **Presentation By**

Charles B. Reed  
Chancellor

Ali C. Razi  
Trustee Emeritus  
CSU Board of Trustees

#### **Summary**

Each year, the California State University Board of Trustees provides scholarships to high-achieving students who have demonstrated financial need and overcome profound personal hardships to attain an education from the California State University. These students have superior academic records and are also providing extraordinary service to their communities.

#### **Background**

The William Randolph Hearst/CSU Trustees' Awards for Outstanding Achievement are funded by personal contributions from the CSU Trustees, friends of the university, and endowments established by the William Randolph Hearst Foundation, Trustee Emeritus Ali C. Razi, Trustee Emeritus Murray L. Galinson and the Haworth Family Trust. Since its inception, 204 students have received this distinguished award. For the fourth year in this award's history, we are able to give one student from each of the 23 CSU campuses a Hearst/CSU Trustees' Award.

Two exceptionally talented and dedicated students are the recipients of Trustee Emeritus Ali C. Razi awards, due to the personal generosity of Dr. Razi. The students named the Ali C. Razi Scholars will receive \$10,000 scholarships. Dr. Razi served as a California State University Trustee from 1996-2001. He revived the scholarship program during his tenure on the Board of Trustees and has led the effort to expand the program to assist more students.

In addition, one student has been selected as a Trustee Emeritus Murray L. Galinson Scholar. In May 2007, Dr. Murray L. Galinson, Trustee Emeritus of the CSU Board of Trustees, endowed a scholarship to recognize the recipient of the Hearst/CSU Trustees' Award who best exemplifies extraordinary public service to his or her home or university community. The California State University Foundation Board of Governors honored Dr. Galinson's commitment to students by naming the distinction as the Trustee Emeritus Murray L. Galinson Scholar. The student honored this year will be given a \$6,000 scholarship.

In addition, in celebration of the CSU's 50<sup>th</sup> anniversary, the CSU Foundation has designated a special CSU 50<sup>th</sup> Anniversary Scholar. The student honored will be given a \$5,000 scholarship.

The remaining 19 students will each receive a \$3,000 scholarship award.

The recipients of the 2010-2011 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

*Ms. Elise Patricia Anne Haas, Humboldt State University, Ali C. Razi Scholar*  
*Mr. Robert David Black, California State University, Los Angeles, Ali C. Razi Scholar*  
*Ms. Adrienne Wilson, San Francisco State University, Murray L. Galinson Scholar*  
*Ms. Sherry G. Hill, California State University, Stanislaus, CSU 50<sup>th</sup> Anniversary Scholar*  
*Mr. Tyree A. Boyd-Pates, California State University, Bakersfield*  
*Ms. Leticia Aguayo, California State University, Channel Islands*  
*Ms. Jillian L. Ruddell, California State University, Chico*  
*Ms. Phuong Nguyen, California State University, Dominguez Hills*  
*Mr. Qais Ahmadi, California State University, East Bay*  
*Mr. William Thomas Daly, California State University, Fresno*  
*Mr. Raymond Austin Nation, California State University, Fullerton*  
*Mr. Brian K. Smith, California State University, Long Beach*  
*Ms. Brandi Nicole Lakey, California Maritime Academy*  
*Ms. Karen Martinez, California State University, Monterey Bay*  
*Ms. Samantha Barton, California State University, Northridge*  
*Ms. Patricia do Carmo, California State Polytechnic University, Pomona*  
*Ms. Katherrine Healey, California State University, Sacramento*  
*Mr. Sean Phillips, California State University, San Bernardino*  
*Mr. Justin W. Hanson, San Diego State University*  
*Mr. Gerard Johnson, San José State University*  
*Mr. Pablo Ramos, California Polytechnic State University, San Luis Obispo*  
*Ms. Rachel England, California State University, San Marcos*  
*Ms. Brandy Janelle Harris, Sonoma State University*