

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 12:45 p.m., Tuesday, May 10, 2011
Glenn S. Dumke Auditorium

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

Consent Items

Approval of Meeting Minutes of March 22, 2011

Discussion Items

1. Naming of a Facility – San Diego 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**

March 22, 2011

Members Present

Kenneth Fong, Chair
Glen O. Toney, Vice Chair
Herbert L. Carter, Chair of the Board
Carol R. Chandler
Debra S. Farar
Margaret Fortune
George G. Gowgani
Hsing Kung
A. Robert Linscheid
Peter G. Mehas
Charles B. Reed, Chancellor

Approval of Minutes

The minutes of January 25, 2011, were approved by consent as submitted.

Naming of a Facility – San Diego State University

Garrett P. Ashley, vice chancellor for university relations and advancement presented the report on the request to name the Aztec Athletic Center at San Diego State, the Fowler Athletics Center.

Mr. Ashley stated that the proposed naming recognizes Mr. and Mrs. Ron L. and Alexis Fowler for their \$5 million gift in support of the Aztec's intercollegiate athletic program. The donation will also assist in fulfilling the university's mission of providing its student athletes with a balanced, high-quality education and competitive success against major collegiate competition. He added that this latest gift brings the Fowlers' total philanthropic and sponsorship support of San Diego State to close to \$10 million.

President Stephen Weber commented that Mr. Fowler was the founding chair of the Campanile Foundation Board, the philanthropic auxiliary at San Diego State. Since his involvement with the auxiliary, more than \$680 million has been raised in support of the university. In addition, Mrs. Fowler is a distinguished alumnus of San Diego State's School of Business and now serves as a member on the Campanile Foundation Board. The Fowlers have been major supporters of other endeavors on the campus, including the entrepreneurial management center and the recently constructed Parma Payne Goodall Alumni Center. President Weber noted that this is a matching gift that is in addition to the \$2 million that has already been raised.

The committee recommended approval of the proposed resolution (RIA 03-11-03).

Naming of a Facility – San Diego State University

Mr. Ashley presented the request to name the veterans center at San Diego State University as the Joan and Art Barron Veterans Center.

Mr. Ashley stated that the proposed naming acknowledges Mr. and Mrs. Barron for their \$1 million gift that will go toward operating expenses for the veterans center in addition to student veteran scholarships and other important veteran initiatives. He added that the Barrons' gift is the largest private gift in support of student veterans ever received in the history of the California State University.

President Weber commented that Mr. Barron is a Navy veteran and former CEO of Time Warner. The Barrons expressed their support for the CSU's veterans program by making this significant donation, which will allow the university to open the first veterans housing facility in the country for this generation of veterans and provide for the extension of the veterans center at San Diego State for more than 1,000 enrolled veterans.

The committee recommended approval of the proposed resolution (RIA 03-11-04).

Naming of a Facility – Sonoma State University

Mr. Ashley introduced the request to name three venues surrounding the Green Music Center on the Sonoma State University campus as the Joan and Sanford I. Weill Hall, Lawn and Commons.

Mr. Ashley stated that the proposed naming recognizes the Weills for their extraordinary \$12 million donation, the largest single cash gift in the history of Sonoma State University and the Green Music Center. He noted that the Green Music Center complex is currently under construction and, once completed, will consist of a state-of-the-art 1,400-seat concert hall, space for 3,000 open lawn seats and ample room for large audience performances.

President Ruben Armiñana expressed his sincere gratitude to the Weills for their generous gift, which will allow for the completion of the concert hall, lawn and commons at the Green Music Center. He noted that the Weills are known throughout the country for their generous philanthropy, and in particular for their commitment toward furthering arts education. They recently moved to Sonoma County on a part-time basis and had an opportunity to visit the campus early on. Shortly thereafter, they offered their support and personal involvement in the music center, which resulted in this major contribution to the university.

Trustee Achtenberg expressed her appreciation to the Weills for their donation and commented on the importance of their gift to the campus and the CSU.

The committee recommended approval of the proposed resolution (RIA 03-11-05).

Measuring Advancement

Mr. Ashley stated that each year the campus presidents are asked to develop annual fundraising goals and performance review recommendations based on guiding principles set forth by the Board of Trustees. He asked Lori Redfearn, assistant vice chancellor, to present the report on the quantitative goals established this year for each campus.

Ms. Redfearn acknowledged that it has been a challenging fundraising environment. She reminded everyone that last year the CSU was flat while the rest of the nation saw an 11 percent decline. This year, however, the CSU saw a 12.5 percent decline, falling in line with the rest of the market. The impact of furloughs and other budget cuts resulted in reduced investments in the CSU's fundraising program by \$3 million and in the advancement program by a total of \$8 million. She reported that despite these conditions, advancement remains positive, hopeful and focused on the future. Eleven campuses exceeded prior year's giving, seven are in the midst of comprehensive campaigns, several others are in the feasibility and prospect identification stage of planning for campaigns, and smaller programs are engaged in building and scholarship programs.

Ms. Redfearn noted that 2009-2010 was the first year that the CSU did not attain its fundraising goal due in large part because donors are not giving at the capacity in which was expected. On average, \$6 is raised for every dollar invested in fundraising programs. Given that ratio, the university could lose \$28 million if fundraising budgets are cut by 10 percent. She reported that the average net return on investment across the CSU is 590 percent. Across the CSU, the cost to raise a dollar is 15 cents, although 15 to 25 cents is the recommendation for campuses.

She further reported that the CSU's endowment performance has recovered from 2009-2010. Distribution from endowments was 2.7 percent compared to 4.1 percent for public institutions across the nation. The CSU's investment returns exceeded peer institutions in almost every category predominantly because of the asset allocation strategy used at campuses.

Looking ahead, the CSU will continue to be concerned with broadening its donor base and stewarding current donors. As a top priority, the CSU is executing strategic advocacy and communications efforts and continues to acknowledge that its biggest contributor continues to be the state. As such, CSU representatives need to make a case with the public and elected leaders that higher education is an important investment in the future and express that the CSU has the ability to transform lives, inspire innovation and create a better California, which is what people are willing to invest in and support.

Trustee Fong pointed out the high correlation noticeable between investment and commitments and asked if there might be a problem in the future getting funding if the CSU's budget is reduced. Ms. Redfearn provided an example that if the CSU takes a 10 percent cut to

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fundraising, a projection could be made that the cut would translate to a \$28 million reduction in gifts. The CSU would anticipate that for every dollar invested in its fundraising program, the return would be \$6.

Trustee Linscheid commented that campuses are struggling with how to get to a budget number and, unfortunately, sometimes pit instruction against advancement. He stated that it resonated with him that a 10 percent cut could yield a \$28 million impact and as an alumni representative on the board, he encouraged presidents to look at this scenario very closely. He noted in particular the fact that universities can inspire innovation, which is a good sign of the results that can occur on campuses when they have that type of investment. He also marveled at the CSU's ability to raise a dollar for 15 cents or less.

Trustee Fong commented on Stanford University's 6.4 percent decrease in fundraising this year even with the campus's large amount of resources toward this effort. He concurred that the greater the investment, the greater the expected rate of return.

Council for Advancement and Support of Education Awards

Mr. Ashley congratulated the campuses that received awards from CASE District VII this March. He highlighted the gold awards received by CSU Chico, CSU Long Beach, San Diego State and San Francisco State and encouraged members of the Board of Trustees to take note of the full list of awardees identified in the agenda item in their packets.

Trustee Fong adjourned the committee meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a University Facility – San Diego State University

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the BioScience Center at San Diego State University as the Donald P. Shiley BioScience Center.

This proposal, submitted by San Diego State University (SDSU), 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

To support the BioScience Center at SDSU, Darlene V. Shiley and the Shiley Family Foundation have committed \$5 million to serve as a catalyst for life sciences research efforts at SDSU.

The late Donald P. Shiley, an entrepreneurial and innovative engineer, patented four of his creations, including the Bjork-Shiley heart valve, which revolutionized heart surgery in the 1970s. He also designed numerous other medical devices, including an endotracheal tube used to maintain the airway in unconscious patients, as well as developed an aircraft fuel booster pump used by the U.S. military.

Mr. Shiley was a humanitarian in the truest sense. His contributions, both as an inventor and philanthropist, will leave a lasting legacy in our community and beyond. SDSU students, faculty and staff have benefited greatly from Donald and Darlene's support. In addition to supporting the SDSU BioScience Center, their generosity includes transformational gifts to KPBS and SDSU's Musical Theater Program.

Darlene V. Shiley is an honors graduate of the California State University system, holding a degree in Theatre Arts from San José State University. As an ardent arts patron, Mrs. Shiley served on the City of San Diego's founding Commission for Arts and Culture, The Board of the Old Globe, New York-based National Corporate Theatre Fund, and the KPBS Community Advisory Board.

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Mrs. Shiley is also committed to education with a presence in the major universities in San Diego and beyond. In addition to SDSU, Mr. and Mrs. Shiley have made significant leadership gifts to the University of San Diego, University of California San Diego, and the University of Portland. In 2008, Darlene Shiley was awarded an honorary doctorate in fine arts from SDSU for her contributions to the arts and higher education in the San Diego region.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the BioScience Center at San Diego State University be named the Donald P. Shiley BioScience Center at San Diego State University.