

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 12:30 p.m., Wednesday, November 12, 2014
Glenn S. Dumke Auditorium

Steven M. Glazer, Chair
Douglas Faigin, Vice Chair
Roberta Achtenberg
Debra S. Farar
Margaret Fortune
Hugo N. Morales
J. Lawrence Norton
Steven G. Stepanek

Consent Items

Approval of minutes of meeting of September 9, 2014

Discussion Items

1. Naming of a Facility—California State Polytechnic University, Pomona, *Action*
2. The Class of 3 Million, *Information*

**MINUTES OF THE MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
Office of the Chancellor
Glenn S. Dumke Auditorium
401 Golden Shore
Long Beach, California**

September 9, 2014

Members Present

Steven M. Glazer, Chair
Roberta Achtenberg
Douglas Faigin
Debra S. Farar
Margaret Fortune
Lou Monville, Chair of the Board
Hugo N. Morales
Steven G. Stepanek
Timothy P. White, Chancellor

Trustee Glazer called the meeting to order.

Approval of Minutes

The minutes of July 22, 2014 were approved as submitted.

Recognition of Recipients of the 2014-2015 CSU Trustees' Award for Outstanding Achievement

Chancellor White shared that each year the California State University (CSU) Board of Trustees provides scholarships to high-achieving students who excel academically and make a difference in their communities. This year, all scholarships were increased to a minimum of \$6,000. He thanked trustees and members of the CSU Foundation board for their contributions to the CSU Trustees' scholarships.

Chancellor White introduced Trustee Emeritus Ali C. Razi, CSU Foundation Board of Governors member and CSU Trustees' Award selection committee chair, whose leadership continues to expand this scholarship program. Thanks to his generosity, the top scholar receives \$12,000.

Chancellor White and Dr. Razi recognized the recipients of the 2014-2015 CSU Trustees' Award for Outstanding Achievement:

Ms. Faith Ihem, California State University, Bakersfield, *Angelina Aliberti and Lawrence L. Ruggie Scholar*

- Ms. Teresa Castillo, California State University Channel Islands, *Sycuan Band of the Kumeyaay Nation Scholar*
- Ms. Natalie Holmberg-Douglas, California State University, Chico, *Robert & Dorothy Talty Scholar*
- Ms. Pamela Hernandez, California State University, Dominguez Hills, *Trustee Emerita Claudia Hampton Scholar*
- Ms. Jessica Mery, California State University, East Bay, *Southwest Airlines Scholar*
- Mr. Bryan L.L. Wood, California State University, Fresno, *William Randolph Hearst Scholar*
- Mr. Michael Chacon, California State University, Fullerton, *Sycuan Band of the Kumeyaay Nation Scholar*
- Ms. Monica R. Correale, Humboldt State University, *Trustee Emeritus Ali C. Razi Scholar*
- Ms. Lita Melissa Cahuana, California State University, Long Beach, *CSU Foundation Board of Governors Scholar sponsored by Ronald R. and Mitzi Barhorst*
- Mr. Justin D'Agostino, California State University, Los Angeles, *John and Beverly Stauffer Foundation Scholar*
- Mr. Gregory Worstell, California Maritime Academy, *Wells Fargo Scholar*
- Mr. Jesus Ochoa Perez, California State University, Monterey Bay, *Chancellor Emeritus Charles B. Reed Scholar*
- Ms. Mayra Roxi Diaz, California State University, Northridge, *Trustee Rebecca Eisen Scholar*
- Ms. Natalie Rivera, California State Polytechnic University, Pomona, *William Randolph Hearst Scholar*
- Mr. Patrick Landrum, California State University, Sacramento, *William Randolph Hearst Scholar*
- Ms. Gena Alltizer, California State University, San Bernardino, *William Randolph Hearst Scholar*
- Mr. Sergio Juarez, San Diego State University, *TELACU Scholar*
- Mr. Shayle Matsuda, San Francisco State University, *Trustee Emeritus Murray L. Galinson Scholar*
- Mr. David Elliott, San José State University, *Trustee Emeritus William Hauck Scholar*
- Ms. Michelle Lam, California Polytechnic State University, San Luis Obispo, *Cisco Scholar*
- Mr. Carlos Betancourt, California State University San Marcos, *Trustee Emeritus Kenneth Fong Scholar*
- Mr. Giovanni Lamanna, Sonoma State University, *William Randolph Hearst Scholar*
- Ms. Eliza Matley, California State University, Stanislaus, *Haworth Family Scholar*

Trustee Glazer adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility—California State Polytechnic University, Pomona

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming building 163, one of three buildings in the new College of Business Administration Complex at California State Polytechnic University, Pomona as Ronald W. Gregoire Hall.

This proposal, submitted by Cal Poly Pomona, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties including approval by the system review panel and the campus academic senate.

Background

The proposed naming of the facility recognizes the leadership and generosity of Mr. Ronald W. Gregoire's \$2.5 million total investment in the new three-building College of Business Administration Complex. In 2001, Mr. Gregoire was the lead donor with an initial \$1 million gift. With his continued generosity, he has made an additional \$1.5 million gift to help complete the funding for the complex. The new three-building complex was designed to meet the needs of the rapidly expanding college. Behind the walls of building 163 are innovative learning spaces that promote an interactive, high-tech education. Students working on group projects can meet in one of eight breakout rooms that are equipped with wireless Internet and a 42-inch flat-screen monitor. Students working on a laptop, tablet or smartphone can wirelessly project their work onto the monitor to share information. Certified LEED silver certification by the U.S. Green Building Council, the complex includes five auditorium-style case rooms, six technologically enhanced classrooms, two advanced computer laboratories and other collaborative learning spaces.

Ronald W. Gregoire graduated from Cal Poly Pomona's College of Business Administration with a bachelor's degree in accounting in 1971, went on to become a CPA and began auditing car dealerships. Following the purchase of Cerritos Ford, ranked by sales volume in the top five percent of the largest Ford dealers in the nation, Gregoire acquired Lincoln Mercury, Infiniti and Isuzu dealerships, consistently ranked among the top sellers in California. He was twice named a

director of the California Motor Car Dealers Association and served on the exclusive Lincoln Mercury Future Product Development Committee.

Not only has Ronald W. Gregoire contributed a total of \$2.5 million to support the College of Business Administration Complex, he has funded an endowed scholarship for an outstanding student in the College of Business Administration through the President's Council Scholarship program as well as the College's Leadership Speakers Forum. Mr. Gregoire was awarded an Honorary Doctorate of Humane Letters in 2014, was named a Distinguished Alumnus in 2001 and was inducted into the Accounting Hall of Fame in 1996. In addition, he currently serves as a co-chair on the successful \$150 million Campaign for Cal Poly Pomona, has served on University's National Development Council, University Educational Trust, the President's Council, the Business Advisory Council and has been involved with the Ambassadors for Higher Education.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the College of Business Administration Classroom Building 163 at California State Polytechnic University, Pomona be named as Ronald W. Gregoire Hall.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

The Class of 3 Million

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Aaron J. Moore
Director
Alumni Relations

Summary

The Class of 3 Million celebrates the milestone of reaching 3 million living addressable alumni. It is a unique opportunity to increase alumni engagement with campuses and emphasize the vast network of CSU alumni impacting our workforce and communities. Currently, according to census data, one in every twenty Americans with a college degree is a CSU graduate.

All alumni from every campus plus the graduating Class of 2015 are considered part of the Class of 3 Million. The celebration is designed to run during the 2014-15 academic year, culminating during the 2015 Commencement ceremonies. The public launch was October 1, 2014.

Background

The 2012 Alumni Attitude Study identified opportunities to strengthen our connection with alumni. The findings indicated a desire for more networking activities, help advancing careers, and increased communication about the successes of alumni, faculty and students. The Class of 3 Million responds to these findings and creates a framework to engage our alumni in a fun and creative manner.

The celebration's primary message is to communicate to alumni that when they graduated from the CSU they received more than a degree. They also became an exclusive member of one of the largest and most well-known university systems in the country that has continually produced highly regarded and accomplished leaders in many fields including business, engineering, agriculture, education, hospitality, tourism, entertainment, sports and healthcare.

Reaching 3 million living addressable alumni means the number of graduates for which we have a valid means of contacting. This number is relevant as it is used in computing the alumni participation rate. The alumni participation rate is used in national rankings and is measured by

dividing the number of alumni donors by the number of addressable alumni. The number of addressable alumni is also significant as it represents the number of graduates we have the potential of reaching and engaging in ways that support the success of today's students.

The goals of the celebration were created in consultation with the CSU Alumni Council's Special Committee for the 3 Million Alumni Campaign with representatives from the Alumni Council, Academic Senate CSU, CSSA, and the Vice Presidents for Advancement Council. The goal of the initiative is to increase alumni engagement and support of campuses by:

- Providing a fun and interactive way to encourage alumni to update their information (i.e. mailing address, email address, employment information). This data is critical to support campus fundraising efforts and programs aimed at connecting students and alumni.
- Establishing systemwide benchmarking standards for alumni engagement.
- Increasing the systemwide alumni participation rate (currently 2.48%).
- Showing an increase in the 2017-18 Alumni Attitude Study results of alumni rating their experience as a student and as an alumnus as good or excellent.

The centerpiece of the celebration is the Class of 3 Million online yearbook (Classof3Million.calstate.edu) where graduates can create an online profile and be entered to win a \$10,000 scholarship. The yearbook provides a way for our alumni across the system to network and visually demonstrates the impact our graduates have on our state and the world. Key actions are rewarded by earning different badges on their profile. Among these are the Advocacy Badge for joining their campus e-advocacy network; the Legacy Badge for sharing information about family members who are also CSU alumni; the Volunteer Badge and Donor Badge for pledging to volunteer or donate to their campus; and the Thankful Badge for posting a thank you note to a faculty or staff member who made a positive impact on their student experience. All data collected through the online yearbook is shared back with campuses in weekly reports.

To help campuses participate, the Chancellor's Office provided a toolkit that contains examples of ways the celebration can bring added excitement and connection to existing campus programs. The toolkit also includes ready-made graphic elements to use and co-brand; a calendar of systemwide activities and potential campus activities; ready-made social media posts corresponding with the various promotional periods of the celebration; and ways for campuses to showcase their best practices of integrating the Class of 3 Million on campus with their colleagues.

In the initial weeks of the celebration, we have seen an enthusiastic response of both campus participation and alumni joining the yearbook. The yearbook continues to be enhanced with new features that will facilitate alumni networking and pride in the university as we continue the celebration and build toward its culmination in spring 2015.