

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:00 p.m., Tuesday, March 20, 2018
Glenn S. Dumke Auditorium

Silas H. Abrego, Chair
Jean P. Firstenberg, Vice Chair
Debra S. Farar
Hugo N. Morales
J. Lawrence Norton

- Consent** 1. Approval of Minutes of the Meeting of January 30, 2018, *Action*
- Discussion** 2. Naming of The Vincent E. Petrucci Viticulture Building – California State University, Fresno, *Action*

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

January 30, 2018

Members Present

Silas H. Abrego, Chair
Jean P. Firstenberg, Vice Chair
Rebecca D. Eisen, Chair of the Board
Debra S. Farar
Hugo N. Morales
J. Lawrence Norton
Timothy P. White, Chancellor

Trustee Abrego called the meeting to order.

Approval of Minutes

The minutes of November 7, 2017, were approved as submitted.

Naming of The Ernest E. Tschannen Science Complex – California State University, Sacramento

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the \$9 million pledge by Mr. Tschannen to support building costs for the new science center at Sacramento State.

Mr. Tschannen was present, and Sacramento State President Robert S. Nelsen and Chancellor Timothy P. White thanked him for his generosity to the university and the community.

The committee recommended approval by the board of the proposed resolution (RIA 01-18-01) that the Science Complex at California State University, Sacramento, be named The Ernest E. Tschannen Science Complex.

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Naming of the Oppenheimer Family Riding Pavilion, Oppenheimer Family Stallion Barn and Oppenheimer Family Foaling Barn – California Polytechnic State University, San Luis Obispo

Mr. Ashley and Cal Poly San Luis Obispo President Jeffrey D. Armstrong reported that the proposed naming recognizes the \$20 million gift by Peter and Mary Beth Oppenheimer for the newly constructed equestrian facilities at Cal Poly San Luis Obispo.

The committee recommended approval by the board of the proposed resolution (RIA 01-18-02) that the agricultural facilities at California Polytechnic State University, be named as the Oppenheimer Family Riding Pavilion, the Oppenheimer Family Stallion Barn and the Oppenheimer Family Foaling Barn.

Annual Report on Donor Support for 2016-2017

Mr. Ashley reported that the CSU had another record-breaking year with over \$500 million in gifts commitments. Ms. Lori Redfearn, assistant vice chancellor for systemwide advancement, presented highlights from the donor report, including grant activity at the Chancellor's Office. William A. Covino, president of California State University, Los Angeles, shared how Cal State LA has utilized the Advancement Academy to build a culture of philanthropy.

Trustee Firstenberg shared her experience at the recent Advancement Academy workshop. Trustee Abrego noted that the trustees want to be helpful in fundraising efforts.

The committee recommended approval by the board of the proposed resolution (RIA 01-18-03) that the Annual Report on Donor Support for 2016-2017 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.

Trustee Abrego adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of The Vincent E. Petrucci Viticulture Building – California State University, Fresno

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Joseph I. Castro
President
California State University, Fresno

Summary

This item will consider naming the Viticulture Building at California State University, Fresno as The Vincent E. Petrucci Viticulture Building.

This proposal, submitted by California State University, Fresno, 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 recognizes the distinguished service and leadership of Vincent E. Petrucci and his successful fundraising campaigns for the Viticulture Building.

Vincent Petrucci's career in academia began in 1948 as Fresno State's first viticulture professor. His career continued until his passing in 2016 as emeritus faculty and research center director.

Petrucci spent his 68-year career as a champion for Fresno State. He played pivotal roles in developing both academic programs and a robust and collaborative research program in viticulture and enology. He developed deep and meaningful relationships with industry partners and led multiple successful fundraising efforts to support students and faculty as well as capital projects, all the while supporting the needs of the grape and wine industry.

Most notable among Petrucci's successful fundraising campaigns was a capital project, which led to the Viticulture building, which houses state-of-the art teaching and research laboratories, a discipline-specific library to serve students and industry, faculty offices and the Viticulture and Enology Research Center. This multi-phase building campaign raised over \$1.5 million from hundreds of alumni and friends.

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In the San Joaquin Valley, where nearly all raisins in the United States are produced, Petrucci worked with industry leaders in the 1970s to develop today's mechanical harvesting equipment. Additionally, Petrucci coauthored the book, *A Treatise on Raisin Production, Processing and Marketing*, which is the preeminent text used worldwide by college and high school students as well as by raisin producers and processors and equipment manufacturers.

After his retirement in 1994, Petrucci received an honorary doctorate in science from the CSU, the California State Fair's Lifetime Achievement Award for his contributions to the grape and wine industry and an honorary academician diploma by the International Academy of Sensory Analysis in Piacenza, Italy.

One of the honors that he cherished the most, and was most humbled by, was when countless alumni and wine and grape industry partners donated nearly \$600,000 in his honor to endow a fund in his name to support the viticulture program at CSU Fresno. Today, that fund stands at more than \$900,000 and yearly gifts continue to be made by alumni and friends.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Viticulture Building at California State University, Fresno be named as The Vincent E. Petrucci Viticulture Building.