

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 11:00 a.m., Tuesday, January 28, 2020  
Glenn S. Dumke Auditorium

Jean P. Firstenberg, Chair  
Wenda Fong, Vice Chair  
Larry L. Adamson  
Debra S. Farar  
Maryana Khames  
Lillian Kimbell  
Jeffrey R. Krinsk  
Hugo N. Morales

- Consent** 1. Approval of Minutes of the Meeting of September 24, 2019, *Action*
- Discussion** 2. Naming of the Grimm Family Center for Agricultural Business – California State University, Bakersfield, *Action*
3. Annual Report on Donor Support for 2018-2019, *Action*

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

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

**September 24, 2019**

**Members Present**

Jean P. Firstenberg, Chair  
Wenda Fong, Vice Chair  
Larry L. Adamson  
Debra S. Farar  
Lillian Kimbell  
Thelma Meléndez de Santa Ana  
Hugo N. Morales  
Timothy P. White, Chancellor  
Adam Day, Chair of the Board

Trustee Firstenberg called the meeting to order.

**Approval of Minutes**

The minutes of July 23, 2019, were approved as submitted.

**Naming of The Lynda and Stewart Resnick Student Union – California State University, Fresno**

Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the \$10 million gift from the Resnick Family for the design, construction and operation of the new student union. The new facility will be 85,000 gross square feet and will include dynamic meeting spaces, healthy dining options, dedicated meeting space for student organizations and an outdoor terrace.

Mr. Resnick was present, and Fresno State President Joe Castro and Chancellor Timothy P. White thanked the Resnicks for their generosity and contributions to the university and the community.

The committee recommended approval by the board of the proposed resolution (RIA 09-19-09) that the new student union at California State University, Fresno be named as The Lynda and Stewart Resnick Student Union.

### **Naming of the Viasat Engineering Pavilion – California State University San Marcos**

Mr. Ashley reported that the proposed naming recognizes the \$1.5 million pledge from Viasat and its employees. Funds will be used for space renovation, equipment, instrumentation, faculty recruitment and student support for the proposed engineering degree program.

Mr. Simon Kuo and Ms. Tracie Davee represented Viasat, and Cal State San Marcos President Ellen Neufeldt and Chancellor White thanked Viasat for their contributions in support of STEM education.

The committee recommended approval by the board of the proposed resolution (RIA 09-19-10) that the Foundation Classroom Buildings at California State University San Marcos be named as the Viasat Engineering Pavilion for a period of 20 years.

### **2019-2020 California State University Trustees' Award for Outstanding Achievement**

Trustee Firstenberg shared that each year the CSU Board of Trustees provides scholarships to students who demonstrate superior academic performance, personal accomplishments, community service and financial need.

Chancellor White thanked trustees and members of the CSU Foundation board for their contributions to the CSU Trustees' scholarships. He introduced Trustee Emeritus Ali C. Razi, CSU Foundation Board of Governors member and CSU Trustees' Award selection committee chair, whose leadership and dedication has allowed the program to thrive. He then introduced the top Razi scholar, Cheng Yu, from San Francisco State University.

The board recognized the 23 recipients of the 2019-2020 CSU Trustees' Award for Outstanding Achievement. Trustee Fong called each student forward to receive their certificate and read a brief description of their accomplishments.

Trustee Firstenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the Grimm Family Center for Agricultural Business – California State University, Bakersfield**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Lynnette Zelezny  
President  
California State University, Bakersfield

#### **Summary**

This item will consider the naming of the Grimm Family Center for Agricultural Business at California State University, Bakersfield.

This proposal, submitted by California State University, Bakersfield, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Centers and Institutes, including approval by the system review panel and the campus academic senate.

#### **Background**

The proposed naming of the Grimm Family Center for Agricultural Business recognizes the recent \$5 million pledge by Barbara Grimm Marshall and Kari Grimm Anderson to California State University, Bakersfield. By bestowing this generous gift upon CSUB, the Grimm family is investing in the next generation of agricultural leaders in the southern San Joaquin Valley, where crops grown in the rich soil feed the world, innovative farming practices increase yields to alleviate hunger, and respect for the land is a model for principled stewardship.

This contribution will be used to establish the Grimm Family Center for Agricultural Business, which will educate, guide and inspire agri-business students in the breadbasket of California, ensuring Kern County's continued leadership in agriculture, the top driver of our community's economy and a proud way of life that knits together Valley families from one generation to the next.

The Grimm Family Center for Agricultural Business will establish curriculum that emphasizes experimental and experiential learning. Students will learn about agriculture with their own hands, in the fertile soil of the southern San Joaquin. In addition to the science of agriculture, they will learn how to operate a successful business amid California's array of regulations, water restrictions and environmental policies. Students also will explore the science and engineering opportunities that are improving crop yields and the quality of the food supply.

Mrs. Grimm Marshall and Mrs. Grimm Anderson have built on the rich agricultural legacy left to them by their husbands, Rod and Bob Grimm, who came to Kern County in 1981, launching an agribusiness empire through visionary practices and leadership. Today, Grimmway Farms is the world's largest producer of carrots and the nation's largest producer of organic vegetables, with operations that extend throughout the United States.

Mrs. Grimm Marshall and Mrs. Grimm Anderson are philanthropists whose commitment to their community is unmatched. Guided by their faith, Mrs. Grimm Marshall and Mrs. Grimm Anderson have gifted millions to charitable and philanthropic initiatives and lead their own foundations dedicated to enriching the lives of their neighbors in the San Joaquin Valley.

Mrs. Grimm Marshall is founder and CEO of the Grimm Family Education Foundation, which operates a number of charter schools that provide rural Kern County schoolchildren with a first-rate education and the experience of growing their own food in the edible schoolyard, a dynamic, innovative concept that is inspiring other educational institutions throughout the nation. Mrs. Grimm Marshall also has served on the CSU Bakersfield Foundation Board, among a long list of appointments and volunteer work.

Mrs. Grimm Anderson has contributed her time and passion to the community and beyond, serving on a multitude of boards over the decades, including the Junior League of Bakersfield and the Board of Regents at Concordia University in Irvine. Through the Robert Grimm Family Foundation, Mrs. Grimm Anderson provided funding for the Robert A. Grimm Children's Pavilion for Emergency Services at Bakersfield Memorial Hospital and has given transformational gifts to a number of faith-based organizations and schools.

Mrs. Grimm Marshall and Mrs. Grimm Anderson have become rooted in the community they joined nearly 40 years ago, and have passed down their love of place to their own children, who have leadership roles in Grimmway Farms today. Through ethical, principled business practices, innovative, bold vision, and their servant hearts, Mrs. Grimm Marshall and Mrs. Grimm Anderson are exemplars to CSUB students – and the community at large – of what is possible through engagement, hard work and enterprise. Their belief in CSUB students will help ensure that the region remains a powerhouse and innovator in agribusiness, and that generations of Valley sons and daughters will have the opportunity to work the land, a time-honored expression of Valley heritage.

**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Grimm Family Center for Agricultural Business be established at California State University, Bakersfield.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Annual Report on Donor Support for 2018-2019**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Lori A. Redfearn  
Assistant Vice Chancellor  
Systemwide Advancement

#### **Summary**

This item presents information on donor support to the California State University from July 1, 2018 to June 30, 2019. Section 89720 of the Education Code requires that an annual gift report be submitted to the California Joint Legislative Budget Committee and the California Department of Finance.

A full report is available at <http://www.calstate.edu/donorsupport>.

#### **Overview**

In 2018-2019, the California State University received almost \$570 million in new gift commitments and more than \$370 million in gift receipts, with both figures surpassing previous all-time highs.

Sixteen campuses and the Chancellor's Office had increases in giving. The CSU also had over 268,000 individual donors, the most ever.

#### **Gifts Received**

Such record-setting support testifies to the confidence that donors have in the power of the CSU to propel the state of California forward and create positive change in our communities. Donors' generosity resulted in over \$370 million in new gifts and pledge payments received for 2018-2019. Of that total, less than 2%, or \$7 million, was unrestricted.

Endowments grew by over \$87 million in new contributions, which will provide support in perpetuity. More than half of endowment gifts are designated to scholarships.

For long-term capital projects, campuses received \$35 million for major facility construction and renovation.

Donor designated support for current operations of \$237 million included:

- \$88 million for faculty support and academic enrichment
- \$33 million for student scholarships
- \$16 million for athletics
- \$53 million for public service programs
- \$5 million for equipment and facility improvements
- \$42 million for additional university priorities

Donors committed an additional \$4.8 million in irrevocable deferred gifts.

### **Performance Benchmarking**

Gift receipts are the national standard used by the Council for Advancement and Support of Education to compare fundraising results across universities. National peer groups are based on classification groups developed by the Carnegie Commission on Higher Education.

Among public master's institutions across the nation, CSU campuses in the top twenty for fundraising include: San Luis Obispo (first), San José (ninth), Northridge (11<sup>th</sup>), Long Beach (12<sup>th</sup>) and Sacramento (15<sup>th</sup>). San Diego State ranked third among high research activity (R2) public doctoral institutions. San Francisco State, Fresno State and Cal State Fullerton ranked first, fourth and eighth, respectively, among public doctoral institutions with moderate research activity (R3). Cal Maritime ranked first among maritime academies.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Annual Report on Donor Support for 2018-2019 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.