

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 1:45 p.m. Tuesday, January 25, 2005**  
**Glenn S. Dumke Auditorium**

Debra S. Farar, Chair  
Carol R. Chandler  
Ricardo F. Icaza  
Kathleen E. Kaiser  
Shailesh J. Mehta  
Melinda Guzman Moore  
Kyriakos Tsakopoulos

#### **Consent Item**

Approval of Meeting Minutes of November 16, 2004

#### **Discussion Items**

1. Naming of a Facility – California State University, Long Beach, *Action*
2. Approval of the 2003/2004 Annual Report on External Support, *Action*
3. Proposed Name Change for California State University, Hayward, *Action*
4. Council for Advancement and Support of Education Awards, *Information*

*REVISED*

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

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

**November 16, 2004**

**Members Present**

Debra S. Farar, Vice Chair  
Carol R. Chandler  
Kathleen Kaiser  
Melinda Guzman Moore  
Kyriakos Tsakopoulos

**Approval of Minutes**

The minutes of September 14, 2004, were approved as submitted.

**Naming of Warrior Arena – California State University, Stanislaus**

Mr. Richard P. West, executive vice chancellor and chief financial officer, presented the item. He explained the item calls for the board's approval to name the Warrior Arena at California State University, Stanislaus, *DreamLife Financial Arena*, and the university's outdoor playing fields (baseball, softball, soccer, and track), *DreamLife Financial Fields*, respectively.

The naming recognizes a \$1 million dollar commitment by Mr. Tony Daniloo, President/CEO of Dreamlife Financial, Inc. The sponsorship will be used to enhance the athletics program by augmenting operating expenditures, building endowments, and increasing talent scholarships.

Dr. Marvalene Hughes, president, California State University, Stanislaus addressed the board noting that Mr. Daniloo and his wife were unable to attend the meeting but had sent their representative, Ms. Carrie Cardoza. Ms. Cardoza then accepted a recognition resolution from the university for presentation to Mr. and Mrs. Daniloo.

On behalf of the board, Trustee Farar expressed her gratitude to the Daniloos for their generosity and commitment to California State University, Stanislaus.

The committee unanimously recommended adoption of the resolution to name the Warrior Arena at California State University, Stanislaus, *DreamLife Financial Arena*, and the university's outdoor playing fields (baseball, softball, soccer, and track), *DreamLife Financial Fields*, respectively (RIA 11-04-16).

### **California State University, Impact Study**

Dr. Charles B. Reed, chancellor, the California State University, introduced the item. Chancellor Reed reviewed the process and rationale leading to the decision to develop the study. The Chancellor then introduced Dr. Edmund (Ted) Eagan, from ICF Consulting, who presented a slide presentation and described in detail, the analyses and key findings of the study.

Several key highlights of the report note:

- For every \$1 the state invests in CSU, CSU-related expenditures generate \$4.41 in spending.
- The CSU sustains over 207,000 jobs in California
- The CSU provides the majority of the skilled professional labor that is critical to the state's knowledge-based industries including agriculture, engineering, business, technology, media and computer science.
- The CSU is a leader in educating the increasingly diverse population of the state. More than half of all undergraduate degrees granted to the Latino, African American and Native American students in California were awarded by the CSU in 2002-03.
- The CSU improves local communities. Students on our 23 campuses contribute 35 million hours a year to activities ranging from preschool reading programs to public art preservation to health education and literacy projects.

The study clearly demonstrates the tremendous impact the California State University (CSU) has in the state. The study also shows that the CSU is an economic powerhouse, generating more in tax revenue for the state and local governments than is provided to the CSU in direct annual state support.

Chancellor Reed added the results from the report also show the impact of each of the 23 campuses on their respective communities, regionally and on major industries within the state.

Trustee Farar thanked all those involved in the research and development of this landmark study.

### **Proposed Name Change for California State University, Hayward**

Chancellor Reed introduced the item explaining it was a proposal to change the name of California State University, Hayward, to California State University, East Bay. The chancellor reviewed the reasoning behind the proposed name change as laid out in the written agenda item.

Dr. Norma S. Rees, president, CSU, Hayward addressed the committee and provided additional

details and justification including the university's expanded vision and its role as a regional institution.

The committee heard comments from members of the public including:

Roberta Cooper, Mayor, City of Hayward

Jesus Armas, Hayward City Manager

Tim Silva, Senior Vice President, Greater Bay Region Wells Fargo; Chair, CSU, Hayward Educational Foundation Board of Trustees; and CSU, Hayward Alumnus

Sylvia Jesuit, Senior Vice President, Bank of America; Former Member of the CSU, Hayward Alumni Association Board of Directors; and CSU, Hayward Alumnus

Sonny Kij, CSU, Hayward student

Heather Stark, CSU, Hayward student

Pat Gannt, President, CSEA

Trustee Farar thanked everyone for their remarks.

Chancellor Reed emphasized the item was presented for information only at this time and would be brought back to the board for final action at the January 2005 board meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – California State University, Long Beach**

#### **Presentation by:**

Richard P. West  
Executive Vice Chancellor  
and Chief Financial Officer

#### **Summary**

This item will consider naming the Pyramid Events Center, Building 73 at California State University, Long Beach, as the Mike and Arline Walter Pyramid.

This proposal, submitted by California State University, Long Beach, 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 CSULB Academic Senate.

#### **Background**

The proposed naming of this facility recognizes Mike and Arline Walter for their recent \$2.1 million donation to California State University, Long Beach, with \$1.1 million designated for Athletic programs and \$1 million designated to the Edge of Excellence Endowment for Teaching and Learning. Theirs served as the lead gift of a total combined donation of \$3.3 million in support of Athletics and The Edge of Excellence Endowment offered by the Walters and five other couples.

An esteemed Dean-emeritus and professor of California State University, Long Beach's College of Business of Administration from 1993 to 1999, Dr. Walter continues to teach as a member of the Department of Information Systems. During his leadership, Dr. Walter increased the college's declining enrollment by nearly 60 percent. He established new courses and tracks, established centers of excellence, obtained significant grants and improved the college's role within the greater Long Beach community. Since his arrival at California State University, Long Beach, Dr. and Mrs. Walter have been strong supporters of numerous programs at the university, particularly Athletics and the College of Business Administration.

A former senior vice president of Levi Strauss & Co., Dr. Walter's academic career included an endowed chair in economics and business administration, as well as service as Dean of the College of Business Administration at Saint Mary's College of California and administrative

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positions at the University of Michigan, where he was director of state relations and planning, and director of administrative and business systems. He holds B.S., M.S. and Ph.D. degrees from the University of Iowa.

Mrs. Walter taught mathematics at Simpson College in Iowa before launching a successful career in information technology, ultimately working as a vice president for information technology in the financial services industry, first for Wells Fargo and then for Union Bank of California. She holds B.A. and M.S. degrees from the University of Iowa and an Executive MBA from Saint Mary's College of California.

The Edge of Excellence Endowment focuses on enhancements to the teaching and research experience for CSULB faculty. The gift to Athletics will expand or enhance facilities that support the university's student-athletes, including the Center for Student Athlete Academic Services, the 49er Athletics Strength and Conditioning Complex, and the Pyramid Events Center.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the Pyramid Events Center at California State University, Long Beach, Building 73, be named the Mike and Arline Walter Pyramid.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### Approval of the 2003/2004 Annual Report on External Support

#### Presentation By

Richard P. West  
Executive Vice Chancellor and Chief Financial Officer

#### Summary

This item presents information on external support received by the 23-campus California State University system from July 1, 2003 to June 30, 2004. Section 89720 of the Education Code requires that an annual gift report be submitted to the California Postsecondary Education Commission, the Joint Legislative Budget Committee, and the Department of Finance.

The report data is attached in Charts I through VIII. As is customary, the *2003/2004 Annual Report on External Support to the California State University* will be distributed at the Board meeting. This document will provide a summary and graphic illustration of the data. Following presentation of this report, campus highlights will be available for viewing on the system website at [www.calstate.edu/ua/0304ExternalReport](http://www.calstate.edu/ua/0304ExternalReport).

#### Overview

The California State University continues to enhance the teaching and learning experience through the generosity of private donors. Donors committed over \$283 million in new gifts, new pledges and testamentary provisions in fiscal year 2003/2004. These supporters followed a trend of stretching commitments over multi-year pledges during the State's weak economic recovery. The \$283 million represents the work accomplished by Presidents and their staff in attracting support to the university during the fiscal year. This achievement compares to \$302 million in philanthropic productivity in 2002/2003.

Charitable gift receipts, a combination of new gift receivables and pledge payments, totaled over \$227 million. Gift receipts represent the ongoing work of advancement programs that result in cash and in-kind gifts received during the fiscal year. Charitable gift receipts declined 4.4% in 2003/2004 compared to the prior year. The Giving USA Foundation recently reported that, nationally, gifts to education dropped 3% in 2003 and 2% in 2002.

Of all charitable gifts received, donors designated 97 percent for specific purposes. Recognizing the needs of a growing student population, alumni and friends provided over \$13 million for

student aid and over \$51 million toward building projects. Additionally, nearly \$39 million was added to university endowments to provide a lasting legacy of support.

In addition to charitable support, the university received over \$1 billion in operating grants and contracts revenue. Federal grants exceeding \$684 million included student financial assistance grants such as Pell, Supplemental Educational Opportunity Grants and Work Study.

## **Attachments**

### Chart I: Philanthropic Productivity 2003/2004 Fiscal Year

The data represents current year performance in developing philanthropic support for the institution. In addition to recognizing new gifts generated to support the institution, this measure acknowledges the important work achieved in securing on-going commitments through multi-year pledges and support promised through testamentary provisions in wills and trusts.

### Chart II: Grants and Contracts, Noncapital 2003/2004 Fiscal Year

This data, reported from the audited financial statements, represents operating support to the institution derived from governmental grants and commercial contracts. These numbers do not include state general fund support.

### Chart III: Charitable Gift Receipts Historical 2000 through 2004

This chart tracks a five-year history of new gifts and pledge payments received from alumni, parents, other individuals, corporations, foundations and other organizations. Charitable gift receipts, also known as Voluntary Support, are reported to the Council for Aid to Education in the national Voluntary Support of Education survey. The Council for Advancement and Support of Education (CASE) governs the standards used for reporting these gifts.

### Chart IV: Charitable Gift Receipts by Source

Campus specific data that identifies the source of charitable gift receipts: alumni, parents, other individuals, foundations, corporations and other organizations.

### Chart V: Charitable Gift Receipts by Purpose

Campus specific data that identifies the purpose for which donors designated their support.

### Chart VI: Charitable Gift Receipts Comparison

The chart provides a two-year comparison of systemwide results by both the gift source and the gift purpose.

### Chart VII: Endowment Market Values

This chart tracks a five-year history of endowment market values and compares the difference in values between 2002/2003 and 2003/2004.

Chart VIII: Alumni Data

Provides a campus-by-campus breakdown of alumni information including number of addressable alumni, alumni association membership, alumni solicited, alumni donors and alumni gifts.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the Board adopts the *2003/2004 Annual Report of External Support to the California State University* for submission, as required by law, to the California Postsecondary Education Commission, the California Joint Legislative Budget Committee, and the California Department of Finance.

Philanthropic Productivity  
2003/2004 Fiscal Year  
Chart I

REVISED

Campus	New Pledges	New Gifts	Testamentary Commitments	Total Philanthropic Productivity	2003/04 Net General Fund	Philanthropic Productivity as a Percent of the Net General Fund
Bakersfield	\$ 231,699	\$ 1,061,154	\$ -	\$ 1,292,853	\$ 52,188,000	2%
Channel Islands	\$ 222,967	\$ 1,484,633	\$ -	\$ 1,707,600	\$ 27,202,000	6%
Chico	\$ 98,111	\$ 5,791,283	\$ 675,000	\$ 6,564,394	\$ 101,388,600	6%
Dominguez Hills	\$ 32,509	\$ 2,499,328	\$ -	\$ 2,531,837	\$ 63,851,200	4%
Fresno	\$ 5,116,600	\$ 10,954,386	\$ 1,550,000	\$ 17,620,986	\$ 127,744,000	14%
Fullerton	\$ 3,235,646	\$ 6,135,888	\$ -	\$ 9,371,534	\$ 144,348,200	6%
Hayward	\$ 1,423,851	\$ 1,308,340	\$ -	\$ 2,732,191	\$ 77,733,700	4%
Humboldt	\$ 449,361	\$ 2,997,566	\$ 2,111,841	\$ 5,558,768	\$ 63,159,200	9%
Long Beach	\$ 85,000	\$ 21,140,742	\$ 11,869,500	\$ 33,095,242	\$ 170,245,700	19%
Los Angeles	\$ 1,113,546	\$ 3,883,014	\$ 1,113,500	\$ 6,110,060	\$ 110,914,400	6%
Maritime Academy	\$ 12,600	\$ 1,889,584	\$ -	\$ 1,902,184	\$ 13,371,800	14%
Monterey Bay	\$ 6,079,068	\$ 1,733,473	\$ -	\$ 7,812,541	\$ 43,845,200	18%
Northridge	\$ 91,045	\$ 25,573,277	\$ 140,000	\$ 25,804,322	\$ 159,797,800	16%
Pomona	\$ 316,250	\$ 4,744,291	\$ -	\$ 5,060,541	\$ 122,882,300	4%
Sacramento	\$ 25,000	\$ 6,673,200	\$ 1,000,800	\$ 7,699,000	\$ 140,895,000	5%
San Bernardino	\$ 275,667	\$ 3,086,581	\$ 600,000	\$ 3,962,248	\$ 87,281,300	5%
San Diego	\$ 15,736,050	\$ 44,262,219	\$ 3,355,000	\$ 63,353,269	\$ 184,983,000	34%
San Francisco	\$ 7,853,364	\$ 6,542,375	\$ 2,900,000	\$ 17,295,739	\$ 137,491,800	13%
San Jose	\$ 283,058	\$ 11,485,588	\$ 5,000	\$ 11,773,646	\$ 144,560,400	8%
San Luis Obispo	\$ 11,489,517	\$ 19,600,530	\$ 1,440,000	\$ 32,530,047	\$ 122,013,400	27%
San Marcos	\$ 260,000	\$ 1,998,325	\$ -	\$ 2,258,325	\$ 51,524,400	4%
Sonoma	\$ 10,782,360	\$ 2,536,771	\$ -	\$ 13,319,131	\$ 50,834,400	26%
Stanislaus	\$ 314,427	\$ 1,636,364	\$ -	\$ 1,950,791	\$ 50,390,900	4%
Chancellor's Office	\$ -	\$ 2,301,242	\$ -	\$ 2,301,242		
<b>TOTAL</b>	<b>\$ 65,527,696</b>	<b>\$ 191,320,154</b>	<b>\$ 26,760,641</b>	<b>\$ 283,608,491</b>		
					<b>Systemwide Performance</b>	<b>11%</b>

Grants and Contracts Revenue, Non-Capital  
 2003/2004 Fiscal Year  
 Chart II

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Campus	Federal	State and Local	Non Governmental	Total Grants and Contract Revenue
Bakersfield	\$ 14,375,261	\$ 5,212,445	\$ 3,747,509	\$ 23,335,215
Channel Islands	\$ 1,157,596	\$ 2,498,741	\$ 225,000	\$ 3,881,337
Chico	\$ 27,165,670	\$ 10,424,899	\$ 6,045,194	\$ 43,635,763
Dominguez Hills	\$ 20,804,533	\$ 9,346,518	\$ 1,105,526	\$ 31,256,577
Fresno	\$ 39,961,114	\$ 17,827,276	\$ 5,649,594	\$ 63,437,984
Fullerton	\$ 29,474,704	\$ 12,774,725	\$ 4,552,863	\$ 46,802,292
Hayward	\$ 16,977,251	\$ 4,383,426	\$ 879,345	\$ 22,240,022
Humboldt	\$ 13,700,070	\$ 4,405,118	\$ 2,395,648	\$ 20,500,836
Long Beach	\$ 49,441,234	\$ 15,608,929	\$ 3,793,292	\$ 68,843,455
Los Angeles	\$ 46,554,107	\$ 12,745,526	\$ 2,641,995	\$ 61,941,628
Maritime Academy	\$ 551,514	\$ 226,895	\$ -	\$ 778,409
Monterey Bay	\$ 14,166,519	\$ 4,459,044	\$ 1,023,423	\$ 19,648,986
Northridge	\$ 48,298,622	\$ 17,682,549	\$ 10,202,271	\$ 76,183,442
Pomona	\$ 28,927,226	\$ 11,204,055	\$ 3,927,056	\$ 44,058,337
Sacramento	\$ 37,122,707	\$ 39,002,313	\$ 4,813,784	\$ 80,938,804
San Bernardino	\$ 26,202,292	\$ 12,160,902	\$ 7,238,974	\$ 45,602,168
San Diego	\$ 98,348,539	\$ 31,630,873	\$ 19,689,298	\$ 149,668,710
San Francisco	\$ 65,857,702	\$ 14,747,744	\$ 2,752,461	\$ 83,357,907
San Jose	\$ 45,317,149	\$ 16,113,543	\$ 3,920,660	\$ 65,351,352
San Luis Obispo	\$ 17,751,198	\$ 11,491,135	\$ 2,453,593	\$ 31,695,926
San Marcos	\$ 11,502,985	\$ 2,303,574	\$ 1,605,465	\$ 15,412,024
Sonoma	\$ 17,575,312	\$ 17,654,513	\$ 2,292,871	\$ 37,522,696
Stanislaus	\$ 13,214,232	\$ 5,110,806	\$ 453,185	\$ 18,778,223
Chancellor's Office	\$ -	\$ -	\$ -	\$ -
<b>TOTALS:</b>	<b>\$ 684,447,537</b>	<b>\$ 279,015,549</b>	<b>\$ 91,409,007</b>	<b>\$ 1,054,872,093</b>

Charitable Gift Receipts  
Historical: 2000 through 2004  
Chart III

REVISED

<i>Campus</i>	<i>1999/00</i>	<i>2000/01</i>	<i>2001/02</i>	<i>2002/03</i>	<i>2003/04</i>
Bakersfield	\$ 3,538,188	\$ 2,490,865	\$ 1,654,583	\$ 1,747,994	\$ 1,442,804
Channel Islands	\$ 726,857	\$ 2,437,693	\$ 6,441,947	\$ 3,783,376	\$ 1,484,633
Chico	\$ 6,288,329	\$ 4,863,379	\$ 5,167,714	\$ 6,924,531	\$ 5,791,283
Dominguez Hills	\$ 2,810,710	\$ 1,148,028	\$ 3,020,671	\$ 9,776,654	\$ 2,501,828
Fresno	\$ 23,654,200	\$ 22,744,100	\$ 23,072,734	\$ 22,426,465	\$ 14,341,686
Fullerton	\$ 484,395	\$ 3,849,551	\$ 4,502,168	\$ 4,925,196	\$ 6,359,362
Hayward	\$ 1,547,419	\$ 1,122,298	\$ 994,808	\$ 1,317,341	\$ 1,838,853
Humboldt	\$ 2,861,452	\$ 3,174,240	\$ 2,168,744	\$ 2,016,858	\$ 8,141,778
Long Beach	\$ 22,152,957	\$ 26,627,400	\$ 24,246,245	\$ 25,526,889	\$ 21,190,992
Los Angeles	\$ 9,555,246	\$ 9,952,705	\$ 9,326,111	\$ 4,746,509	\$ 5,485,426
Maritime Academy	\$ 199,617	\$ 5,368,406	\$ 1,510,830	\$ 1,124,531	\$ 1,890,021
Monterey Bay	\$ 1,401,928	\$ 3,693,743	\$ 3,192,338	\$ 2,591,648	\$ 2,113,734
Northridge	\$ 7,776,289	\$ 12,350,518	\$ 12,517,604	\$ 18,849,318	\$ 28,822,284
Pomona	\$ 12,628,486	\$ 10,427,970	\$ 12,886,168	\$ 12,928,743	\$ 5,206,638
Sacramento	\$ 7,898,310	\$ 7,418,816	\$ 5,455,407	\$ 12,587,492	\$ 6,818,200
San Bernardino	\$ 8,310,231	\$ 4,483,103	\$ 3,260,934	\$ 5,420,830	\$ 3,160,626
San Diego	\$ 39,634,776	\$ 42,097,267	\$ 52,706,465	\$ 43,372,743	\$ 50,024,618
San Francisco	\$ 14,010,529	\$ 12,682,643	\$ 7,812,066	\$ 10,497,178	\$ 7,420,881
San Jose	\$ 14,113,330	\$ 11,768,556	\$ 10,990,480	\$ 10,855,527	\$ 11,680,810
San Luis Obispo	\$ 24,614,921	\$ 43,162,232	\$ 44,324,640	\$ 21,052,479	\$ 28,151,469
San Marcos	\$ 507,907	\$ 2,806,730	\$ 6,288,961	\$ 3,516,710	\$ 2,279,351
Sonoma	\$ 16,148,151	\$ 10,818,658	\$ 8,309,578	\$ 6,127,358	\$ 5,947,910
Stanislaus	\$ 2,986,521	\$ 1,650,632	\$ 3,538,161	\$ 4,714,805	\$ 2,983,798
Chancellor's Office	\$ 1,730,787	\$ 1,104,172	\$ 3,897,950	\$ 1,002,129	\$ 2,301,242
<b>TOTAL</b>	<b>\$ 225,581,536</b>	<b>\$ 248,243,705</b>	<b>\$ 257,287,307</b>	<b>\$ 237,833,304</b>	<b>\$ 227,380,227</b>

Charitable Gift Receipts  
by Source  
2003/2004 Fiscal Year  
Chart IV

REVISED

Campus	Individuals			Organizations		
	Alumni	Parents	Other	Foundations	Corporations	Other
			Individuals			Organizations
Bakersfield	\$ 130,384	\$ 26,809	\$ 427,664	\$ 167,509	\$ 665,592	\$ 24,846
Channel Islands	\$ 1,465	\$ 100	\$ 1,047,993	\$ 800	\$ 265,770	\$ 168,505
Chico	\$ 771,530	\$ 287,587	\$ 779,856	\$ 2,426,572	\$ 1,398,515	\$ 127,223
Dominguez Hills	\$ 28,414	\$ 4,052	\$ 1,138,530	\$ 251,200	\$ 917,228	\$ 162,404
Fresno	\$ 2,051,520	\$ 16,148	\$ 5,410,539	\$ 2,104,600	\$ 4,030,254	\$ 728,625
Fullerton	\$ 1,211,805	\$ 37,205	\$ 1,794,267	\$ 1,011,249	\$ 2,027,439	\$ 277,397
Hayward	\$ 352,308	\$ 1,100	\$ 646,300	\$ 533,105	\$ 248,030	\$ 58,010
Humboldt	\$ 890,095	\$ 43,351	\$ 5,804,299	\$ 350,373	\$ 751,673	\$ 301,987
Long Beach	\$ 2,119,841	\$ 343,108	\$ 4,392,871	\$ 1,644,633	\$ 12,139,626	\$ 550,913
Los Angeles	\$ 371,255	\$ 2,910	\$ 1,625,844	\$ 1,273,690	\$ 1,748,925	\$ 462,802
Maritime Academy	\$ 95,748	\$ 13,199	\$ 75,465	\$ 9,000	\$ 1,620,958	\$ 75,651
Monterey Bay	\$ 4,791	\$ 15,816	\$ 1,176,658	\$ 443,860	\$ 396,842	\$ 75,767
Northridge	\$ 791,061	\$ 139,284	\$ 17,390,824	\$ 3,790,781	\$ 6,558,591	\$ 151,743
Pomona	\$ 749,569	\$ 73,939	\$ 1,828,124	\$ 655,773	\$ 1,198,664	\$ 700,569
Sacramento	\$ 466,550	\$ 8,850	\$ 4,021,422	\$ 507,204	\$ 1,430,766	\$ 383,408
San Bernardino	\$ 142,771	\$ 118,619	\$ 1,762,800	\$ 491,070	\$ 567,499	\$ 77,867
San Diego	\$ 3,241,701	\$ 220,424	\$ 19,024,986	\$ 6,176,599	\$ 15,007,314	\$ 6,353,594
San Francisco	\$ 520,483	\$ 330	\$ 1,066,807	\$ 2,597,987	\$ 2,066,169	\$ 1,169,105
San Jose	\$ 2,258,000	\$ 4,831	\$ 1,716,451	\$ 4,561,658	\$ 3,057,102	\$ 82,768
San Luis Obispo	\$ 3,521,634	\$ 1,131,816	\$ 8,683,070	\$ 1,424,429	\$ 13,036,825	\$ 353,695
San Marcos	\$ 40,070	\$ 1,600	\$ 439,944	\$ 251,750	\$ 1,401,474	\$ 144,513
Sonoma	\$ 649,776	\$ 3,142	\$ 1,644,461	\$ 2,256,273	\$ 612,548	\$ 781,710
Stanislaus	\$ 136,454	\$ 2,390	\$ 1,439,925	\$ 296,130	\$ 988,498	\$ 120,401
Chancellor's Office	\$ -	\$ -	\$ 1,944,385	\$ 147,744	\$ 209,000	\$ 113
<b>TOTAL</b>	<b>\$ 20,547,225</b>	<b>\$ 2,496,610</b>	<b>\$ 85,283,485</b>	<b>\$ 33,373,989</b>	<b>\$ 72,345,302</b>	<b>\$ 13,333,616</b>

Charitable Gift Receipts  
 By Purpose  
 Fiscal Year 2003/ 2004  
 Chart V

REVISED

Campus	Current Operations		Capital Purposes				Deferred Gifts
	Unrestricted	Restricted	Campus Improvements Property, Buildings and Equipment	Endowment		Loan Funds	
				Unrestricted	Restricted		
Bakersfield	\$ 104,091	\$ 1,010,345	\$ 165,287	\$ 1,000	\$ 147,081	\$ -	\$ 15,000
Channel Islands	\$ 288,646	\$ 626,884	\$ 569,103	\$ -	\$ -	\$ -	\$ -
Chico	\$ 297,090	\$ 1,635,189	\$ -	\$ 500	\$ 3,794,182	\$ 2,710	\$ 61,612
Dominguez Hills	\$ 508,692	\$ 993,136	\$ 1,000,000	\$ -	\$ -	\$ -	\$ -
Fresno	\$ 456,100	\$ 7,764,986	\$ 3,389,100	\$ -	\$ 2,731,500	\$ -	\$ -
Fullerton	\$ 180,358	\$ 4,224,502	\$ 974,708	\$ 600	\$ 944,194	\$ -	\$ 35,000
Hayward	\$ 129,557	\$ 737,118	\$ 898,183	\$ -	\$ 73,995	\$ -	\$ -
Humboldt	\$ 607,238	\$ 7,217,048	\$ -	\$ -	\$ 317,261	\$ 231	\$ -
Long Beach	\$ 1,411,677	\$ 18,536,805	\$ 469,886	\$ 80,127	\$ 562,497	\$ -	\$ 130,000
Los Angeles	\$ 296,051	\$ 3,355,800	\$ 658,417	\$ -	\$ 1,175,158	\$ -	\$ -
Maritime Academy	\$ 93,883	\$ 206,495	\$ 1,500,748	\$ 17,000	\$ 21,345	\$ -	\$ 50,550
Monterey Bay	\$ 33,186	\$ 1,099,668	\$ 822,092	\$ -	\$ 158,788	\$ -	\$ -
Northridge	\$ 153,067	\$ 5,218,283	\$ 19,922,404	\$ -	\$ 3,472,294	\$ -	\$ 56,236
Pomona	\$ 329,208	\$ 3,177,204	\$ 1,286,082	\$ 1,000	\$ 413,144	\$ -	\$ -
Sacramento	\$ 179,434	\$ 4,509,280	\$ 972,480	\$ 258	\$ 1,056,748	\$ -	\$ 100,000
San Bernardino	\$ 470,670	\$ 1,362,618	\$ 426,047	\$ -	\$ 401,291	\$ -	\$ 500,000
San Diego	\$ 244,006	\$ 36,628,657	\$ 4,631,512	\$ -	\$ 7,708,009	\$ -	\$ 812,434
San Francisco	\$ 83,244	\$ 5,409,328	\$ 1,081,584	\$ -	\$ 471,801	\$ -	\$ 374,924
San Jose	\$ 377,484	\$ 7,440,848	\$ 2,714,146	\$ -	\$ 1,042,792	\$ -	\$ 105,540
San Luis Obispo	\$ 668,482	\$ 8,274,560	\$ 7,694,288	\$ -	\$ 11,294,824	\$ 300	\$ 219,015
San Marcos	\$ 280,428	\$ 1,728,198	\$ 28,541	\$ -	\$ 102,758	\$ -	\$ 139,426
Sonoma	\$ 12,559	\$ 3,734,719	\$ 1,826,470	\$ -	\$ 254,162	\$ -	\$ 120,000
Stanislaus	\$ 107,058	\$ 1,582,624	\$ 249,392	\$ 5,000	\$ 1,039,724	\$ -	\$ -
Chancellor's Office	\$ 70,521	\$ 530,721	\$ -	\$ -	\$ 1,700,000	\$ -	\$ -
<b>TOTAL</b>	<b>\$ 7,382,730</b>	<b>\$ 127,005,016</b>	<b>\$ 51,280,470</b>	<b>\$ 105,485</b>	<b>\$ 38,883,548</b>	<b>\$ 3,241</b>	<b>\$ 2,719,737</b>

Charitable Gift Receipts  
Comparison Between  
2002/2003 and 2003/2004  
Chart VI

REVISED

Category	2002/03	2003/04	Difference	
			Amount	Percent
<b>Source of Support</b>				
<b>Individuals</b>				
Alumni	\$ 21,156,871	\$ 20,547,225	\$ (609,646)	-2.9%
Parents	\$ 2,213,693	\$ 2,496,610	\$ 282,917	12.8%
Others	\$ 67,743,053	\$ 85,283,485	\$ 17,540,432	25.9%
<b>Individuals Total</b>	<b>\$ 91,113,617</b>	<b>\$ 108,327,320</b>	<b>\$ 17,213,703</b>	
<b>Organizations</b>				
Foundations	\$ 39,886,503	\$ 33,373,989	\$ (6,512,514)	-16.3%
Corporations	\$ 82,286,297	\$ 72,345,302	\$ (9,940,995)	-12.1%
Others	\$ 24,546,887	\$ 13,333,616	\$ (11,213,271)	-45.7%
<b>Organizations Total</b>	<b>\$ 146,719,687</b>	<b>\$ 119,052,907</b>	<b>\$ (27,666,780)</b>	
<b>Source of Support Total</b>	<b>\$ 237,833,304</b>	<b>\$ 227,380,227</b>	<b>\$ (10,453,077)</b>	<b>-4.4%</b>

<b>Gift Purposes</b>				
<b>Current Operations</b>				
Unrestricted	\$ 7,784,515	\$ 7,382,730	\$ (401,785)	-5.2%
Restricted	\$ 146,658,728	\$ 127,005,016	\$ (19,653,712)	-13.4%
<b>Current Operations Total</b>	<b>\$ 154,443,243</b>	<b>\$ 134,387,746</b>	<b>\$ (20,055,497)</b>	
<b>Capital Purposes</b>				
Property, Buildings and Equipment	\$ 36,619,696	\$ 51,280,470	\$ 14,660,774	40.0%
Endowment: Unrestricted	\$ 837,709	\$ 105,485	\$ (732,224)	-87.4%
Endowment: Restricted	\$ 28,990,326	\$ 38,883,548	\$ 9,893,222	34.1%
Loan Funds	\$ 13,651	\$ 3,241	\$ (10,410)	-76.3%
<b>Capital Purposes Total</b>	<b>\$ 66,461,382</b>	<b>\$ 90,272,744</b>	<b>\$ 23,811,362</b>	
<b>Deferred Gifts</b>	<b>\$ 16,928,679</b>	<b>\$ 2,719,737</b>	<b>\$ (14,208,942)</b>	<b>-83.9%</b>
<b>Gift Purposes Total</b>	<b>\$ 237,833,304</b>	<b>\$ 227,380,227</b>	<b>\$ (10,453,077)</b>	<b>-4.4%</b>

Endowment Market Value  
 Historical: 2000 through 2004  
 Chart VII

REVISED

1999/00	2000/01	2001/02	2002/03	2003/04
\$ 5,698,600	\$ 5,524,063	\$ 5,047,760	\$ 5,341,499	\$ 6,659,314
\$ 63,140	\$ 283,534	\$ 6,039,310	\$ 6,278,709	\$ 7,251,685
\$ 34,027,000	\$ 36,041,586	\$ 31,600,718	\$ 32,273,703	\$ 40,948,659
\$ 2,597,220	\$ 2,758,635	\$ 3,188,675	\$ 3,192,337	\$ 4,372,964
\$ 56,598,400	\$ 60,038,051	\$ 61,968,349	\$ 65,263,146	\$ 75,961,298
\$ 6,922,990	\$ 7,160,478	\$ 6,230,182	\$ 6,468,545	\$ 8,329,631
\$ 5,440,020	\$ 4,883,447	\$ 3,959,091	\$ 4,122,370	\$ 5,220,747
\$ 11,634,166	\$ 11,817,244	\$ 10,174,133	\$ 12,228,715	\$ 11,588,553
\$ 16,959,000	\$ 18,662,251	\$ 19,737,754	\$ 19,081,132	\$ 25,756,266
\$ 9,250,860	\$ 10,734,751	\$ 8,913,456	\$ 9,287,787	\$ 10,890,180
\$ 624,293	\$ 815,477	\$ 1,511,938	\$ 1,523,404	\$ 1,475,449
\$ 49,000	\$ 857,957	\$ 2,149,611	\$ 1,204,263	\$ 1,490,346
\$ 31,993,200	\$ 38,810,985	\$ 36,565,206	\$ 30,179,989	\$ 36,850,287
\$ 12,428,900	\$ 14,333,008	\$ 14,410,455	\$ 17,241,435	\$ 20,516,786
\$ 9,415,280	\$ 9,860,250	\$ 9,928,869	\$ 12,693,475	\$ 13,775,830
\$ 7,407,790	\$ 8,920,302	\$ 7,505,058	\$ 7,917,430	\$ 9,125,615
\$ 61,073,200	\$ 64,709,301	\$ 73,971,717	\$ 76,678,958	\$ 94,517,802
\$ 20,645,000	\$ 21,228,462	\$ 21,083,053	\$ 25,039,271	\$ 22,529,725
\$ 28,390,000	\$ 25,855,808	\$ 31,665,731	\$ 26,604,126	\$ 34,213,068
\$ 62,525,000	\$ 72,093,206	\$ 83,995,443	\$ 102,054,526	\$ 123,954,441
\$ 7,363,250	\$ 7,197,808	\$ 9,691,298	\$ 9,689,630	\$ 11,169,632
\$ 25,906,200	\$ 27,074,833	\$ 27,872,820	\$ 33,220,099	\$ 41,023,527
\$ 2,529,530	\$ 2,768,819	\$ 3,820,837	\$ 5,440,936	\$ 6,843,150
\$ 1,208,210	\$ 3,341,751	\$ 5,443,318	\$ 5,650,123	\$ 6,945,516
\$ 420,750,249	\$ 455,772,007	\$ 486,474,782	\$ 518,675,608	\$ 621,410,471

2002/03 - 2003/04 Comparison	
Amount	Percentage
\$ 1,317,815	24.67%
\$ 972,976	15.50%
\$ 8,674,956	26.88%
\$ 1,180,627	36.98%
\$ 10,698,152	16.39%
\$ 1,861,086	28.77%
\$ 1,098,377	26.64%
\$ (640,162)	-5.23%
\$ 6,675,134	34.98%
\$ 1,602,393	17.25%
\$ (47,955)	-3.15%
\$ 286,083	23.76%
\$ 6,670,298	22.10%
\$ 3,275,351	19.00%
\$ 1,082,355	8.53%
\$ 1,208,185	15.26%
\$ 17,838,844	23.26%
\$ (2,509,546)	-10.02%
\$ 7,608,942	28.60%
\$ 21,899,915	21.46%
\$ 1,480,002	15.27%
\$ 7,803,428	23.49%
\$ 1,402,214	25.77%
\$ 1,295,393	22.93%
\$ 102,734,863	21.12%

Alumni Data  
2003/2004 Fiscal Year  
Chart VIII

REVISED

Campus	Number of Addressable Alumni	Alumni Association Members		Total Number Members	Membership Dues Collected	Alumni Solicited	Alumni Donors	Total Alumni Contributions	Percentage of Alumni Contributions from Members	Total Contributions from Alumni Association Members
		Annual	Life-time							
Bakersfield	21,265	1,102	172	1,274	\$ 11,020	10,968	1,283	\$ 130,384	64%	\$ 83,646
Channel Islands <sup>1</sup>	250	224	1	225	\$ 1,465	250	225	\$ 1,465	100%	\$ 1,465
Chico	95,456	1,816	292	2,108	\$ 86,634	95,456	6,812	\$ 746,389	21%	\$ 156,149
Dominguez Hills	48,000	99	405	504	\$ 9,200	48,000	294	\$ 28,414	21%	\$ 6,000
Fresno	145,557	3,108	2,078	5,186	\$ 228,790	20,605	3,074	\$ 2,051,520	89%	\$ 1,832,595
Fullerton	126,744	3,394	1,971	5,365	\$ 65,568	124,481	3,770	\$ 1,210,597	16%	\$ 189,692
Hayward	80,223	957	1,103	2,060	\$ 35,755	48,606	1,716	\$ 352,308	12%	\$ 43,043
Humboldt	41,589	619	2,703	3,322	\$ 32,735	38,257	1,923	\$ 890,095	9%	\$ 77,634
Long Beach <sup>2</sup>	183,811	27,161	830	27,991	\$ 33,297	85,627	12,941	\$ 2,119,841	28%	\$ 585,813
Los Angeles	88,804	6,434	1,295	7,729	\$ 104,880	14,545	3,507	\$ 371,255	51%	\$ 189,195
Maritime Academy	3,379	474	207	681	\$ 23,700	3,318	257	\$ 57,603	89%	\$ 51,025
Monterey Bay	2,114	205	374	579	\$ 25,894	2,114	53	\$ 4,791	69%	\$ 3,293
Northridge	157,279	3,723	682	4,405	\$ 89,246	157,279	2,834	\$ 791,061	16%	\$ 127,685
Pomona	91,955	1,333	2,136	3,469	\$ 52,435	37,358	5,302	\$ 749,569	31%	\$ 232,081
Sacramento	146,332	2,300	2,172	4,472	\$ 84,115	139,112	3,322	\$ 466,550	27%	\$ 126,421
San Bernardino	42,097	2,525	551	3,076	\$ 46,015	8,575	1,455	\$ 142,771	100%	\$ 142,771
San Diego	155,440	9,578	2,987	12,565	\$ 450,913	64,710	6,590	\$ 3,241,701	33%	\$ 1,073,219
San Francisco	168,691	2,640	1,568	4,208	\$ 84,400	31,205	1,802	\$ 503,288	30%	\$ 149,924
San Jose	147,595	5,343	3,850	9,193	\$ 244,804	67,328	3,323	\$ 2,255,038	42%	\$ 937,775
San Luis Obispo	119,989	2,461	9,225	11,686	\$ 144,466	49,136	11,096	\$ 3,521,632	45%	\$ 1,570,164
San Marcos	10,898	645	0	645	\$ 17,535	2,411	258	\$ 40,070	39%	\$ 15,585
Sonoma	37,825	834	961	1,795	\$ 23,733	3,000	395	\$ 649,776	89%	\$ 579,300
Stanislaus	25,160	251	453	704	\$ 9,405	22,263	1,654	\$ 136,454	50%	\$ 68,029
TOTAL	1,940,453	77,226	36,016	113,242	\$ 1,906,005	1,074,604	73,886	\$ 20,462,572	40%	\$ 8,242,504

1. CSU Channel Islands admitted students in Fall 2002.
2. Regular members pay a one-time fee.  
Membership dues provide benefits to the member; therefore, dues collected are not included in contribution details.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### **Proposed Name Change for California State University, Hayward**

#### **Presentation By**

Charles B. Reed  
Chancellor

Norma S. Rees  
President  
California State University, Hayward

#### **Summary**

It is proposed that the name of California State University, Hayward be changed to California State University, East Bay.

#### **Background**

Since its inception in 1957, the university has changed its name four times. These changes reflected evolutions in the university's status, size, and position. The university serves the region with two campuses, one in Hayward Hills and the other in Concord, and a professional development center in downtown Oakland. With a growing enrollment of 14,000, the university attracts students from throughout the region and from more than 80 countries.

Changing the name to California State University, East Bay signifies the university's expanded vision and its role as a regional institution.

The new, more appropriate name and identity would support other important university efforts and initiatives to:

- Increase regional awareness and visibility of the university;
- Change the overall perception of the university;
- Increase donor recognition and expand fundraising capabilities;
- Enhance the relationship with East Bay communities; and
- Recruit new students, especially first-time freshmen, more broadly and effectively.

The Board of Trustees has the authority to select and change the name of any campus of the California State University (Education Code Section 89034). If approved by the Board of Trustees, the name change would be effective immediately; however, it would be phased-in on

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items such as stationery, business cards, and other material until existing supplies were exhausted and would be restocked and printed with the new name. The university would be informally referred to as Cal State East Bay, and its acronym would be CSUEB.

President Norma Rees recommends the name change to California State University, East Bay, following more than a yearlong investigative process involving more than 600 persons in nearly 20 focus groups, discussions, and forums which included students, employees, alumni, community leaders, and state legislators. The recommendation was discussed with the university's Academic Senate on October 5. The Academic Senate voted on the proposed name change on January 11 and the result was a split vote. Earlier in the month the ten-member Board of Directors of the Alumni Association voted unanimously in support of the name change.

This proposal was presented as an Information Item at the November 16-17, 2004 meeting of the Board of Trustees.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the name of California State University, Hayward be changed to California State University, East Bay, effective January 26, 2005.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Council for Advancement and Support of Education Awards**

#### **Presentation By**

Richard West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This information item acknowledges California State University recipients of the 2004 Council for Advancement and Support of Education (CASE) awards.

California Polytechnic State University at San Luis Obispo President Warren Baker was honored with the CASE District VII Chief Executive Leadership Award. CASE District VII encompasses Arizona, California, Hawaii, Nevada, and Utah. Since Dr. Baker instituted the first Advancement program at San Luis Obispo in 1981, annual private contributions to the campus have increased from less than \$1 million to a record \$44.3 million in 2002/03. The Cal Poly Centennial Campaign, which concluded in December 2004, will likely exceed \$250 million. Since 1999, four CSU presidents have won this prestigious award – John Welty at Fresno, Bob Maxson at Long Beach and Marvalene Hughes at Stanislaus.

At the national level, Karen Yelverton Zamarripa, Assistant Vice Chancellor for Advocacy and Institutional Relations, received the Marvin D. “Swede” Johnson Achievement Award in recognition of leadership in state relations and advocacy. The honor is bestowed by CASE, the American Association of Community Colleges, the American Association of State Colleges and Universities, and the National Association of State Universities and Land Grant Colleges.

#### **Background**

##### *2004 Council for Advancement and Support of Education (CASE) District VII Award Recipients*

Each year CASE honors superior achievement in the field of university advancement. Materials showcasing CSU campuses and programs were recognized at the CASE District VII Conference for outstanding communications and best practices in advancement. As in prior years, the California State University made an impressive showing, winning a fifth of all awards given.

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Channel Islands

Silver in Outstanding Special Event, for Sunset Magazine/CSUCI Landscape Design Competition

Fresno

Silver in Outstanding Communications: Illustration, for Fresno State Magazine Cover  
Silver in Outstanding Communications: Communications E-mail Newsletters, for Fresno State University Journal

Fullerton

Gold in Outstanding Communications: Web Sites (Home Pages/Special Pages)/CD ROMs, for TITANmag.com  
Bronze in Outstanding Communications: Individual Alumni Relations or Fund Raising Publications, for Alumni Association Postcard Campaign  
Bronze in Outstanding Communications: Illustration, for Titan Magazine Orange Globe Illustration

Pomona

Gold in Outstanding Communications: External Audience Newsletters/Tabloids, for Panorama

Sacramento

Gold in Outstanding Communications: Campus Video Productions, for Destination 2010 video

San Diego

Silver in Outstanding Communications: Magazines, for 360, the Magazine of San Diego State

San Francisco

Bronze in Outstanding Communications: Magazine Writing, for SFSU Magazine Writing

San Jose

Silver in Best Practices in Public Relations or Government Relations, for publicizing the first joint university/city library in the nation

Stanislaus

Bronze in Outstanding Communications: Student Recruitment Publications, for CSU Stanislaus Student Recruitment Publications