

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 1:15 p.m., Tuesday, July 23, 2013**  
**Glenn S. Dumke Auditorium**

Hugo N. Morales, Chair  
Roberta Achtenberg  
Rebecca D. Eisen  
Douglas Faigin  
Debra S. Farar  
Margaret Fortune  
Peter G. Mehas  
Cipriano Vargas

#### **Consent Items**

Approval of minutes of meeting of May 21, 2013

#### **Discussion Items**

1. Naming of a Facility– Sonoma 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**

**May 21, 2013**

**Members Present**

Roberta Achtenberg, Chair  
Bernadette Cheyne  
Rebecca D. Eisen  
Douglas Faigin  
Debra S. Farar  
Margaret Fortune  
Peter G. Mehas  
Lou Monville, Acting Chair of the Board  
Hugo N. Morales  
Ian Ruddell  
Timothy P. White, Chancellor

Trustee Achtenberg called the meeting to order.

**Approval of Minutes**

The minutes of March 19, 2013 were approved by consent.

**Naming of an Academic Entity, San José State University**

Garrett P. Ashley, vice chancellor university relations and advancement, provided background information. The proposed naming recognizes an \$11 million contribution from the Donald Lee and Sally Steadman Lucas Foundation.

President Mohammad Qayoumi shared information regarding the long-standing relationship of the donors with the university and stated the benefits provided by the gift will support a number of initiatives designed to further the campus mission including endowed professorships, fellowships and visiting scholars programs. The committee approved the resolution (RIA 05-13-02).

**Alumni Attitudes Study**

Mr. Ashley introduced this information item as a measure to determine if the CSU is on the right track with alumni and to identify areas of improvement. Mr. Ashley reported that eighteen CSU

campuses participated in the study in 2008, nineteen campuses participated in 2012 with 20,000 alumni responding to the survey. The study was administered by the Performance Enhancement Group and over 200 universities across the nation participating.

Mr. Aaron Moore, director of alumni relations, presented a PowerPoint on the results and reported that top level findings have been identified in four areas:

- (1) Student Alumni Programs
- (2) Recent Alumni Programs
- (3) Alumni Career Programs
- (4) Communications.

The responses indicate that a majority of alumni feel positive about their experience both as students and as alumni. They see value in a CSU degree and promote the university to others. The data also indicated that 25 percent of alumni have not given in the past but plan to in the future. Post 911 graduates, in particular, show interest in volunteering and philanthropy.

Mr. Moore reported the following are areas where the CSU has continued opportunity to further engage alumni and enhance affinity:

- Engage CSU students and recent graduates with more targeted programming
- Provide information, programming and continuing education related to careers
- Segment and customize CSU communications in additional ways

Mr. Moore stated that results in detail from the study may be obtained at [www.calstate.edu/alumni/study](http://www.calstate.edu/alumni/study) and he concluded his report.

Trustee Eisen commented about the contribution comparisons between the CSU and other schools. She inquired whether the success from other schools could be replicated. Mr. Moore replied that campuses share best practices and participate in professional development through the CSU Alumni Council. Part of the CSU's challenge in replicating the results of other universities is that our ratio of staff to alumni is low.

Trustee Morales inquired about the future of alumni and if strategies were in place for the expansion of diversity in alumni. Mr. Moore replied that strategies include email correspondence with topics and photos of interest to segmented audiences. He also suggested customizing alumni magazine covers for multiple demographics.

Trustee Lou Monville directed attention to slide 14 regarding affinity programs and asked if California's regulations negatively impact alumni. Mr. Moore replied that the requirements to provide alumni with annual opt out notifications could be a contributing factor to the response that alumni feel they receive too much information about affinity programs.

Trustee Lou Monville inquired about performance data on CSU campuses with an active alumni board versus a non-active board. Mr. Moore replied that there are three ways to operate an alumni association: (1) as an independent 501(c)3, (2) as a program of an auxiliary organization or (3) as

a program of the university. Mr. Moore stated that the construction of the organization has not significantly impacted alumni participation.

Trustee Achtenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – Sonoma State University**

#### **Presentation By:**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

#### **Summary**

This item will consider naming a new facility within the Department of Intercollegiate Athletics at Sonoma State University as the Gordon Smith Training Center.

This proposal, submitted by Sonoma State University, 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 executive committee of the campus Academic Senate.

#### **Background**

The proposed naming recognizes a \$1.25 million bequest from Gordon Damon Smith who passed away in June 2011. This gift is the largest single cash gift to the Department of Intercollegiate Athletics at Sonoma State University.

As a result of Mr. Smith's bequest, the baseball training center project broke ground in Fall 2012 and construction will be completed by September 2013. The baseball training center includes indoor batting cages, pitcher's mounds, a team locker room and meeting room, coaches' offices and equipment storage areas. While the training center will be used by the baseball team, the facility will also be open to other sports to promote gender equity at Sonoma State University.

A former major league baseball player, Mr. Smith was a long-time supporter of the Sonoma State University baseball program and a volunteer assistant coach for the Sonoma State University, San José State University and San Francisco State University baseball teams.

Gordon Smith graduated from San José State University in 1971 with a bachelor's of science degree in Industrial Management. He was a combat medic with the United States Air Force, a police officer, and an engineer with Bechtel for 20 years.

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The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University,  
that the new baseball training center at Sonoma State University be named  
as the Gordon Smith Training Center.