I. Minutes: the minutes of October 23 were approved as presented.

II. Communication(s) and Announcement(s): none.

III. Regular Reports:

A. Academic Senate Chair: Rein reported that there is a fair amount of concern on the part of some faculty on the issue of semester review. Starting last year, President Armstrong and the Provost have been meeting with faculty member to discuss this issue. In addition, President Armstrong has been serving on a CSU level task force discussing whether individual campuses on quarters should convert to semesters. The Semester Review Task Force is on track to submit a report by the end of fall quarter. President Armstrong will be attending the January 8 Senate meeting to discuss the report and the senate will have the opportunity to develop a resolution and vote on whether or not to support the report.

B. President’s Office: none.

C. Provost: Enz Finken reported that budget and enrollment planning for next year will begin soon. There is a strong likelihood that Cal Poly will be asked to enroll more students as a result of Prop 30. In addition, Dr. Richard Savage, professor of Materials Engineering, has been named Director of Graduate Education. Dr. Savage will begin his new role on a part-time base during winter quarter and transition to full time summer 2013.

D. Vice Provost for Student Affairs: Allen reported that the search for a new Vice President for Student Affairs continues. Please contact Stephan Lamb, chair of the search committee and Al Liddicoat with feedback. University housing is engaged in a study to find out if students are interested in living on campus and what their needs are.

E. Statewide Senate: Foroohar reported that she attended a three-day meeting in Long Beach where two issues dominated the discussions. The first issue is tuition and new fees for students who repeat courses and super seniors. A resolution in opposition was passed and CSU leaders postponed a vote on the proposed fees. The second issue is the directive to reduce programs to a maximum of 180-units. The implementation date has been postponed until fall of 2014 instead of January 2013. In addition, a resolution was passed stating that some programs cannot go down to 180 units. LoCascio added that with the passing of Prop 30, the CSU still has a $7 million deficit every year. The issues of health care cost, the 180-unit programs, and the 1/3 set aside were also discussed.

F. CFA Campus President: Thorncroft reported that at the last chapter meeting, the possible conversion to semesters and the role of CFA in the process was discussed at great lengths. Thorncroft added that it is appropriate for the Senate to consider a
resolution that gives faculty time for informed debate and vote before a decision is made.

G. ASI Representative: Morrow reported that ASI will begin accepting applications for the position of ASI Executive Director on Thursday, November 15. ASI passed a resolution opposing the extra fees proposed by CSU to “super seniors” and students who take an extra heavy course load.


IV. Consent Agenda: none.

V. Business Item(s):
   A. **Resolution on Possible Change to a Semester Calendar (Davol, CENG Senator and Rinzler, CLA Senator):** Rinzler presented the resolution, which request that President Armstrong delay a decision on whether to change from quarters to semesters until after the Senate has completed its consideration of the issue. Resolution will return as a first reading item on November 27, 2012.

B. **Resolution on Voting Status for Student Representatives to the Academic Senate (Executive Committee):** Due to lack of time, this resolution was postponed until November 27, 2012.

VI. Special reports
   A. **Debbie Read, Vice President for University Advancement:** PowerPoint presentation is available at [http://www.academiciansenate.calpoly.edu/content/meetings_calendar](http://www.academiciansenate.calpoly.edu/content/meetings_calendar). The presentation is a summary of President Armstrong’s presentation to the Cal Poly’s Foundation at its last board meeting. Feedback should be submitted to Debbie Read, Steve Rein, or Margaret Camuso.

B. **Josh Machamer, Chair of the GE Governance Board:** Due to lack of time, this report was postponed until November 27, 2012.

VII. Discussion Item(s): none.

VIII. Adjournment: 5:00 pm

Submitted by,

Gladys Gregory
Academic Senate
THE CAMPAIGN FOR CAL POLY
Cal Poly Foundation
November 3, 2012
The model university

The premier comprehensive polytechnic dedicated to student success
Success is not a birthright.

But the product of hard working students in a Learn by Doing ecosystem.
Learn by Doing:
PURE CAL POLY
Non-negotiable

Learn by Doing
Excellence
Student Success
Comprehensive Polytechnic
Flexibility
Flexibility

Private support allows us to educate innovative leaders for the future – as only Cal Poly can.
Growth

With certain conditions, we look toward 2.5% to 4% residential student growth and could hire 250-400 new faculty over 10 years.
THE CAMPAIGN FOR CAL POLY

Components of the Campaign
Attract, retain and support the most promising students
Attract, retain and support the most promising students

For each incoming class:
50 full-ride scholarships
100 housing scholarships
500 $2,000 scholarships

Scholarship and earn-to-learn awards for the most meritorious and first-generation students
Continually develop our faculty and programs

50 new endowed faculty chairs
Funds for teaching innovation
Learn by Doing time for faculty
Developing whole-systems thinkers requires access to cross-disciplinary, multicultural, artistic and athletic experience

Global opportunities
University-wide centers
Diversity, inclusion and outreach
State-of-the-art facilities and technology to enhance learning

Learn by Doing Center and Village Activity and Conference Center
Performing and Media Arts Center
<table>
<thead>
<tr>
<th>Project</th>
<th>Total Cost</th>
<th>Gift Support</th>
<th>Other Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Expansion and Academic Commons</td>
<td>$70 M</td>
<td>$35 M</td>
<td>$35 M</td>
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<tr>
<td>Spanos Stadium Completion</td>
<td>$65 M</td>
<td>$65 M</td>
<td>0</td>
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<tr>
<td>Learn by Doing Center and Village</td>
<td>$60 M</td>
<td>$45 M</td>
<td>$15 M</td>
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<tr>
<td>Performing and Media Arts Center</td>
<td>$36 M</td>
<td>$27 M</td>
<td>$9 M</td>
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<tr>
<td>Activity and Conference Center</td>
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<td>$56 M</td>
<td>$19 M</td>
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<tr>
<td>Other Campus Projects</td>
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<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>$328 M</strong></td>
<td><strong>$250 M</strong></td>
<td><strong>$78 M</strong></td>
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### CAMPAIGN GOALS

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<th>Gift Type</th>
<th>Goal</th>
<th>%</th>
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<tbody>
<tr>
<td>Students</td>
<td>$223 M</td>
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<tr>
<td>Faculty &amp; Staff</td>
<td>$260 M</td>
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<tr>
<td>Operating / Program Support</td>
<td>$156 M</td>
<td>18%</td>
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<td>Facilities</td>
<td>$250 M</td>
<td>28%</td>
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<td><strong>TOTALS:</strong></td>
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<tr>
<td>Gift Type</td>
<td>Goal</td>
<td>%</td>
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<tr>
<td>-------------------------------</td>
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<tr>
<td>Endowments</td>
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<td>54%</td>
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<tr>
<td>Facilities</td>
<td>$ 250 M</td>
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<tr>
<td>Operating / Program Support</td>
<td>$ 156.5 M</td>
<td>18%</td>
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<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>$ 889 M</strong></td>
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</table>
We now look to alumni, parents, partners and friends to give through Cal Poly to convert human talent into innovative leaders and productive citizens.

THE CAMPAIGN FOR CAL POLY
THE CAMPAIGN FOR CAL POLY

Learn by Doing:
Innovative Leadership,
Practically Applied
THE CAMPAIGN FOR CAL POLY

Learn by Doing:
The Mustang Way
THE CAMPAIGN FOR CAL POLY

Learn by Doing:
PURE CAL POLY
CAMPAIGN THEMES – DISCUSSION ITEM

Learn by Doing: The Mustang Way

Learn by Doing: Innovative Leadership, Practically Applied

Learn by Doing: Pure Cal Poly

Learn by Doing: Excellence At Work

Learn by Doing: The Earned Advantage

Learn by Doing: Innovative Leaders for Tomorrow

Learn by Doing: Quality Counts
CAMPAIGN VOLUNTEER LEADERSHIP COUNCIL

Comprehensive University Wide Campaign Chairs (4-6)

Chair

Chair

Chair

Chair

Chair

College & Special Interest Chairs

CENG Chair

CAFES Chair

Faculty & Staff

Parent Committee

Corp & Foundation

Athletics

COSAM Chair

CLA Chair

Global Initiatives

Student Philanthropy & ASI

Info. Services incl. Kennedy Library

CAED Chair

OCOB Chair

Alumni Association

President’s Cabinet & Leadership

C.P. Foundation Leadership
$500 MILLION WORKING GOAL

Leadership Gift Phase
$300M

Public Launch
Spring 2017

Public Phase
$200M

FY 2013 $40M
FY 2014 $50M
FY 2015 $60M
FY 2016 $70M
FY 2017 $80M
FY 2018 $70M
FY 2019 $70M
FY 2020 $60M
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<th>Gift Level</th>
<th>Donors Needed</th>
<th>Prospects Needed</th>
<th>Prospects Identified</th>
<th>Identified minus Needed</th>
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<th>%</th>
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<td>10</td>
<td>4</td>
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<td>$10M-$24.9M</td>
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<td>19</td>
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<td>$5M-$9.9M</td>
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<td>$1M-$4.9M</td>
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<td>$250K-$499K</td>
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<td>$100K-$249K</td>
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<td>3,052</td>
<td>7,255</td>
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<tr>
<td>$50K-$99K</td>
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<td>2,348</td>
<td>4,930</td>
<td>2,582</td>
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<tr>
<td>$25K-$49K</td>
<td>157</td>
<td></td>
<td>4,930</td>
<td>2,582</td>
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<td><strong>TOTALS:</strong></td>
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<td><strong>13,479</strong></td>
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LEADING INDICATORS OF SUCCESS

- Number of Major Gift Officers (Hired by 4/1 prior to Fiscal Year)
- Value of Projected Solicitations (Needed to meet campaign goals)
- Value of Projected Campaign Gifts (Closing rate of 30% of solicitations)

- Major Gift Officers on Staff

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Solicitations Made</th>
<th>Value of Projected Solicitations</th>
<th>Value of Successful Solicitations (30% closing rate)</th>
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<tr>
<td>2012-2013</td>
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<td>$133M</td>
<td>$40M</td>
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<tr>
<td>2013-2014</td>
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<td>2014-2015</td>
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<td>2015-2016</td>
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<td>$233M</td>
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<td>2016-2017</td>
<td>$80M</td>
<td>$267M</td>
<td>$80M</td>
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<tr>
<td>2017-2018</td>
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<td>$70M</td>
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<tr>
<td>2018-2019</td>
<td>$70M</td>
<td>$233M</td>
<td>$70M</td>
</tr>
<tr>
<td>2019-2020</td>
<td>$60M</td>
<td>$200M</td>
<td>$60M</td>
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</tbody>
</table>

- Number of Solicitations Made
- Value of Projected Solicitations
- Value of Successful Solicitations (30% closing rate)
- Major Gift Officers on Staff
CAMPAIGN RECOMMENDATIONS

**Working Goal:** $500 million

**Timeframe:** July 1, 2012 – June 30, 2020

**Public Launch:** After $300-$350 million (60% to 70%) Estimated Spring 2017

**Reach Backs:** Tenure of the President Certain other gifts