

# 360

## AZTEC PROUD

Thanks to you...

The Campaign for SDSU has raised over \$750 million to benefit our students, faculty and staff.

CELEBRATING SUCCESS



# 360

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**SAN DIEGO STATE  
UNIVERSITY**

*Leadership Starts Here*

# FROM THE PRESIDENT



Photo: Lauren Radack

Every issue of 360 has its own personality—a mosaic of the people, programs and ideas that define our university community. This issue is a little different as we focus on The Campaign for SDSU and how our campaign has transformed San Diego State University.

Now in its final phase, The Campaign for SDSU has laid the foundation for the university's success today and tomorrow. A special two-page map in this issue highlights the buildings and facilities that have been remodeled and constructed thanks to the generosity of our donors. The transformation, however, goes beyond campus facilities. Supported by the campaign, we have increased student success, strengthened research and creative endeavors, and raised the university's national profile. Stories on significant donations, contributions to research, and gifts to KPBS and to SDSU athletics provide insights into the virtuous cycle created by the campaign.

This issue of 360 also highlights how The Campaign for SDSU brought together our entire Aztec family with articles on faculty, staff and student giving and on the role of our SDSU Regional Councils. The campaign's accomplishments are products of our entire university community, and an infographic shows the contributions from different stakeholders.

Although the university is 120 years old, this was our first campus-wide fundraising campaign. No blueprint existed to guide us as we confronted significant challenges along the way. Nevertheless, as we always do, our community persevered in the face of these challenges. You will learn more about a number of the campaign's leaders in stories about the Campanile Foundation Board and our campaign's architect, Vice President Mary Ruth Carleton.

This first campaign is drawing to a close, but the culture of philanthropy created by The Campaign for SDSU will endure at SDSU. I hope you enjoy this special issue of *360: The Magazine of San Diego State University* and display the decal (opposite) to show your friends, neighbors and fellow alumni that you are Aztec Proud.

Elliot Hirshman

*President Hirshman has announced that he will leave SDSU on June 30 to become president of Stevenson University in Maryland. The summer issue of 360 Magazine will feature his reflections on how the university has developed during his six-year tenure.*

# FEATURES

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# 360

## SPECIAL CAMPAIGN ISSUE

**We're feelin' the Aztec pride.** San Diego State University's first comprehensive fundraising campaign has raised more than \$750 million to support students, faculty and academic programming. Reaching our campaign goal is a collaborative achievement shared by tens of thousands of Aztec donors across the country. This special issue tells the saga of The Campaign for SDSU from the earliest successes to the announcement of our largest-ever gift, which secured the \$750 million campaign goal and named the Fowler College of Business. We hope these stories convey our pride and inspire yours.

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SPECIAL ISSUE

# FANFARE FOR THE CAMPAIGN

FUNDS FOR  
SCHOLARSHIPS  
**\$181M**







FUNDS RAISED  
**\$785.51M**

NUMBER OF  
GIFTS  
**196,951**

PARTICIPATING  
DONORS  
**69,203**

## A mark of honor

To honor those who contributed to the success of our first comprehensive campaign, San Diego State University is erecting The Campaign for SDSU donor wall. Located in the heart of campus on Campanile Plaza, the donor wall will recognize those who have contributed \$100,000 or more to the campaign, which continues through June 30.

The Campaign for SDSU, launched in July 2007, has raised more than \$785 million to benefit students, faculty and academic programming. Nearly 197,000 individual gifts were received from 69,203 donors, including 136 gifts of \$1 million or more.

To learn more, visit [campaign.sdsu.edu](http://campaign.sdsu.edu)

## On the world stage

As San Diego State University observes its 120th birthday this year, a campus institution is celebrating 75 years of existence. The Institute on World Affairs was created during the tumultuous days of World War II, when Americans increasingly turned their attention to the global stage.

Intended as a forum to study and exchange views about world events, the institute was founded and shaped by San Diego State faculty, including Abraham Nasatir. It was relocated from downtown San Diego to the SDSU campus in 1954.

Fifty years later, SDSU renamed it the Charles Hostler Institute on World Affairs in honor of Ambassador Hostler's lifelong commitment to global service on behalf of the United States. Hostler and his wife, Chinyeh, supported the institute financially and secured a host of international diplomats as lecturers. The anniversary celebration in February featured guest speakers Nicholas Burns, former U.S. ambassador to NATO; and John Bass, the U.S. ambassador to Turkey.





# MILESTONES IN THE MARCH

**There's a certain mojo on the San Diego State University campus these days. It's a mix of pride and satisfaction at having not only achieved but surpassed a goal that the university set for itself nearly 10 years ago.**

The circular Aztec Proud logos affixed to buildings all over campus tell the story: SDSU has raised over \$750 million to benefit our students, faculty and staff.

(We've included a smaller version of the logo for your car, home or business in this issue of *360 Magazine*.)

The success of The Campaign for SDSU has unified the Aztec community. Gifts from alumni, faculty, staff, friends, parents and students are helping to secure SDSU's future and strengthen its resolve to become a top 50 public research university.

Landmarks such as the Parma Payne Goodall Alumni Center, the Donald P. Shiley BioScience Center, the Conrad Prebys Aztec Student Union and the Fowler College of Business have become magnets for alumni engagement and student pride.

## HEIGHTENED ASPIRATIONS

Shortly after President Emeritus Stephen L. Weber took the helm in 1996, university leaders began to address the importance of philanthropy to SDSU's future. What they may not have realized was the extent to which philanthropy would transform SDSU, changing not only the physical face of the campus, but also its aspirations.

"This campaign, ultimately, is not about dollars," said President Elliot Hirshman. "It is about the academic excellence, life-changing research, community engagement and innovative spirit that define a leading public university. Moving forward with purpose is the essence of The Campaign for SDSU."

A massive accomplishment engaging 69,203 donors, including more than 48,000 who had never given to SDSU

**The Campaign for SDSU has begun a physical and aspirational transformation.**

**By Coleen L. Geraghty**

\$750 million and annual fundraising accelerated. The additional \$250 million was raised in just 28 months.

Despite its success The Campaign for SDSU did not unfold according to script. Neither this university nor any other in the California State University system had ever mounted a campaign of this magnitude, and many

CSU alumni weren't aware of the precipitous decline in state funding for higher education.

Before a comprehensive campaign could begin, the university would have to reach out to alumni and invite them back to campus. In 2003, SDSU announced plans for construction of an \$11 million alumni center. It would be a meeting place and an event venue for the

entire Aztec community of 350,000 alumni, faculty, staff and students.

Fundraising for the center reached the halfway mark in 2006. Just when the initiative needed a push, the "three amigos" stepped up to the plate. Robert Payne ('55), Jack Goodall ('60), and Leon Parma ('51) are alumni united by their shared Aztec history and appreciation for their SDSU education.

"At some point, you recognize that you're very fortunate to have achieved success," said Payne, president and CEO of Multi-Ventures Inc. "It was payback time."

The trio's gratitude became a conduit for their \$2.7 million gift to name the Parma Payne Goodall Alumni Center, which opened in 2009. Inside, the Fowler Family Ballroom, the Pierce Family Foyer and Rotunda and the Art and Gwen Flaming Alumni Association Wing bear the names of other major donors to this early fundraising effort.

## LANDMARK GIFTS

Two years earlier, in July 2007, SDSU had launched the silent phase of the campaign with an original goal of \$500 million. As luck

**“Moving forward with purpose is the essence of the campaign.”**



# TOWARD \$750 MILLION

would have it, the U.S. housing bubble was about to burst. With property prices falling and investments eroding in value, even committed philanthropists scaled back their giving.

Enter the Lamden family in 2008 with a crucial \$10 million gift, among the largest ever received by SDSU. Gertrude Lamden's gift named the School of Accountancy for her late husband, Charles Lamden, who had been chair of accounting and the first dean of SDSU's Fowler College of Business. A hallmark of the school is the consistent career-boosting interaction of SDSU students and faculty with accounting professionals—a model established by Charles Lamden decades ago.

The Campaign for SDSU reached \$250 million in 2011. The following year, SDSU received two milestone gifts that would chart its path as a leader in entrepreneurship and innovation.

Leonard Lavin, former chair of the company Alberto Culver, endowed SDSU's

Entrepreneurship Center, expanding its scope with new initiatives such as a speaker series, an entrepreneur-in-residence program and a micro-venture fund for student startups. The center was renamed in his honor.

A gift from Irwin Zahn created the Zahn Innovation Center, home of a new commercial and social incubator to guide teams of enterprising students

from concept to business plan to market. In 2015, the Zahn family, through the Moxie Foundation,

funded expansion of the center and the addition of two faculty positions to integrate design thinking into the curriculum.

## RAISING THE STAKES

As the pace of fundraising accelerated in 2014, SDSU received an unprecedented gift from one of San Diego's leading philanthropists. Conrad Prebys created a \$20 million scholarship endowment to support at least 150 students annually.

In gratitude, SDSU's newest campus structure was named the Conrad Prebys Aztec Student Union.

Prebys' gift was the single largest ever made to SDSU up to that point, and it put the university within reach of its \$500 million fundraising target. However, campaign leaders had begun to set their sights on a more ambitious figure.

Conventional wisdom holds that successful fundraising initiatives bring in big gifts at the start. But SDSU turned that maxim on its head with the announcement in 2016 of a \$25 million endowment from Ron and Alexis Fowler that pushed the campaign past its \$750 million goal.

The Fowlers are among SDSU's most committed donors. Their gifts to SDSU Athletics, the Parma Payne Goodall Alumni Center and the university's first Entrepreneurial Management Center date back as far as 1986. Ron was also the inaugural chair of the Campanile Foundation, SDSU's philanthropic auxiliary.

The Fowlers' most recent gift creates scholarships and professorships, provides international experiences and supports expanded programming in the newly renamed Fowler College of Business. Established as a matching gift, their endowment challenges the university and its supporters to raise an additional \$25 million for the college.

"If we reach the numbers that I think we can reach in a relatively short time it will be a difference maker for the college," Fowler predicted. "And that's what we want it to be...a launching pad for greatness."

The Campaign for SDSU officially comes to a close on June 30, 2017, but the university's need for philanthropic support is ongoing. State funding provides only 20 percent of annual operating expenses. Private giving is the bedrock of SDSU's ambitions to advance academic excellence, hire and retain top-tier faculty, and develop its research agenda.

While the Aztec Proud building logos are not permanent, Aztec pride certainly is.

“That’s what we want it to be...a launching pad for greatness.”





# OUR HEROES

RAISED TO DATE

**\$785.5M**

2015-16 **\$709.51M**

2014-15 **\$602.18M**

2013-14 **\$505.79M**

2012-13 **\$413.87M**

2011-12 **\$344.23M**

2010-11 **\$267.31M**

2009-10 **\$196.20M**

2008-09 **\$140.96M**



## THE CAMPAIGN FOR SDSU



**\$785.51M**  
IN TOTAL DONATIONS

**69,203**  
TOTAL DONORS

**48,446**  
FIRST-TIME DONORS

## HEROES BY GIFT AMOUNTS



**\$83M\***

FROM FACULTY/STAFF



**\$301.9M\***

FROM ALUMNI



**\$309K**

FROM STUDENTS



**\$229M**

FROM FRIENDS



**\$71.8M**

FROM CORPORATIONS



**\$11.3M**

FROM PARENTS



**\$35.4M**

FROM ORGANIZATIONS



**\$92.7M**

FROM FOUNDATIONS

\*\$50.5M in gifts from alumni who are also faculty/staff have been included in both categories.

## HEROES FROM OUR REGIONAL COUNCILS



**\$280.6M**

SAN DIEGO



**\$15.1M**

BAY AREA



**\$8.5M**

PACIFIC NW



**\$6.3M**

LOS ANGELES



**\$4.6M**

CENTRAL CA



**\$3.2M**

ORANGE COUNTY



**\$1.6M**

TEXAS\*



**\$815K**

NEW YORK

\*Texas includes the Dallas-Forth Worth and Austin regional councils.



# CAMPAIGN

## For the architect of The Campaign for SDSU,

**T**o many Aztecs, The Campaign for SDSU's original goal seemed improbable: Raise half a billion dollars?! Yet there was never a doubt in her mind.

Mary Ruth Carleton has spent much of her life beating challenges and exceeding expectations. In leading the university's first comprehensive campaign, she is the architect of a fundraising feat unmatched by any other California State University (CSU) institution.

"It was an audacious goal in the first place, and it was conducted during the worst recession since the Great Depression," recalled Stephen L. Weber, SDSU's president during the campaign's "silent phase," beginning in 2007. "It is an extraordinary thing to have accomplished."

In Carleton, SDSU found an extraordinary leader. She currently serves as San Diego State University's vice president for University Relations and Development and the president and CEO of the Campanile Foundation (TCF), the university's fundraising auxiliary.

"Her role has been absolutely essential," assessed SDSU President Elliot Hirshman. "At every turn she has been the person thinking strategically about next steps and trying to determine what was best for San Diego State."

Having transitioned from an impressive career as an Emmy-winning television journalist into

higher education development work, Carleton came to SDSU in 1994 as the first director of development for the College of Health and Human Services. She soon grew frustrated by a community that failed to see why state-funded institutions require philanthropic support.

"There just wasn't a culture of philanthropy," she recalled.

### Uncommon energy

Recruited away by Scripps Health, Carleton tried fundraising in the medical field before returning to higher education as a vice president for a small Bay Area college, and then as an associate vice president at the University of San Francisco, where she helped lead a large fundraising campaign. Carleton liked the feeling of unity on the Jesuit-run campus and was impressed by the level of support from the private institution's alumni.

When SDSU called about a vice president's position, she had to be convinced to schedule an interview. "But when I came back," she said, "I was impressed by a much stronger leadership group and a spirit I had not felt previously."

Among those providing leadership were members of the TCF Board of Directors, the almost three-dozen movers and shakers—mostly Aztec alumni—who have distinguished themselves professionally, philanthropically, and through community service. Many of these volunteer fundraisers credit Carleton with astutely



Photo: diFranco Photography



# Strategist

By Tobin Vaughn

success was the only possible outcome.

identifying and cultivating members who work well together to advance the institution's goals.

"Of all the boards I serve on, the Campanile Foundation has the deepest bench and the strongest quality of board members," said immediate past chair Jack McGrory ('76).

Others cite Carleton's organizational skills, focus and drive as the primary forces behind her success. "She is relentless," marveled Mary Curran ('82), current chair of the TCF, who has worked on the board with Carleton for 10 years. "Mary Ruth wills things to happen, and they happen."

Former board chair Kit Sickels ('60) said Carleton is one of the most persuasive people he knows. "Mary Ruth does not take prisoners; she does not take no for an answer if she wants a yes," he said.

Sickels describes a woman of uncommon energy who rises and exercises before dawn, fielding board members' questions via phone call, text and email at almost any hour of any day of the week. She is known for her extensive preparation, resolve and self-assurance, all of which fuel her performance in leadership roles.

"Mary Ruth has great ambition, and she has great confidence," explained her husband of 28

years, Bruce Hunt. "Her self-belief translates into belief by others."

## Fiercely protective

Those who know her best say Carleton's self-confidence was

“ Mary Ruth wills things to happen, and they happen. ”

evident at an early age. Growing up as the oldest of four siblings in Gold Country, southeast of Sacramento, many of her childhood and teenage experiences were shaped by competition, responsibility and loyalty.

She and her sister, Betsy Jo, were competitive swimmers. At Amador County High School, Betsy Jo was a cheerleader and Mary Ruth—who worked at the local drug store—was yearbook editor. She also competed as Miss Amador in the Miss California Pageant.

All of the siblings, like their school teacher mom and forester dad, earned degrees from the University of California, Berkeley (Mary Ruth has two—a bachelor's in political science and a master's in journalism). Anti-Vietnam War sentiment ran high in Berkeley and protests were frequent. "I was in a lot of demonstrations," Carleton admitted.

It was during a protest that Betsy Jo, now an architect living in Oakland, remembers walking along a Berkeley street with Mary Ruth when a police vehicle spewing tear gas approached the sisters. Mary Ruth pulled her younger sister inside a dress shop to wait out the trouble. "She was very protective because I was pretty naïve," Betsy Jo said.

Even now, Carleton remains fiercely protective of people and things she cares about. She is also

fiercely supportive of SDSU, its mission, and especially its students. To many, like former Associated Students vice president Channelle McNutt ('13), Carleton is both mentor and inspiration. "She has been an absolute rock in my development and growth both as a person and as a professional, and I'm very thankful for that," said McNutt, who is now SDSU's assistant director of Annual Fund operations and regional development.

## "You always succeed"

Carleton's dedication to SDSU is demonstrated in myriad ways, from the significant monetary donations she has made to the university, to the grueling travel schedule she maintains serving it. She was among the hearty band of Aztec faithful in Laramie last December, braving sub-freezing temperatures to *(continued on page 25)*







# BUILDING FOR

## THE CAMPAIGN HAS ACCELERATED SDSU'S RESEARCH TRAJECTORY.

By Michael Price

Before The Campaign for SDSU launched in 2007, research activity at San Diego University was already strong. "It's important that people understand the campaign was building upon an already solid foundation," said Stanley Maloy, dean of the College of Sciences. "We were strong at research then, but the campaign has allowed us to grow stronger."

Over the past 10 years, The Campaign for SDSU has grown that seed of expertise into several robust, nationally recognized research platforms. Endowed chair positions and internal funding have allowed faculty to broaden the scope and the impact of their research programs. Scholarships and stipends have allowed more students to participate in hands-on research experiences that help them succeed in graduate school and later in their careers. New state-of-the-art buildings are literally laying the groundwork for the next generation of scientists and engineers intent on solving society's most pressing problems.

The net effect is that SDSU's strength in research is now much more widely known and appreciated, making the university a desirable destination for superstar faculty and graduate students and setting it up for continued success.

"The quality of a research university is a function of the quality of its faculty and of its students," said Stephen Welter, SDSU's vice president for research and dean of graduate affairs. "The philanthropic investments made throughout the campaign have set a platform that can attract the best and brightest faculty and grad students."

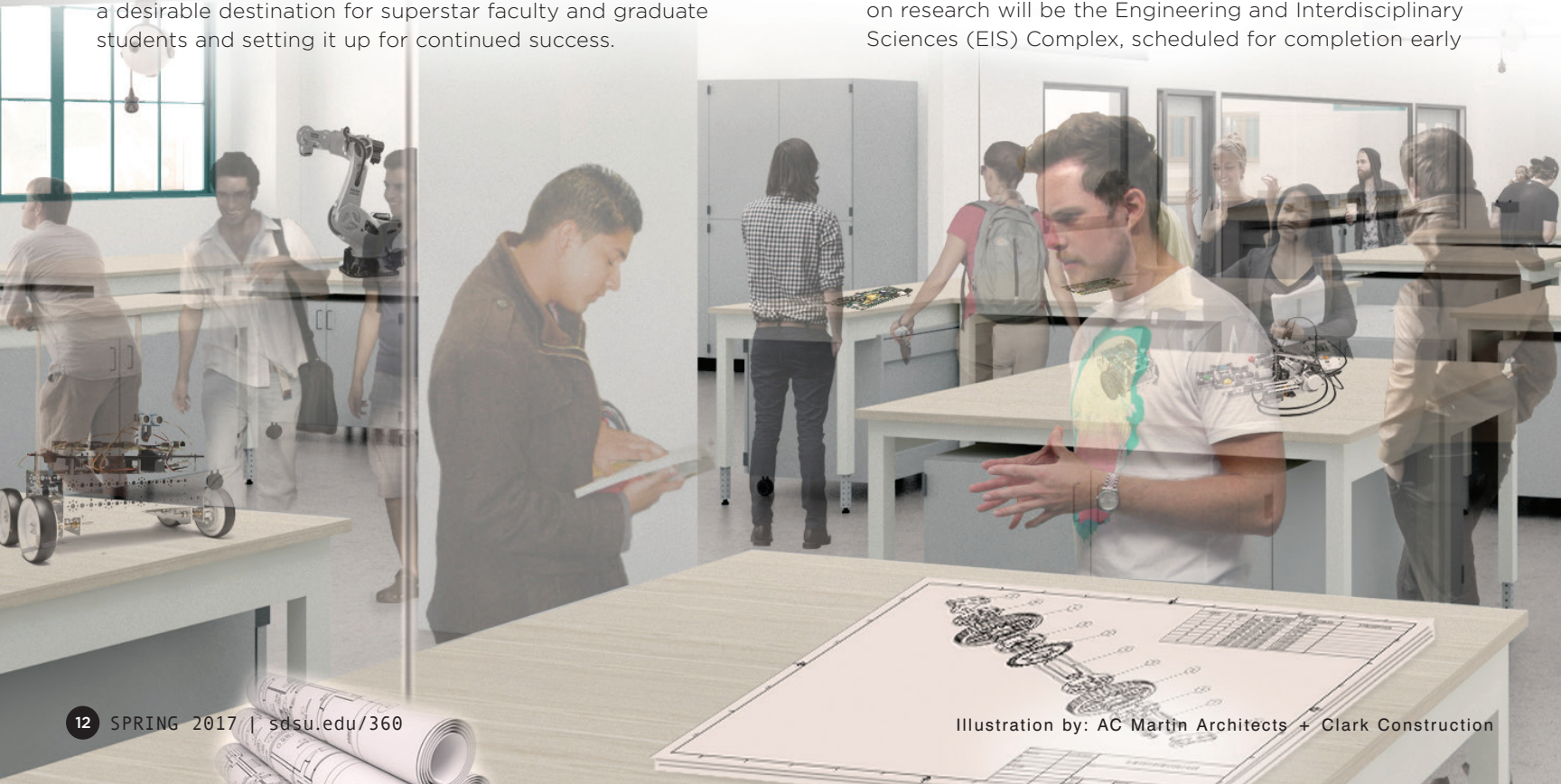
In total, some \$15 million has been raised for research endowments, including endowed chair positions, scholarships and funds—all dedicated to supporting and growing the university's research infrastructure.

### HEART START

The first sign that the campaign would energize and raise up SDSU's research enterprise—and one of the most significant early gifts in the campaign—was San Diego philanthropist Darlene Shiley's \$5 million gift in 2011 that named the Donald P. Shiley BioScience Center for her late husband, who invented the Bjork-Shiley heart valve. The top-of-the-line bioscience facility became the first center in the nation to focus on the links between infection, inflammation and heart disease.

"Darlene Shiley's gift was a very critical early contribution that allowed us to expand into types of research that we hadn't been able to do before," Maloy said.

In that same vein, another big impact of the campaign on research will be the Engineering and Interdisciplinary Sciences (EIS) Complex, scheduled for completion early





# THE NEXT GENERATION

next year. The 85,000-square-foot complex will replace the campus's Industrial Technology building with a state-of-the-art facility dedicated to sparking collaborative research. Shared workspaces, mobile equipment and the intentional grouping of scientists and engineers from a wide range of disciplines will inspire new ways of thinking and new solutions for intractable problems like climate change and devastating diseases.

A cutting-edge magnetic resonance imaging machine in the EIS Complex will anchor the university's first brain imaging center, lending new research opportunities to students and faculty working to understand the brain's biological underpinnings, as well as making them more competitive for research funding. Entrepreneurship will also play a central role in the EIS Complex. A gift to the campaign from the Moxie Foundation created the Zahn Innovation Platform (ZIP), which is home to a tech incubator, a Design Thinking lab, and a brainstorming lounge. Another gift created the Lavin Entrepreneurship Center to support academic scholarship and curricula centered on empowering students to launch their own businesses. Both of these centers will be housed in the EIS Complex inside the William E. Leonhard Entrepreneurship Center, itself the result of yet another gift to the campaign.

"By getting their fingernails dirty as they transform their ideas and research into real-world applications, students gain skills and experiences that last a lifetime," said Peter Zahn, Moxie Foundation president.

Another prominent research presence within the complex will be the Viral Information Institute. A \$2.5 million gift from the late philanthropist Conrad Prebys endowed the Conrad Prebys Chair in Biomedical Research to spearhead a cross-disciplinary approach to learning about bacteriophages and exploring their medical potential.

## BRIGHT FUTURE

Looking to the future, Welter said The Campaign for SDSU has paved the way for the university's research strength to continue to grow and deepen for many years to come. Across a variety of fields and disciplines, SDSU has hired more than 300 new faculty members in the last four years, bringing in new blood and new ideas. For many of them, the decision to join SDSU hinged on the realization that the university, bolstered by philanthropy, is committed to their success.

"It's a refreshing of disciplinary strengths," Welter said. "It's charting a new academic direction. I think our campus is poised for a big jump forward, and a big part of that is philanthropy. It forms the foundation that makes sure young faculty believe they can build their careers here, build a community and be part of a bright collective future."







Photo: Jim Brady

# What's in a Name?

Newly named and rechristened campus buildings honor donors whose gifts have transformed SDSU.

**Y**ears from now, the current crop of San Diego State University students will remember attending classes in the Fowler College of Business and meeting friends at Clay Gateway, the new entrance to the SDSU campus.

Buildings and other structures that are named or rechristened to honor major donors become part of university history. They are the places students congregate, gain new knowledge, study and have fun. Gradually, through new construction and the renovation of existing buildings, a university builds its future.

The Campaign for SDSU changed the face of the campus. Donor support built the Parma Payne Goodall Alumni Center and the Jeff Jacobs JAM Center and renovated Scripps Cottage. It is a crucial element in financing the Engineering and Interdisciplinary Sciences Complex and the Thomas B. Day Quad, due to be completed within the next year.

In other cases, existing building were rechristened to honor donors whose significant gifts to the campaign advance academic programs, create new learning opportunities and increase scholarship support. Examples are the Conrad Prebys Aztec Student Union, the Donald P. Shiley BioScience Center, Charles Hostler Hall, Atkinson Hall and the Fowler College of Business.







Photo: pablo mason photography



Photo: Jim Brady



Each of the structures listed below and notated on the adjoining map is a legacy of The Campaign for SDSU. Their presence testifies to the strong bonds between the university and its community of alumni, friends, Aztec parents, faculty and staff and students.

One answer to the question “what’s in a name?” is this: a commitment to the storied history of SDSU and to its future

### Newly Named:

1. Fowler College of Business
2. Fowler Athletics Center
3. Conrad Prebys Aztec Student Union
4. Charles Hostler Hall
5. EIS Complex/Thomas B. Day Quad
6. Scripps Cottage
7. Atkinson Hall
8. Parma Payne Goodall Alumni Center
9. Jeff Jacobs JAM Center
10. Donald P. Shiley BioScience Center
11. Clay Gateway





Photo: Ken Jacques

# FAMILY PRIDE

## *infinite gratitude*

Aztec faculty and staff talk about why they give.

San Diego State faculty and staff have collectively contributed more than \$80 million or about 10 percent of total fundraising to The Campaign for SDSU. They give for a whole host of reasons, but the underlying factors are pride in the institution and gratitude for their SDSU experiences. *360 Magazine* asked some of the people who know SDSU best to explain their philanthropic motivations.

**Carey Wall is a professor emerita of English and comparative literature specializing in American literature. She taught for 37 years and was department chair for 12.**

***Why she gives:***

I spent a very large portion of my life at SDSU in very pleasurable work. Having been educated at the University of Michigan and Stanford with their dimensions of financial support, I've always known SDSU needed money and I saw the state support for higher education dwindle over the years. The musical theatre faculty impressed me with

their ability to transform their graduate students during the two-year master of fine arts (MFA) program. I had been planning to make a large gift, when I learned that the program was threatened with termination. Dr. (Terry) O'Donnell and I joined forces to create the Wall-O'Donnell Musical Theatre Professorship. It was a gratifying and exciting donation opportunity.

**Terry O'Donnell ('66, '72), is professor emeritus and a founding member of the MFA program in musical theatre. Since 1963, he has served as**





Photo: Ernie Anderson

**University Carillonneur for the bell installation housed in Hardy Memorial Tower.**

***Why he gives:***

Since 1962, I have witnessed the positive effects of SDSU's institutional support to encourage innovative curriculum development, create student learning opportunities and explore positive community relationships. The unique MFA curriculum was created to foster the artist-scholar model. SDSU's MFA graduates are the future faculty who will educate the next generation of musical theatre performers and honor the legacy of the musical theatre art form in America. My enduring support of this program is inspired by the passion, enthusiasm and successes of our students and by a desire to honor the professional commitment of our faculty.

**Tammy Blackburn ('94, '01), is director of development technologies for SDSU**

**Alumni. As a four-year starting guard for Aztec women's basketball beginning in the 1990s, she led her team to two NCAA appearances and two regular season and conference championships.**

***Why she gives:***

Unless you live the life of a student-athlete, it's hard to understand how that affects your growth and development. I remember every time I walked into the locker room and put on Aztec gear, there was this sense of representing a university that had confidence in me. They were giving me the opportunity to not only earn a degree, but also to compete at that level. There's something special about walking into an arena with 3,500 people cheering for you. You build relationships with the community and the fans, and you build a physical relationship with the university.

**Glen and Betty Broom are emeritus faculty, he in the**

**School of Journalism and Media Studies and she in the School of Nursing. Their planned gift supports both schools and establishes the Glen M. Broom Center for Professional Development in Public Relations.**

***Why they give:***

**Glen** - SDSU gave me the opportunity to pursue my passion for advancing the science and practice of public relations. Our gift supports students with professional development opportunities; it supports faculty with funding for research and scholarship; and it supports practitioners with continuing professional development classes and programs.

**Betty** - SDSU provided me so many personal and professional growth opportunities. I began as a part-time lecturer in the School of Nursing and eventually pursued my Ph.D. in nursing research. Our planned gift to the School of Nursing will foster tenure-track and tenured faculty research and scholarship.

**J. Luke Wood is director of two programs in SDSU's College of Education: the Ed.D. doctoral program in community college leadership and the joint Ph.D. program in education with Claremont Graduate University. He joined SDSU in 2011.**

***Why he gives:***

Numerous people from the local community and our alumni have given to SDSU in support of our mission and strategic plan. As a faculty member, I consider myself an ambassador of the institution to the local community and to my field, and I felt that I should do the same. My gift is a collaborative gift with **Frank Harris III** (professor of postsecondary education and co-director of the Community College Equity Assessment Lab at SDSU). It supports our graduate students, who are doing groundbreaking work in the study of equity issues and student success in community colleges.



# DONORS SUPPORT

Gifts from our donors enrich the college



**\$3M**

FOR INTERNATIONAL  
EXPERIENCES

**\$8.4M**

TO SUPPORT  
VETERANS



SUPPORT FOR  
**STUDENT CLUBS  
& ORGS**

**\$92M**

TO SUPPORT  
ATHLETICS

SUPPORT FOR  
**INTERNSHIPS  
& MENTORING**



**\$27M**

TO SUPPORT  
ENTREPRENEURSHIP

Illustration: Joseph LeBaron



# STUDENT SUCCESS

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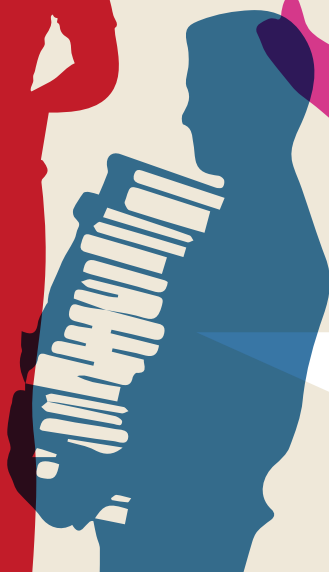
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CENTER  
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# Winning Together

## Fundraising and athletic success go hand in hand.

University campaigns and athletic competitions have a lot in common. You're working toward a goal. You're trying to beat the clock. And you rely on your teammates to step it up when it matters most.

During The Campaign for SDSU, university leaders knew they could count on SDSU Athletics to capture the attention of potential donors, introduce them to the culture of philanthropy and show them just how their contributions can make a difference in young peoples' lives.

"Athletics helps to generate pride in the university," said SDSU Athletic Director John David Wicker. "Our student-athletes are great ambassadors, and donors see them as representative of SDSU's finest."

Many donors' first exposure to the idea of giving to the campaign arose from their support of Aztec teams they know and love. That was the case with long-time friends Leon Parma ('51), Robert Payne ('55), and Jack Goodall ('60), who gave annually to SDSU Athletics before diving in with a collective \$2.7 million gift for the Parma Payne Goodall Alumni Center in 2009.

Athletics gives SDSU a highly visible identity that nearby and far-flung alumni can rally around, Wicker said. It didn't hurt that the campaign coincided with one of the most exciting periods in Aztec sports history: seven consecutive bowl game appearances for Aztec football, six consecutive NCAA tournament bids for men's basketball and a pair of Mountain West Conference championships for women's basketball, to name a few.

"It's easier for people to commit to supporting SDSU when they know they're investing in something that's growing and becoming more successful every day, and that is reflected in our teams' achievements," Wicker said.

It's a two-way relationship, though, with the campaign also supporting Aztec athletes and building the foundation for continued success in sports. Philanthropists Ron and Alexis Fowler pledged \$5 million in matching gifts to athletics in 2011. The Aztec Club, a giving society that will soon count 5,000 members, endowed the Coryell Legacy to support scholarships for student-athletes. And the Jeff Jacobs JAM Center—the shining centerpiece of the basketball program featuring 24/7 practice courts, a state-of-the-art workout facility, locker rooms, a film room and player lounges—was made possible by campaign gifts.

"We in SDSU Athletics all owe a tremendous amount of gratitude to those who have worked on the campaign and to those who have donated so generously," said Peter Mattera, head coach of women's tennis. "It assists us in all that we do, from providing scholarships for our student-athletes to improving and maintaining our facilities."

Taken as a whole, the campaign helps SDSU recruit top athletes from around the world, seeding team success and creating new opportunities for donors to connect philanthropically.

"When the university is successful, it helps our teams succeed, and when we're successful, the university benefits from our success," Wicker said. "We're here to help each other."



Photo: Ernie Anderson



# A Capital Collaboration

**SDSU'S 57-YEAR ALLIANCE WITH KPBS STRENGTHENS BOTH ENTITIES AND THE SAN DIEGO COMMUNITY.**



Photo: Paúl Rivera

San Diegans often ask Trina Hester, KPBS associate general manager for development and grants, about the connection between KPBS and San Diego State University.

Hester, who's worked for both organizations, tells them that KPBS was founded as KEBS in 1960 by Ken Jones, a speech communications professor at SDSU. It was the first radio station licensed to a California State University campus and has remained part of SDSU ever since with an independent editorial operation under the direction of Tom Karlo ('75).

"People see KPBS and SDSU as integral to San Diego, fulfilling similar but different educational missions," Karlo said.

Donors comprise another link between the two. Many KPBS donors also support the university, and that has benefited both entities during The Campaign for SDSU. Noteworthy examples are San Diego

philanthropists Darlene Shiley and Conrad Prebys. Each is a cornerstone contributor to the *Masterpiece* Trust, which supports local public broadcasting stations while increasing their ability to purchase classical and contemporary British drama for the *Masterpiece* series.

At SDSU, Shiley supports scientific research, musical theatre and the Weber Honors College, while Prebys' gifts created new scholarships for students excelling in biomedical research, the creative and performing arts, entrepreneurship and leadership. He also named the Conrad Prebys Viromics Center within SDSU's Engineering and Interdisciplinary Sciences (EIS) Complex and created a named chair for biomedical research within the College of Sciences.

Prominent San Diego philanthropists Joan and Irwin Jacobs are contributors to SDSU and KPBS. They financed a complete update and remodel of the KPBS newsroom, while also giving to

SDSU's education, science and engineering programs through Qualcomm, of which Irwin Jacobs is co-founder and former chair.

Karlo said KPBS' revenue has grown by 50 percent in the last 10 years due largely to private giving. Donors have helped finance the creation of the station's local news broadcast, "Evening Edition," and the addition or expansion of content "beats" focused on arts and culture, education, the environment, health, local news, investigative reporting, science and technology, and the U.S.-Mexico border.

"KPBS is an integral part of San Diego State," said SDSU President Elliot Hirshman. "It educates and informs through its news coverage. It awes and inspires through creative programming. KPBS has served the San Diego community well for 57 years."



# ENDOWED CHAIR IS A LEGACY OF THE CAMPANILE FOUNDATION

SDSU's volunteer fundraisers create prestigious new faculty position.

Among the most ardent proponents of The Campaign for SDSU are the 34 men and women who comprise the Campanile Foundation (TCF). These prominent business and civic leaders are often called San Diego State University's volunteer fundraisers.

Not only have TCF board members shared their time and expertise to support the campaign, they have also made significant gifts. Mary Ruth Carleton, CEO of the foundation and vice president for University Relations and Development, has praised the board's 100 percent record of giving to The Campaign for SDSU.

Board members see their generosity as a direct result of a deep affinity for SDSU.

"Mary Ruth has encouraged us to get heavily involved in the university," said Christopher (Kit) Sickels ('60), former TCF chair. "The more that happens, the more giving occurs. When you buy into this place and you have some capacity to give, then you really want to help."

In addition to supporting their individual areas of interest, 21 board members recently joined together to create a new faculty position designed to boost the stature of the university's research enterprise. The Campanile Foundation Endowed Chair will be filled by an experienced Ph.D. researcher who—by virtue of his or her outstanding contributions to research—has been elected to the National Academy of Sciences.

Stanley Maloy, dean of SDSU's College of Sciences, said endowed chairs are vital to the development of a research university.

"The endowed chairs in our college have changed the way faculty think," he said. "Securing support for an endowed



chair has become an important piece of planning for the expansion of a particular area of research."

The Campanile Foundation Endowed Chair will be one of the board's lasting legacies and one of the most prestigious faculty positions at SDSU.

## Long-term strategy

The Campanile Foundation incorporated as a philanthropic tax-exempt foundation and an official auxiliary of SDSU in August 1999. It plays an important role in long-term strategy and institutional commitment to increasing private funding.

The first TCF board chair was Ron Fowler ('05 LHD), who, with his wife, Alexis, recently made the largest gift in SDSU history—\$25 million to name the Fowler College of Business.

Succeeding Fowler as chair were L. Robert Payne ('55, '12 LHD), a major donor to athletics, veterans, entrepreneurship and the Payne School of Hospitality and Tourism Management; Sickels ('60), the longest serving TCF board chair, who has supported scholarships and the children's literature program; and Jack McGrory ('76), a donor to veterans programs, athletics, the Department of Classics and Humanities and the School of Public Affairs.

Mary Curran ('82), current TCF chair, took the helm last December, declaring that fundraising efforts will continue apace even as The Campaign for SDSU ends on June 30, 2017.

"The Campanile Foundation will find new ways to build momentum and help the university become even more successful," she said. "We'll be focused on how to continue raising at least \$100 million each year without the push and structure that a campaign provides."

# ENDOWMENTS

## BUILD ACADEMIC STRENGTH

San Diego State University faculty are involved in complex, entrepreneurial research with positive implications for the nation's economic, human and social health. Endowed chairs support these faculty now and for decades into the future. The Campaign for SDSU has raised funds to create or substantially support 20 endowed chairs and professorships that advance the university's academic strength.



Bruce Porteous Endowed Professorship  
Barbara Moore Schuch Professorship  
Lawrence and Bonnie Baron Chair



Qualcomm Endowed Directorship  
William E. Cole Sr. Endowed Directorship  
EMC Business Forum Endowed Directorship  
Leonard H. Lavin Endowment Fund  
Dr. Thomas Warschauer Director Endowment



Glen Broom Endowed Professorship  
Patti Roscoe Endowed Professorship  
Wall-O'Donnell MFA Professorship  
Wendy L. Maruyama Endowed Professorship



Fred Henry Chair in Life Sciences  
Conrad Prebys Biomedical Research Chair  
The Campanile Foundation Endowed Chair



William E. Leonhard Jr. Chair  
fred harris Faculty Fellowship  
J. Ryan Construction Management Chair  
Zahn Innovation Platform Chair  
Zahn Professorship of Creativity



# From **COAST** to **COAST**

## Regional councils bolster SDSU's national profile.

Re-engaging “lost” Aztecs has been a goal of The Campaign for SDSU, equal in importance to fundraising. Over the life of the campaign, as giving mounted to \$750 million, the number of new donors climbed to more than 48,000. Turns out they were just waiting to be found.

Because many of these alumni live outside of San Diego, San Diego State University has established regional councils in key locations to introduce Aztecs to each other and reacquaint them with SDSU.

Council members volunteer their time to enhance the university's national reputation and future development by fundraising, network building and investing in student success. Most are Aztec alumni and parents; others are regional business leaders and fans of SDSU.

“We’ve helped build a powerful network of Aztecs who realize that SDSU was a huge factor in their success,” said

Francie Louie (’83), a Bay Area alumna. “It’s rewarding to give back in this way.”

SDSU regional councils have grown strong in Orange County, Los Angeles, the Bay Area, the Pacific Northwest, Central California, Dallas-Fort Worth, Austin, and the New York Area. The seeds for two new councils are now planted in Denver and Las Vegas.

### A great foundation

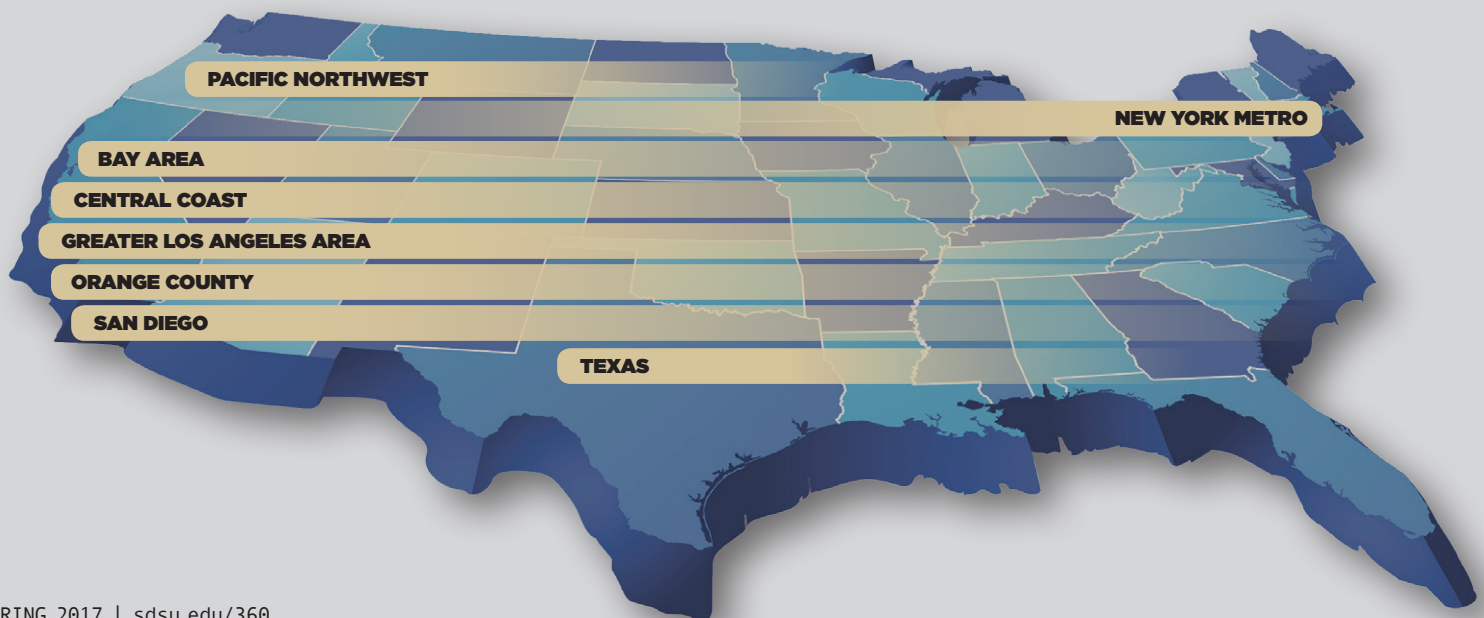
Council members support current students with scholarships, mentoring and access to internships. They sponsor freshman sendoffs to connect admitted high school students with alumni living nearby. Many regional councils also help SDSU recruit high-achieving students and work with SDSU Athletics to increase attendance at remote athletic events.

Council members pride themselves on 100 percent philanthropic participation from every member, every year. While they support dozens of areas across campus,

four regional councils have also pooled funds to create endowed scholarships for students from their areas. This collective commitment to philanthropy is making a big impact on student success at SDSU.

“San Diego State provided me with a great foundation, and I believe it is our responsibility to give back,” said Stephen Coslik (’71), co-chair of the Dallas-Fort Worth regional council. “It’s not just about financial resources; it is also devoting time and energy. We want SDSU graduates who are coming to Texas or coming back to Texas to grow their connection with the university.”

In fall 2016, regional council members convened in San Diego for the inaugural Fall Forum. About 40 members from the Bay Area, Orange County, Los Angeles and the Pacific Northwest met with SDSU's National Leadership Council to discuss The Campaign for SDSU, share best practices and take part in Homecoming Week activities. Plans are underway for an even larger Fall Forum in 2017.





## Evening Celebrating Philanthropy



The Evening Celebrating Philanthropy is an annual event that recognizes San Diego State University's million dollar benefactors. Donors whose lifetime commitment equals or exceeds \$1 million receive SDSU Presidential Medallions. Above are attendees at the 12th annual Evening Celebrating Philanthropy held on Feb. 7, 2017.

## CAMPAIGN Strategist .....

*(continued from page 11)*

watch the football team defeat the Wyoming Cowboys and win the Mountain West Conference championship.

"We didn't have a lot of fans there," head football coach Rocky Long said. "I think that shows how interested she is in every aspect of the university. She is invested in the whole school."

That investment has paid off beyond anyone's expectations. From year one, The Campaign for SDSU has set fundraising records not just for San Diego State, but for any CSU institution. Sure there were doubters at the outset, but when the initial \$500 million goal was reached and revised to \$750 million, all qualms were banished. Carleton and the development team

she assembled had turned skeptics into true believers.

"She brought this attitude with her that we can make it happen; we will make it happen," said College of Sciences Dean Stanley Maloy, who remembers a time when even a former campus fundraiser scoffed at the viability of launching a successful campaign.

"What happened was we built a culture of philanthropy by saying the same thing all the time: We don't get full state support. We have great students. We have great faculty. We have a great institution. We aspire to be a great research institution and the only way we're going to do it is if we have philanthropy," Carleton explained.

Not that it all came easily. During the 2007-08 economic recession, the university's endowment lost a third of its value.

"I remember waking up in the middle of the night thinking, 'Oh, my God! What are we going to do?'" Carleton recalled. "We just had to not panic—which we didn't—and it came around. You just keep your head down and you keep your eye on what you have to do and don't get distracted."

Just as she had done since she was a girl.

"My dad told me one time, 'You always succeed. You just say you're going to do something and you do it.' So maybe that's what happened with The Campaign for SDSU. I was like, 'We're going to do this,' and we did it."





## A Culture of Philanthropy

Aztecs have embraced a new way of thinking about loyalty and commitment to SDSU.

The youngest of San Diego State University's 69,000-plus donors aren't the thirty-somethings or even the Class of 2016; they are current students. Some made their first gifts at freshman orientation, weeks before the first day of classes. Their eagerness to support SDSU signals a new way of thinking about loyalty and commitment that extends beyond the campus.

The Campaign for SDSU has fostered a culture of philanthropy among Aztecs old and new, near and far. Those who were initially skeptical about fundraising began to see it as possible and necessary for the university's future.

As alumni made gifts in ever greater numbers throughout the campaign, they witnessed the transformational effect of philanthropy on every member of the Aztec community.

For students, there are now more scholarships, more research opportunities, more internships, more faculty to teach them, mentors to guide them and resources to help them find their place in the campus community.

For faculty and staff, the campaign created new positions, new degree programs and new funding to seed innovative projects; plus new centers and institutes for research and exploration.

And for alumni, the campaign's success added prestige to a degree whose value continues to rise along with San Diego State's national rankings and its aspirations to stand shoulder-to-shoulder with the leading public research institutions.

"With the success of the campaign, SDSU has achieved a new level of respect and visibility, not only locally but also on a national scale," said Richard Seiler ('78), a donor to the Fowler College of Business. "People are really engaged, and that makes the university more competitive."

A clear mark of engagement is a rise in annual giving from about \$60 million in the early years of the campaign to \$100 million currently. Individual participation also increased sharply, with donor numbers rising during the 10 years of the campaign from 20,000 to 69,203 (as of Feb. 28, 2017).

Contributing to that growth are members of SDSU's regional councils, established during the campaign in nearly a dozen different locations across the country. Regional council members volunteer their time to enhance the university's national reputation and future development by fundraising, network building and investing in student success. Their work reinforces SDSU's growing national reputation.

The Campaign for SDSU comes to an end on June 30, but the process of building the culture of philanthropy is a work in progress. At Commencement 2017, more than 4,000 graduates will wear their red and white legacy cords as a symbol of their commitment to support SDSU now and into the future.

"To come as far as we have come with this campaign is an amazing achievement, and it's not going to end here," said Nikki Clay, ('67, '72). "I really do think it has changed the culture. There is a renewed pride in the future of this university and the impact it has on the San Diego community."

The red and white double-twist legacy cord recognizes graduating students who have given to SDSU.

“At Industry, we hire people who fit the culture of a fast-growing startup where our vision, mission, and values are our driving purpose. San Diego State University provides students with the necessary knowledge, confidence and communication skills our company requires to succeed in the 21st century.”

— Cody Barbo, Industry CEO and former SDSU Associated Students president



SDSU Alumni from left to right: Kristie Kaiser, Eric Urhausen, Joseph Aranez, Cody Barbo, Shabnam Naghavi, J. Cole, Matt Cecil, Kellen McAvoy, Errol Asuncion, Matt Rojas.

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