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Sports » B1

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EDUCATIONAL COSTS

CSU chiefs travel to raise money

Presidents, as face of their campus, play key role in drumming up funds

By Josh Dulaney
Long Beach Press Telegram

LONG BEACH » From a golf trip to Scotland to a funeral in China, campus presidents in the California State University system racked up hundreds of thousands of dollars in travel between July 2013 and June 2014.

A Los Angeles News Group analysis of data provided by the Long Beach-based CSU Chancellor's Office shows the 23 presidents spent more than \$585,000 traveling nearly 1 million miles throughout the state and across the world, attending meetings, leading lobbying efforts, shoring up donor support and strengthen-

ing university partnerships. Long gone are the days of university presidents ensconced as intellectual leaders in ivory towers; a president today is the face of the campus to local, state and national leaders — as well as to donors and alumni, who are vital to public universities, said William G. Tierney, a USC professor and co-director of the Pullias Center for Higher Education. "They spend a fair amount of time trying to raise outside dol-

lars for the university," Tierney said. "You need to court wealthy donors and go wherever they are." The CSU system notched a record-breaking \$457.3 million in charitable gift commitments in 2013-14, with campus presidents playing a major role in the fundraising. CSU presidents traveled from Pomona to Italy, from Northridge to China and from San Marcos to Chile to build up their donor

MORE ON CSU TRAVEL

- CSU searchable database:** <http://bit.ly/1FB5tPW>
- Where CSU presidents travel the most:** <http://bit.ly/1G2f84L>
- Which conferences CSU presidents target:** <http://bit.ly/1lkGFPE>
- How CSU presidents became part-time lobbyists:** <http://bit.ly/1FB6mYO>

MONTEREY PENINSULA HISTORY

COLORFUL PAST COMES TO LIFE



VERNON MCKNIGHT — HERALD CORRESPONDENT

From right, La Doncela Senioritas (portrayed by Julia Gamble and Elizabeth Zernicke) and La Favorita (Katherine Zernicke) greet visitors on Saturday during La Merienda at the Memory Garden Custom House Plaza. All have local family roots dating back multiple generations.

La Merienda marks Monterey's 245th birthday

By Dennis Taylor
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@mchdennistaylor on Twitter

MONTEREY » The Memory Garden in back of the historic Custom House may well be haunted,

but the spirits are friendly, celebratory types who, nowadays, live on in stories told by their Monterey ancestors. Descendants of many of the city's earliest settlers dressed in early California costumes on

Saturday to honor their legacies at the 84th La Merienda, a celebration of Monterey's 245th birthday. The first party, in 1846, was a picnic on the beach organized by Walter Colton, a U.S. Navy chaplain who, that same year, became co-publisher of California's first newspaper, the Cali-

fornian. The first "modern" Merienda was held in June 1929, with a ceremony at Colton Hall followed by a small picnic at the Memory Garden, then owned by the Jacks family. The Monterey History and Art Association takes great pains in the 21st

LA MERIENDA » PAGE 10

ECONOMY

More jobs doesn't mean more financial security

By Josh Boak and Christopher S. Rugaber
The Associated Press

WASHINGTON » The U.S. economy is churning out a lot of jobs these days but not a lot of financial security for many of the people who hold them. Pay growth, though improving, remains tepid. Many workers have few opportunities to advance. Others have taken temporary, part-time or freelance jobs, with little chance of landing full-time permanent work with benefits. As a result, many jobs don't deliver as much economic punch as they used to. Part of the reason is that U.S. workers have grown less efficient in recent months. When they produce less per hour of work, their earnings power shrinks. So the economy doesn't fully benefit from the fuel that healthy job growth normally provides. The result is a disconnect between the high number of job

JOBS » PAGE 10



M. SPENCER GREEN — THE ASSOCIATED PRESS

Ralph Logan, general manager of Microtrain, left, speaks with James Smith who is seeking employment during a National Career Fairs job fair in Chicago.

SPORTS

Bumgarner, Giants hold off Phillies

Madison Bumgarner struck out 11 to pitch the San Francisco Giants past Philadelphia 7-5 Saturday. PAGE B1



MEMORIAL

Hundreds remember Beau Biden for service

Politicians, military leaders and celebrities bid farewell to former Delaware Attorney General Beau Biden. PAGE A10

ONLINE POLL

Have you been the victim of a data hacking?

YES	NO	NOT THAT I'M AWARE OF	NEW QUESTION: DO CSU PRESIDENTS' FUNDRAISING RESPONSIBILITIES JUSTIFY THEIR TRAVEL EXPENSES?
26%	48%	26%	

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