

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:45 p.m., Tuesday, May 15, 2001
Glenn S. Dumke Conference Center

Shailesh J. Mehta, Vice Chair
Roberta Achtenberg
Martha C. Fallgatter
Debra S. Farar
Dee Dee Myers
Frederick W. Pierce, IV
Anthony M. Vitti

Consent Items

Approval of Minutes of Meeting of March 21, 2001

Discussion Items

1. Naming of Academic Program - California State University, Fresno,
Action
2. Naming of Academic Program - California State University, Fresno,
Action

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

**Trustees of The California State University
California State University, Long Beach
University Student Union—Multipurpose Room ABC
1250 Bellflower Blvd.
Long Beach, California**

March 21, 2001

Members Present

Ali C. Razi, Chair
Shailesh J. Mehta, Vice Chair
Charles B. Reed, Chancellor
Roberta Achtenberg
Martha C. Fallgatter
Debra S. Farar
Dee Dee Myers
Frederick W. Pierce, IV
Anthony M. Vitti

Members Absent

None

Other Trustees Present

William D. Campbell
Daniel N. Cartwright
Murray L. Galinson
Harold Goldwhite
Laurence K. Gould, Jr., Chair, Board of Trustees
William Hauck
Neel I. Murarka
Ralph R. Pesqueira
Stanley T. Wang

Chancellor's Office Staff

David S. Spence, Executive Vice Chancellor & Chief Academic Officer
Richard P. West, Executive Vice Chancellor & Chief Financial Officer
Jackie McClain, Vice Chancellor, Human Resources
Freda Hinsche Otto, Administrative Officer in Charge, University Advancement
Christine Helwick, General Counsel

Call to Order

Chair Razi called the meeting to order at 10:30 a.m.

Approval of Minutes

The January 24, 2001 revised minutes were approved as a consent item.

Naming of Facility – San José State University

Chair Razi presented the resolution to name the future athletic conditioning, strength-building and rehabilitation facility at San José State University the Koret Athletic Training Center. He noted that Joseph and Stephanie Koret, founders of the Koret Foundation, contributed \$1 million toward the construction of the athletic facility. Trustee Razi asked President Robert Caret to comment on this naming.

President Caret stated that the Koret Foundation's leadership gift of \$1 million would fund a major part of the new sports facility. He noted that the new facility is greatly needed by both men and women's athletics programs and will be used by all sixteen sports programs. President Caret encouraged approval of this naming.

The Committee recommended approval of the proposed resolution by the Board of Trustees (RIA 03-01-06)

University Advancement

Assistant Vice Chancellor Freda Hinsche Otto reported that the systemwide communications plan is proceeding on schedule. Briefing meetings have been held with CSU Trustees, CSU Foundation Board of Governors, CSU Alumni Council, CSU Public Information Officers and individually with the CSU Vice Presidents for Advancement. Assistant Vice Chancellor Otto also noted that the Board of Trustees will be kept informed of the progress of this plan.

Efforts are continuing to improve and enhance internal communications. With a focus on CSU employees, e-mail messages are sent every six weeks from the Chancellor to all CSU personnel providing updates on current issues and CSU priorities. Assistant Vice Chancellor Otto noted that the CSU website is being revamped and internal and external CSU publications are being assessed and reconfigured.

Assistant Vice Chancellor Otto then commented on the success of Legislative Day held on April 12, 2001 in Sacramento. Over 250 people attended the policy briefing session and 400 attended the Legislator of the Year luncheon sponsored by the CSU Alumni Council. During the luncheon, Chancellor Reed presented the State of the CSU Address and later, campus leaders made visits to their legislators.

On a final note, Assistant Vice Chancellor Otto acknowledged Chair Razi as this is the last Institutional Advancement committee meeting he will attend since his term as Trustee is expiring. She thanked Chair Razi for his leadership and his unfailing dedication.

Trustee Galinson added a comment regarding internal communications. He requested that research be done to allow the Trustees to securely obtain meeting information and agendas via the CSU website. Assistant Vice Chancellor Otto noted the comment.

Adjournment

The meeting was adjourned at 10:37 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Academic Program—California State University, Fresno

Presentation By

Freda Hinsche Otto
Assistant Vice Chancellor
University Advancement

Summary

This item will consider naming the School of Education and Human Development at California State University, Fresno, the Benjamin and Marion Kremen School of Education and Human Development.

Background

The Board of Trustees adopted a policy on the naming of California State University Colleges, Schools, and Academic Units in July 1999, which states that a proposed name for a CSU college, school or academic unit honor an individual or an organization. This proposal meets the criteria and other conditions specified in the policy.

California State University, Fresno requests approval by the Board of Trustees of the California State University to name its School of Education and Human Development, the Benjamin and Marion Kremen School of Education and Human Development. The naming of this academic program will honor Benjamin and Marion Kremen.

While on the faculty at California State University, Fresno, Dr. Benjamin Kremen was a pioneer in counselor education and was nationally known for his work in K-12 guidance programs. He is credited with establishing the Master of Arts degree in education at Fresno State, and with the development and coordination of pupil personnel guidance programs in Fresno and Madera counties. There are now three master's degrees in counseling at Fresno State with a variety of options. Over the years, literally hundreds of his former students have had an impact on guidance and counseling programs throughout California.

A native of Maryland, Dr. Kremen received his baccalaureate degree at Towson State College, his master's degree at the University of Maryland, and his doctorate at Michigan State

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University. He was a national officer for the National Vocational Guidance Association, and was the founder of the first NVGA chapter in the San Joaquin Valley.

He began his teaching career in elementary and secondary schools, later becoming principal at Patterson Park High School and then placement counselor for the Baltimore city school system. He then served as director of guidance for the state of West Virginia, and left West Virginia to pursue doctoral studies at Michigan State University. He was a member of the faculty of the Department of Guidance and Counseling at MSU until he moved to Fresno in 1950 where he taught until his death in 1995.

Dr. Kremen joined the faculty at then-Fresno State College in 1950, teaching courses in techniques of guidance, counseling techniques, and organization and administration of guidance programs. He served as chair of the Department of Guidance and Special Education and was the first coordinator of graduate studies in the School of Education.

Mrs. Kremen, 91, is a graduate of the Peabody Institute of Music in Baltimore and is a trained classical pianist. She has been a primary grade teacher and coordinator, served as an elementary school principal, and has served at various times on the faculty at Goucher College, Johns Hopkins, Marshall University, Michigan State University and Fresno State. As an educator and philanthropist, she has dedicated her life to education. Benjamin and Marion Kremen's total gifts to the university exceed \$4 million.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the School of Education and Human Development at California State University, Fresno be designated the Benjamin and Marion Kremen School of Education and Human Development.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Academic Program—California State University, Fresno

Presentation By

Freda Hinsche Otto
Assistant Vice Chancellor
University Advancement

Summary

This item will consider naming the Center for Innovation and Entrepreneurship at California State University, Fresno, the Lyles Center for Innovation and Entrepreneurship.

Background

The Board of Trustees adopted a policy on the naming of California State University Colleges, Schools, and Academic Units in July 1999, which states that a proposed name for a CSU college, school or academic unit honor an individual or an organization. This proposal meets the criteria and other conditions specified in the policy.

California State University, Fresno requests approval by the Board of Trustees of the California State University to name its Center for Innovation and Entrepreneurship, the Lyles Center for Innovation and Entrepreneurship. The naming of this academic program will honor William M. Lyles, his company, Lyles Diversified, Inc, and his family. The Center will provide education and research in innovation and entrepreneurship, and serve as a major stimulus to the Central Valley economy. The generosity of Lyles Diversified and the Lyles Family will enable Fresno State to create a center of excellence that will help make Central California a leader in California's new economy. The Lyles Family has made over \$2 million in contributions to the university.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Center for Innovation and Entrepreneurship at California State University, Fresno be designated the Lyles Center for Innovation and Entrepreneurship.