

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 12:45 p.m. Tuesday, November 16, 2004
Glenn S. Dumke Auditorium

Fredrick W. Pierce, IV, Chair
Debra S. Farar, Vice Chair
Carol R. Chandler
Ricardo F. Icaza
Kathleen E. Kaiser
Shailesh J. Mehta
Melinda Guzman Moore
Kyriakos Tsakopoulos

Consent Item

Approval of Meeting Minutes of September 14, 2004

Discussion Items

1. Naming of Warrior Arena – California State University, Stanislaus, *Action*
2. California State University Impact Study, *Information*
3. Proposed Name Change for California State University, Hayward, *Information*

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

**Trustees of The California State University
California State University, Chancellor's Office
401 Golden Shore Drive
Long Beach, CA 90802**

September 14, 2004

Members Present

Frederick W. Pierce, IV, Chair
Debra S. Farar, Vice Chair
Carol R. Chandler
Murray L. Galinson, Chair of the Board
Kathleen Kaiser
Shailesh J. Mehta
Melinda Guzman Moore
Charles B. Reed, Chancellor
Kyriakos Tsakopoulos

Approval of Minutes

The minutes of July 13, 2004 were unanimously approved as submitted.

Naming of a Facility, California Polytechnic State University, San Luis Obispo

Richard P. West, executive vice chancellor and chief financial officer presented the request to name the new engineering and architecture building at Cal Poly San Luis Obispo as the Bonderson Engineering Project Center (BEPC). The naming recognizes a \$6 million contribution by Paul Bonderson, Jr. and his wife Sandra to the College of Engineering. The gift establishes the Bonderson Excellence in Engineering Gift Fund with \$5 million directed to the BEPC, a state of the art multi-disciplinary senior projects building and the remaining \$1 million dedicated to support the Bonderson Advanced Software Design Studio. Mr. West asked President Baker for comments.

President Baker expressed his gratitude for the gift that would essentially fund the entire cost of the facility, which will be dedicated to student projects. President Baker noted that student projects held a special significance for Paul Bonderson because it was through his student project that he founded his company, Brocade.

The committee unanimously recommended adoption of the resolution to name Building 191 at California Polytechnic State University, San Luis Obispo as the Bonderson Engineering Project Center. (RIA 09-14-13)

Naming of a Facility, California Polytechnic State University, San Luis Obispo

Mr. West presented the request to name Facility 61, currently known as the Mustang Stadium, at Cal Poly San Luis Obispo as the Alex G. Spanos Stadium. The naming recognizes a \$4 million contribution by Alex Spanos and his wife Faye to the Department of Athletics. The gift will be used to renovate and expand the existing stadium including a new West Side Complex providing expanded permanent seating, a press box, special box seating, restrooms, concessionaries, new lighting and an upgraded playing surface. The stadium was originally constructed in 1935 and the east side stands were renovated in the 1970s. The stadium is used for various athletic events, as well as university commencement ceremonies. Mr. West asked President Baker for comments.

President Baker thanked Alex and Faye Spanos for their extraordinary generosity and acknowledged the previous naming of the Alex G. and Faye Spanos Theatre. President Baker shared that during a commencement address, Mr. Spanos was struck by the condition of the west side of the stadium. Mr. Spanos had many fond memories of the stadium from his days as a student and was compelled to lend his support to complete the renovation of the stadium.

Trustee Pierce noted that the donors' commitment to the CSU was not restricted to Cal Poly San Luis Obispo. They have also made a generous gift to California State University, Sacramento. In addition, this esteemed couple was selected by President George W. Bush to represent the United States at the Olympic games in Athens, Greece. Trustee Pierce observed that Mr. and Mrs. Spanos are leading citizens of California *and* the United States.

In recognition of the generous commitment made by Alex G. and Faye Spanos, the committee unanimously recommended adoption of the resolution to name Facility 61, currently the Mustang Stadium at California Polytechnic State University, San Luis Obispo as the Alex G. Spanos Stadium. (RIA 09-04-14)

Recognition for Service to California State University, Monterey Bay; Sonoma State University; and California Polytechnic State University, San Luis Obispo

Chancellor Reed stated that it was his distinct pleasure to honor Mr. Robert Taylor, Jr., a Salinas attorney, for his leadership and remarkable work in bringing clients and major gifts to three California State Universities. Mr. Taylor's service highlights the extraordinary importance of working closely with our professional allies of attorneys, CPA's, financial advisors and brokers. Mr. Taylor's vision and actions will lead the way for other professionals to follow his example. President Peter Smith, President Ruben Arminana and President Warren Baker described the impact and breadth of Mr. Taylor's accomplishments for the Monterey Bay, Sonoma and San Luis Obispo campuses resulting in multi-million dollar gifts.

The committee unanimously recommended adoption of the resolution honoring Robert C. Taylor, Jr., Attorney at Law. (RIA 09-04-15)

Robert Taylor thanked the committee and stated what an honor it was for him to be the first planned giving professional honored by the Trustees. He acknowledged Steve Weldon at CSU Monterey Bay, Stuart Jones of Sonoma State and Mike McCall at Cal Poly San Luis Obispo for their help in crafting these gifts. He stated that the Trustees' investment in these individuals and in university advancement would be rewarded ten-fold and accepted the recognition on their behalf.

Chair Pierce concluded the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – California State University, Stanislaus

Presentation by:

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Summary

This item will consider naming the Warrior Arena at California State University, Stanislaus *DreamLife Financial Arena* and the University's outdoor playing fields (baseball, softball, soccer, and track) *DreamLife Financial Fields*, respectively.

This proposal, submitted by California State University, Stanislaus, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including approval by the system review panel and the campus academic senate.

Background

The proposed naming of the facility recognizes the \$1 million commitment by Mr. Tony Daniloo, President/CEO of DreamLife Financial, Inc. The sponsorship will be used to enhance the Athletics program by augmenting operating expenditures, building endowments and increasing talent scholarships.

DreamLife Financial, Inc. is the fastest growing mortgage company in the Central Valley. The financial institution has a total of seven branches in four communities – Turlock, Modesto, Merced and Fresno. The company's business plan includes adding new branches in the Bay Area, Southern California and Las Vegas, within the next three years. DreamLife Financial Inc. also has a corporate partnership with the San Francisco 49ers.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that Warrior Arena at California State University, Stanislaus be named *DreamLife Financial Arena* and the University's outdoor playing fields be named *DreamLife Financial Fields*, respectively.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

California State University Impact Study

Presentation By

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

The core mission of the CSU is to provide high-quality, higher education to the citizens of California. In fulfilling this mission, the CSU has a powerful, positive impact on economic activity in the state, the competitiveness of its industries, the social and cultural quality-of-life of its communities and the well being of all of its citizens. Under contract to the CSU, ICF Consulting has recently completed a study quantifying the impacts of the 23-campus CSU system on a state level, on a regional level and at the individual campus level.

This study marks the first time an integrated systemwide impact analysis of this magnitude and at this level of detail has been conducted. The results illustrate the important ways the CSU is working for California. The key findings from the study will be used in the CSU's communications and advocacy campaign, an ongoing, comprehensive effort to educate key decision makers, business and community leaders, elected officials, the general public, faculty, staff, students and alumni about the benefits CSU provides to the state and its residents and the ways in which CSU is helping to shape California's future.

Dr. Edmund (Ted) Egan from ICF Consulting will attend the meeting to describe the analyses and present many of the key findings of the study.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Proposed Name Change for California State University, Hayward

Presentation By

Charles B. Reed
Chancellor

Richard P. West
Executive Vice Chancellor
and Chief Financial Officer

Norma S. Rees
President
California State University, Hayward

Summary

It is proposed that the name of California State University, Hayward be changed to California State University, East Bay.

Background

Since its inception in 1957, the university has changed its name four times. These changes reflected evolutions in the university's status, size, and position. The university serves the region with two campuses, one in Hayward Hills and the other in Concord, and a professional development center in downtown Oakland. With a growing enrollment of 14,000, the university attracts students from throughout the region and from more than 80 countries.

Changing the name to California State University, East Bay signifies the university's expanded vision and its role as a regional institution.

The new, more appropriate name and identity would support other important university efforts and initiatives to:

- Increase regional awareness and visibility of the university;
- Change the overall perception of the university;
- Increase donor recognition and expand fundraising capabilities;
- Enhance the relationship with East Bay communities; and
- Recruit new students more broadly and effectively.

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The Board of Trustees has the authority to select and change the name of any campus of the California State University (Education Code Section 89034). If approved by the Board of Trustees, the name change would be effective immediately; however, it would be phased-in on items such as stationery, business cards, and other material until existing supplies were exhausted and would be restocked and printed with the new name. The university would be informally referred to as Cal State East Bay, and its acronym would be CSUEB.

President Norma Rees recommends the name change to California State University, East Bay, following a yearlong investigative process involving more than 600 persons in nearly 20 focus groups, discussions, and forums which included students, employees, alumni, community leaders, and state legislators. The recommendation was discussed with the university's Academic Senate on October 5.

This item is intended for discussion at this meeting. The Chancellor plans to put this item on the January 2005 meeting agenda for action.