

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting: 3:15 p.m., Tuesday, July 18, 2000**  
**Glenn S. Dumke Conference Center**

Ali C. Razi, Chair  
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 May 9, 2000

#### **Discussion Items**

1. Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center, *Action*
2. Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center, *Action*
3. Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center, *Action*

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

**Trustees of The California State University  
Office of the Chancellor  
Glenn S. Dumke Conference Center  
401 Golden Shore  
Long Beach, California**

**May 9, 2000**

**Members Present**

Martha C. Fallgatter, Chair  
Frederick W. Pierce IV, Vice Chair  
Roberta Achtenberg  
Harold Goldwhite  
Laurence K. Gould, Jr.  
William Hauck, Chairman of the Board, ex officio  
Charles B. Reed, Chancellor, ex officio

**Members Absent**

William D. Campbell  
Dee Dee Myers  
Ali C. Razi  
Anthony M. Vitti

**Other Trustees Present**

Debra S. Farar  
Neel I. Murarka  
Stanley T. Wang

**Chancellor's Office Staff**

David S. Spence, Executive Vice Chancellor and Chief Academic Officer  
Richard P. West, Executive Vice Chancellor and Chief Financial Officer  
Jackie R. McClain, Vice Chancellor, Human Resources  
Douglas X. Patiño, Vice Chancellor, University Advancement  
Christine Helwick, General Counsel

Chair Fallgatter called the meeting to order at 2:29 p.m.

**Approval of Minutes**

The January 26, 2000, minutes were approved as a consent item.

**Naming of Facility—California State University, Channel Islands**

Chair Fallgatter presented the resolution to name the business studies building at California State University, Channel Islands, the Martin V. Smith Building for Business Studies, in honor of Mr. Martin V. Smith. Mr. Smith made a \$5 million commitment to the university in his estate. Mr. Smith designated the \$5 million gift agreement for several key purposes. The gift will be used to endow a land use planning and development chair for \$1 million, to create an endowed awards program for teaching excellence with \$2 million, to provide \$1 million for a scholarship endowment with the remaining \$1 million to be used by the university president for the enhancement of educational opportunities at CSU Channel Islands. Mr. Smith is a leading real estate investor and developer in Ventura County with deep roots in the community and strong personal family ties to the university.

President Evans expressed that the gift reflects the faith that Mr. Smith has in the university and its mission of educational excellence. This is the first major gift that is not focused on a facility need, but is directed toward the academic program.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 05-03-00).

**Naming of Facility—San Jose State University**

Chair Fallgatter presented a resolution to name the new joint university and city library at San Jose State University the Dr. Martin Luther King, Jr. Library in honor of the slain civil rights leader. The new San Jose State University-city library, the first undertaking of this kind in the nation, is a joint project with the City of San Jose. The city will invest \$78 million in the library structure, scheduled to begin construction this summer. In 1970 the city's main library, which will be replaced by the joint structure, was named for Dr. King. On March 21, 2000, the San Jose City Council passed a resolution to name the new university and city library the Dr. Martin Luther King, Jr. Library.

On behalf of San Jose State University, President Caret requested that the Board of Trustees waive Section 2.3 of the Policy and Procedure on Naming California State University Facilities and Properties that states that "no more than one facility or property in the system shall be named after any one individual." The largest instructional facility at California State University, Los Angeles is named Martin Luther King, Jr. Hall.

President Caret reiterated Trustee Fallgatter's comments on the unique city-university partnership, stating that the naming processes are philosophically different and must be brought into agreement because of the unusual nature of this project.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 05-04-00).

### **Naming of Facility—Sonoma State University**

Chair Fallgatter presented the resolution to name the music center at Sonoma State University the Donald and Maureen Green Music Center in honor of Donald and Maureen Green. Mr. and Mrs. Green donated \$10 million for the design, planning, and construction of the music center. Donald Green is a widely recognized leader in the telecommunications industry. Maureen Green, an alumna of Sonoma State University, is a philanthropist and an advocate for children and animal rights. The CSU trustees and Sonoma State University conferred honorary doctoral degrees on both Donald and Maureen Green in 1998 recognizing their many achievements.

President Armiñana added that in addition to their generous contributions to the music center project, the Greens have also made substantial contributions to other university areas including the recently approved program in computer science engineering.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 05-05-00).

### **University Advancement**

Vice Chancellor Patiño noted that the chancellor had recognized the significant growth in donor gifts, government partnerships, and other ventures and the importance of these gifts and ventures to the system. From 1990 through 1995, there were fifteen facility-naming opportunities, which equated to a total of \$6 million. From 1996 through May 2000, there were 39 naming opportunities equaling \$147 million, excluding the City of San Jose's \$78 million contribution toward the joint library facility. Dr. Patiño commended the presidents, faculty, and staff for helping to transform the culture of university advancement through endeavors such as these.

Trustee Fallgatter thanked the CSU Alumni Council for hosting the successful awards luncheon during the CSU Legislative Day on April 3, 2000, in Sacramento. The council presented Legislator of the Year Awards to Assemblymember George Runner and Senator Patrick Johnston, and the Lifetime Achievement Award to Senator John Burton. Over 100 Ambassadors for Higher Education traveled to the capital to voice their support for the CSU and its concerns. There are more than 800 Ambassadors statewide.

Trustee Fallgatter reported on the status of the Ambassadors Program. The organizational phase is now complete with the implementation phase gearing up to begin. The focus of the Ambassadors Program is to tell the CSU story, increase its visibility and multiply the system's external resources. The Ambassadors Program hopes to accomplish its goals by focusing on local advocacy, community outreach, and campus support and promotion. Trustee Fallgatter congratulated the presidents for their contributions to the system's success and meeting the needs of their local service areas.

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Trustee Fallgatter also commented that the systemwide bimonthly newsletter *CSU Stateline* had ceased publication after 15 years. The system's communication requirements have grown and changed. *CSU Stateline* will be discontinued in favor of a more timely Internet communication device supported by topic-focused print pieces. Successors are now being formulated that will employ the most current technology and allow a faster response to the communication needs of the CSU family.

**Adjournment**

The meeting adjourned at 3:38 p.m.

**BRIEF**

**Action Item**

Agenda Item 1  
July 18-19, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider naming the outdoor area which serves as the focal point for the promenade at the California State University, San Bernardino, Coachella Valley Off-Campus Center the R. D. and Joan Dale Hubbard Plaza.

**Recommended Action**

Approval of the resolution.

## ITEM

2

Agenda Item 1  
July 18-19, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center**

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy.

This proposal meets the criteria and other conditions specified in the policy.

#### **Background**

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name the plaza at the California State University, San Bernardino Coachella Valley Off-Campus Center, the permanent off-campus center in Palm Desert, the R. D. and Joan Dale Hubbard Plaza.

The naming of this property honors the R. D. and Joan Dale Hubbard Foundation. Since its inception in 1986, the R. D. and Joan Dale Hubbard Foundation has taken an entrepreneurial approach to philanthropy in its grants to arts, humanities, and educational organizations. The Foundation's gift of \$500,000 to the Coachella Valley Off-Campus Center is among the largest gifts ever made by the Foundation and demonstrates the commitment of its founders, Dee and Joan Dale, to improving the lives of their neighbors in the Coachella Valley.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of The California State University, that the plaza at the California State University, San Bernardino Coachella Valley Off-Campus Center be named the R. D. and Joan Dale Hubbard Plaza.

**BRIEF**

**Action Item**

Agenda Item 2  
July 18-19, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider naming the first permanent building at the California State University, San Bernardino Coachella Valley Off-Campus Center the Mary Stuart Rogers Gateway Building.

**Recommended Action**

Approval of the resolution.

## ITEM

2

Agenda Item 2  
July 18-19, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center**

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy.

This proposal meets the criteria and other conditions specified in the policy.

#### **Background**

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name the first permanent building at the California State University, San Bernardino Coachella Valley Off-Campus Center, the permanent off-campus center in Palm Desert, the Mary Stuart Rogers Gateway Building.

The naming of this facility is in honor of the Mary Stuart Rogers Foundation. The Mary Stuart Rogers Foundation has been a long-standing partner in the education of students at the Coachella Valley Campus. In the early 1990s, the Foundation established a \$1.5 million endowed scholarship fund to provide financial assistance to deserving students from the desert communities. Building on their legacy of generosity, the Mary Stuart Rogers Foundation made a lead gift of \$3 million to the Coachella Valley Campus Capital Campaign.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of The California State University, that the first permanent building at the California State University, San Bernardino Coachella Valley Off-Campus Center be named the Mary Stuart Rogers Gateway Building.

**BRIEF**

**Action Item**

Agenda Item 3  
July 18-19, 2000

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center**

**Presentation By**

Douglas X. Patiño, Vice Chancellor  
University Advancement

**Summary**

This item will consider naming the circular core campus road at the California State University, San Bernardino, Coachella Valley Off-Campus Center the H. N. and Frances C. Berger Circle.

**Recommended Action**

Approval of the resolution.

## ITEM

2

Agenda Item 3  
July 18-19, 2000

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

#### **Naming of Facility—California State University, San Bernardino, Coachella Valley Off-Campus Center**

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy.

This proposal meets the criteria and other conditions specified in the policy.

#### **Background**

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name the circular core campus road at the Coachella Valley Off-Campus Center the H. N. and Frances C. Berger Circle.

The H. N. and Frances C. Berger Foundation made a \$4.5 million gift to the Coachella Valley Campus Capital Campaign. This contribution represents the largest one-time gift ever made by the Berger Foundation.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of The California State University, that the circular core campus road at the California State University, San Bernardino Coachella Valley Off-Campus Center be named the H. N. and Frances C. Berger Circle.