

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:35 p.m. Tuesday, May 13, 2003
Glenn S. Dumke Conference Center

Frederick W. Pierce IV, Chair
Anthony M. Vitti, Vice Chair
Roberta Achtenberg
Harold Goldwhite
Shailesh J. Mehta
Dee Dee Myers
Erene S. Thomas

Consent Item

Approval of Meeting Minutes of March 12, 2003

Discussion Items

1. Naming of Facility, California State University, Hayward, *Action*
2. Naming of Facility, California State University, San Bernardino, *Action*
3. University Advancement Update, *Information*

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

**Trustees of The California State University
California State University, Fullerton
Titan Student Union Portola Pavilions B & C
Fullerton, California**

March 12, 2003

Members Present

Frederick W. Pierce, IV, Chair
Roberta Achtenberg
Debra S. Farar, Chair of the Board
Harold Goldwhite
Charles B. Reed, Chancellor
Shailesh J. Mehta

Members Absent

Dee Dee Myers
Erene S. Thomas
Anthony M. Vitti
Martha C. Walda

Other Trustees Present

William Campbell
Murray L. Galinson
M. Alex Lopez
Ralph R. Pesqueira

Chancellor's Office Staff

David S. Spence, Executive Vice Chancellor & Chief Academic Officer
Richard P. West, Executive Vice Chancellor and Chief Financial Officer
Jackie McClain, Vice Chancellor, Human Resources
Louis Caldera, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Call to Order

Chair Pierce called the meeting to order at 8:45 a.m.

Approval of Minutes

The January 28, 2003 minutes were approved as a consent item.

Naming of Colleges, Schools, and Other Academic Entities, California State University, Northridge

Vice Chancellor Caldera presented the first of two naming requests. He reported that California State University, Northridge has submitted a request to name the Center for Small Business and Entrepreneurship at California State University, Northridge, the Wells Fargo Center for Small Business and Entrepreneurship.

This naming will recognize Wells Fargo's \$1 million gift to California State University, Northridge. The gift will be used to establish two endowments: one that will permanently support special Wells Fargo scholarships for Northridge students who are studying to be teachers; and a second endowment that will provide support for the Center in the form of student stipends, the establishment of an entrepreneurship library, training materials, a speaker series and the establishment of a mentorship program.

Chair Pierce asked President Koester to comment on this naming. President Koester stated that Northridge has enjoyed a long relationship with Wells Fargo. This contribution represents the banking giant's largest gift to a university in the Los Angeles area.

The Committee recommended approval by the Board of Trustees of the proposed resolution.
(RIA 03-03-04)

Naming of Facility, California State University, Dominguez Hills

Vice Chancellor Caldera presented the second naming. California State University, Dominguez Hills has submitted a request to name the velodrome at CSU Dominguez Hills, The ADT Event Center. The agreement between the developer, Anschutz Southern California Sports Complex LLC (ASCSC), and California State University, Dominguez Hills stipulated that the former velodrome be replaced by an Olympic-caliber cycling facility. The proposed new facility will be fully enclosed and will be the only one of its kind in the country. The improvements to the new facility will be funded by ASCSC at an estimated value of \$10 million. ASCSC will also pay the university a percentage of the net proceeds from rentals each year. The naming of the cycling facility for ADT is part of a sponsorship agreement between ASCSC and ADT Electronic Security Services. This unique public/private partnership benefits both the university and ASCSC.

Chair Pierce asked President Lyons to comment on this naming. President Lyons stated that in approving this naming, not only would California State University, Dominguez Hills receive an additional source of income, but would also gain a new major organization as a partner in the growth and development of the campus.

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

University Advancement

Vice Chancellor Caldera reported on the upcoming CSU Advancement Academy Conference taking place in Long Beach on April 27-29, 2003. Currently there are over 200 registrants, comprised of campus presidents, provosts, dean and CSU Trustees. The focus of the conference is the role of the campus leadership in building a culture of philanthropy. Keynote speakers include Mr. Peter Ueberroth, the Former Baseball Commissioner and President of the 1984 Los Angeles Olympic Organizing Committee; Dr. Carol C. Harter of University of Las Vegas, Nevada; Mr. Vance T. Peterson of CASE, and, serving as hosts, Chancellor Reed and Chair Farar. Vice Chancellor Caldera encouraged all trustees, presidents and key academic, development and executive leaders on campuses to take part in the conference.

Chair Pierce thanked Vice Chancellor Caldera for his update on advancement activities.

Adjournment

The meeting was adjourned at 8:52 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility- California State University, Hayward

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the Business and Technology Center at California State University, Hayward.

Background

California State University, Hayward requests approval of the Board of Trustees of the California State University to name a new academic building at California State University, Hayward, the Wayne and Gladys Valley Business and Technology Center.

The Wayne and Gladys Valley Foundation has pledged \$5 million towards the total capital outlay costs for the building. The proposed name was selected to indicate that the center will house the College of Business and Economics, which will be its largest occupant. The remainder of the building will be used as the hub for campus communications and technology; serve as an umbrella facility for programs in technology and management, engineering, and multi-media production; provide space for the College of Science's Center for Remote Access Technology (CREATE); and, house a PacBell/SBC Teaching, Learning and Technology Center that will help teachers learn how to integrate information technology into classroom teaching across all disciplines.

This building will be the first new academic building on campus in over 30 years, and will serve as a link for technology-enhanced teaching, learning and research in all academic disciplines. Through the leadership gift commitment from the Wayne and Gladys Valley Foundation, CSU Hayward has secured over 70% of the private funding needed for this project.

The Wayne and Gladys Valley Foundation, a major philanthropic institution, supports charitable activities principally in the East Bay area of California.

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Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Business and Technology Center at California State University, Hayward be named the Wayne and Gladys Valley Business and Technology Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Naming of Facility- California State University, San Bernardino

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

This item will consider naming the Student Union facility at California State University, San Bernardino.

Background

California State University, San Bernardino requests approval of the Board of Trustees of the California State University to name the Student Union facility currently under expansion at California State University, San Bernardino, the Santos Manuel Student Union.

The San Manuel Band of Mission Indians (SMBMI) and the Foundation at California State University, San Bernardino are entering into an agreement whereby SMBMI will grant the university \$3 million. Of this gift, \$2 million is to be used to fund endowed scholarships and intern programs, and to provide operating support for cross-cultural programs at CSU San Bernardino. The additional \$1 million dollars will fund a cross-cultural center building expansion, which will be coordinated in concert with the expansion of the student union. The San Manuel Band of Mission Indians has partnered with the university for many years in support of programs that promote diversity and higher education on campus.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the Student Union facility at California State University, San Bernardino be named the Santos Manuel Student Union.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

University Advancement

Presentation By

Louis Caldera
Vice Chancellor
University Advancement

Summary

An update on activities from the Division of University Advancement will be presented.