

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:20 p.m. Tuesday, May 10, 2005
Glenn S. Dumke Auditorium

Debra S. Farar, Chair
Carol R. Chandler, Vice Chair
Larry L. Adamson
Ricardo F. Icaza
Kathleen E. Kaiser
Melinda Guzman Moore
Kyriakos Tsakopoulos

Consent Item

Approval of Meeting Minutes of March 15, 2005

Discussion Items

1. Naming of Facility – California Polytechnic State University, San Luis Obispo, *Action*
2. Naming of Facility - California State University, San Marcos, *Action*
3. Approval of Resolution of Commendation – San Francisco State University, *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**

March 15, 2005

Members Present

Debra S. Farar, Chair
Carol R. Chandler, Vice Chair
Larry L. Adamson
Kathleen Kaiser
Shailesh J. Mehta
Murray L. Galinson, Chair of the Board
Charles B. Reed, Chancellor
Kyriakos Tsakopoulos

Approval of Minutes

The minutes of January 25, 2005 were approved as submitted.

Naming of an Academic Program – California State University, Long Beach

Mr. Richard P. West, executive vice chancellor and chief financial officer, presented the item. The item requests approval to name the Center for Commercial Deployment of Transportation Technologies (CCDoTT) at California State University, Long Beach in honor of the late James Ackerman.

The naming recognizes James Ackerman for developing the concept and framework for CCDoTT that enabled the university to engage in research and development related to transportation, particularly as it relates to the Long Beach and Los Angeles ports. He assisted in securing more than \$30 million in federal appropriations for the program.

The committee unanimously recommended adoption of the resolution to name the Center for Commercial Deployment of Transportation Technologies as the James Ackerman Center for the Commercial Deployment of Transportation Technologies (RIA 03-05-04).

Naming of an Academic Program – California State University, Long Beach

Mr. West presented the item for approval to name the Center for Ethical Leadership at California State University, Long Beach as the Ukleja Center for Ethical Leadership.

The naming recognizes Mick and Louise Ukleja for their substantial gift toward a \$2.5 million endowment to establish the Center for Ethical Leadership and their commitment to assist in raising additional funds for the center's continued support. Dr. Maxson praised Mick Ukleja as distinguished alum of the university

The committee unanimously recommended adoption of the resolution to name the Center for Ethical Leadership at California State University, Long Beach as the Ukleja Center for Ethical Leadership (RIA 03-05-05).

Measuring Advancement

Mr. West and Peter Smits, Vice President for University Advancement, California State University, Fresno presented the item to adopt a set of guiding principles for advancement operations, as well as, goals for performance. The presentation included a history of the development of California State University advancement programs.

The committee recommended approval of the proposed resolution (RIA 03-05-04).

Chair Farar concluded the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

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

Presentation by:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the outdoor feature, informally known as the three-acre lawn, as Richard J. O'Neill Green. This area, located on 3.1 acres, includes a landscaped lawn, a rose garden and the Cal Poly Remembrance Pond. It is located in the campus core adjacent to California Boulevard and the Orfalea College of Business. The specific location of O'Neill Green is identified as Areas A, B, and C on the attached map.

This proposal, submitted by California Polytechnic State University, San Luis Obispo, 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

A successful land developer and benefactor to education, humanitarian and conservation causes, Richard J. O'Neill has provided faithful and generous support that has advanced a variety of programs at Cal Poly, his alma mater. For more than five decades, Mr. O'Neill has served on numerous University committees, contributing time, expertise and wisdom to help create an institution with world-class programs and facilities. He is a proven role model, working tirelessly to steward others into volunteer leadership capacities.

Mr. O'Neill served as a member of Cal Poly's Partners in Excellence and is a lifetime member of the President's Circle. In recognition of his steadfast service as an alumnus, in 2000 he became one of six to receive the Alumni Association's highest honor, the Distinguished Service Award. His advocacy became the catalyst for Cal Poly's inclusion in Division I athletics. For his service to Cal Poly Athletics, Mr. O'Neill was inducted into the Cal Poly Athletics Hall of Fame in 1987 and is one of four inducted into the prestigious Athletics Hall of Distinction.

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The naming of the O'Neill Green is a fitting tribute to Richard J. O'Neill, and advocate of open space preservation and a supporter of intercollegiate athletics, who is recognized for his extraordinary generosity, leadership and commitment to California Polytechnic State University.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the 3.1 acre outdoor feature identified in the attachment as Areas A, B and C which includes a landscaped lawn, rose garden and the Cal Poly Remembrance Pond at California Polytechnic State University, San Luis Obispo, be named the Richard J. O'Neill Green.



"Three Acre Lawn"

Area	Sq. Ft	Acres
A	57,374	1.3
B	39,421	0.9
C	37,886	0.9
D	19,030	0.4
TOTAL	153,711	3.5



COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility – California State University, San Marcos

Presentation by:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming Business Building 13 at California State University, San Marcos as Markstein Hall.

This proposal, submitted by California State University, San Marcos, 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 recognizes a \$5 million pledge by Kenneth and Carole Markstein in support of the College of Business Administration. The gift will be used to complete the building by providing upgrades, furnishings and technology; to assist in faculty enrichment, especially in faculty recruitment/ retention efforts and in the area of faculty development/ research; to provide scholarships for students; and to fund future program development. This gift will greatly enhance the University's ability to serve the students and the local business community by enabling the College to provide the highest quality education possible and develop future programs responsive to the needs of the region.

Mr. Markstein is a distinguished graduate of San Jose State University who earned a Bachelor of Science degree in Finance in 1974. After completing his degree, he joined Markstein Beverage Company and helped build the business into a successful \$50 million per year operation with over 120 employees. Markstein Beverage Company is a wholesale distributor of Anheuser Bush products, as well as, various non-alcoholic beverages. In 1987, Mr. Markstein and his brother purchased Mission Distributing in San Marcos, California and he became President and CEO. Mr. Markstein also holds the positions of President and CEO of AM&S of San Diego, Inc. and Vice President of Markstein Beverage Company of Sacramento.

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Mr. Markstein is a well-respected businessman in the community and in his industry. He has actively served on both professional and civic boards, including the Rancho Santa Fe Community Board, Eckerly YMCA Board, and the Anheuser-Busch Advisory Board.

Mr. and Mrs. Markstein have been generous contributors to the University since 1991, and were recognized for their support of the University as University Ball honorees in 1995. Mr. Markstein has also been an active volunteer leader serving on the Trust Board since 2002 and as an Advisory Board member of the College of Business Administration since 1996.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that Business Building 13 at California State University San Marcos, be named Markstein Hall.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Approval of Resolution of Commendation – San Francisco State University

Presentation by:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider a resolution of commendation in recognition of Manny and Neda Mashouf for their support of San Francisco State University.

Background

San Francisco State University alumni Manny and Neda Mashouf have been actively involved with their alma mater for a significant length of time. Mr. Mashouf was inducted into the San Francisco State University Alumni Hall of Fame and will be honored as the 2005 Alumnus of the Year in recognition of his professional accomplishments and engagement with the University.

Mr. and Mrs. Mashouf have recently made the largest private individual pledge in the history of San Francisco State University. Their \$10 million gift will provide a critical measure of support to construct a new performing arts and electronic media arts building for the nationally recognized College of Creative Arts.

Mr. Mashouf is Founder and Chairman of Bebe, an international company that designs, develops and produces a distinctive line of contemporary women's apparel and accessories. Bebe currently operates 204 stores in the United States, Canada and Puerto Rico.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, to commend Manny and Neda Mashouf for their dedication and support of San Francisco State University, and gratefully acknowledge their generosity and the legacy it will leave in the form of a new center for the College of Creative Arts.