

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting: 12:30 p.m., Tuesday, May 16, 2006**  
**Glenn S. Dumke Auditorium**

Carol R. Chandler, Chair  
Melinda Guzman Moore, Vice Chair  
Roberta Achtenberg  
Jeffrey L. Bleich  
Debra S. Farar  
Raymond W. Holdsworth  
A. Robert Linscheid  
Craig R. Smith  
Kyriakos Tsakopoulos

#### **Consent Item**

Approval of Meeting Minutes of March 14, 2006

#### **Discussion Items**

1. Naming of a Facility – California State University, Los Angeles, *Action*
2. Naming of a Facility – California State University, Sacramento, *Action*
3. Naming of an Academic Entity, San Diego State University, *Action*
4. Request for Resolution Approving a Funding Agreement Between the Palm Desert Redevelopment Agency and The Foundation for California State University, San Bernardino and Recognition of a Facility Naming, *Action*

**MINUTES OF THE MEETING OF  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
Office of the Chancellor  
Glenn S. Dumke Conference Center  
401 Golden Shore  
Long Beach, California**

**March 14, 2006**

**Members Present**

Carol R. Chandler, Chair  
Melinda Guzman Moore, Vice Chair  
Roberta Achtenberg  
Jeffrey L. Bleich  
Debra S. Farar  
Murray L. Galinson, Chair of the Board  
Raymond W. Holdsworth  
A. Robert Linscheid  
Charles B. Reed, Chancellor  
Craig R. Smith  
Kyriakos Tsakopoulos

The minutes of January 31, 2006 were approved.

**Naming of an Academic Entity – San José State University**

Trustee Carol R. Chandler asked Richard P. West, Executive Vice Chancellor and Chief Financial Officer, to present the request to name the San José State University's Graduate School of Business as Donald and Sally Lucas Graduate School of Business.

Mr. West stated that the Lucas' \$10 million gift will be used to attract outstanding professors and graduate students. Mr. West asked Mr. Don W. Kassing, President of San José State University, for comments on the naming request.

Mr. Kassing said that, historically, this is the largest gift San José State University has ever received. He spoke personally about Mr. and Mrs. Lucas and noted how they are community leaders and role models for the University. The current *Washington Square* was distributed for trustees to read an article featuring the donors and their gift.

Chair Murray L. Galinson commended the donors and stated that their generosity should be an inspiration to other alumni to give back to the University.

The committee recommended approval of the proposed resolution (RIA 03-06-03).

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The trustees then presented Mr. and Mrs. Lucas with a token of the university's gratitude in recognition of their visionary spirit. Mr. Lucas said that he was pleased to be a part of the day's agenda and to have the graduate school named after them. He noted that President Kassing's commitment to academic excellence prompted their donation.

### **Naming of Facility – California State University, Fullerton**

Trustee Chandler asked Mr. West to present the request to name the Science Laboratory facility at California State University, Fullerton, as Dan Black Hall.

Mr. West stated that Mr. Black's gift of \$4 million will support renovations to the laboratory space, new equipment, and scholarships for undergraduate students. Mr. West asked Dr. Milton A. Gordon, President of California State University, Fullerton, for comments on the naming request.

Dr. Gordon spoke about Mr. Black's career path. After proposing the creation of a Physics and Business degree in 1999, Mr. Black helped fund student scholarships and the implementation of a capstone project. Dr. Gordon stated that Mr. Black is totally dedicated to educating students of the future.

The committee recommended approval of the proposed resolution (RIA 03-06-04).

The trustees then presented Mr. Black and his wife Kathy Chao with a commemorative resolution. Mr. Black shared that what he did was nothing unique and there has to be a lot more like him out there, so "let's go find them."

### **Measuring Advancement**

Mr. West introduced the item for discussion and introduced Lori A. Redfearn, Assistant Vice Chancellor Advancement Services, to give a summary of the data on philanthropic productivity and cost benefit analysis.

Ms. Redfearn reported that the net return on fundraising investment for the California State University was 617% for 2004/05. The California State University cost to raise a dollar was 14 cents with the campus median at 18 cents.

Campuses predict a modest increase in gift commitments for 2005/06. The outlook looks better for 2006/07 as a result of campaign efforts underway at various campuses. For individual campus goals, Ms. Redfearn referred the trustees to the website [www.calstate.edu/UA/goals](http://www.calstate.edu/UA/goals).

Mr. West added that there has been ongoing discussion about the university advancement strategic goals and what it takes to start, build, and maintain advancement programs. He is optimistic about the efforts underway.

Chair Chandler adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – California State University, Los Angeles**

#### **Presentation By:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the Integrated Sciences Complex Wing A, Building 27A, at California State University, Los Angeles as the LaKretz Wing.

This proposal, submitted by California State University, Los Angeles, 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 contributions totaling \$2.5 million by The LaKretz Family Foundation to The CSULA Foundation. Of this, \$1.5 million is designated for financing and supporting capital construction, public works, and/or equipment purchases associated with the Integrated Sciences Complex, and \$1 million is designated to an endowed fund for the environmental sciences.

The Integrated Sciences Complex – Wing A is a multi-disciplinary facility, designed to provide core laboratories to support the ever evolving interdisciplinary nature of science. It will house the instruction and research activities of students and faculty in the fields of biology, biochemistry, chemistry, environmental sciences, geology, health and nutritional sciences, kinesiology and microbiology. Many of the University's pre-college science and math programs will benefit from this facility, in addition to the several outstanding student mentoring programs that encourage the creative and intellectual talents of our diverse student population.

Mr. Morton LaKretz is a property manager in Los Angeles, who grew up in the Boyle Heights district, which is near to the CSULA campus. He has become a friend of the University and its students and faculty. Over the years, he has met with several of the environmental science faculty to learn first hand of their research projects, and he enjoys attending events on campus.

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The following resolution is recommended for approval:

**RESOLVED,** By the Board of Trustees of the California State University, that the Integrated Sciences Complex Wing A, Building 27A at California State University, Los Angeles, be named the LaKretz Wing.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – California State University, Sacramento**

#### **Presentation By:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming a new athletic facility at California State University, Sacramento as the Broad Athletic Facility.

This proposal, submitted by California State University, Sacramento, 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 \$2 million contribution by the Eli and Edythe L. Broad Foundation to California State University, Sacramento. The gift will be used toward construction of a new athletic facility and field house in support of the University's Division I athletic program, serving both football and track and field programs. The new facility, which will be located south of the stadium, will consist of approximately 28,000 square feet and include administrative offices, meeting and conference rooms, lockers, showers, a weight room, a general treatment area for athletes, and storage. This initial construction component, which includes the demolition and site clearing of the existing field house on the north end of the stadium, is vital to all other phases of the University's Recreation, Wellness, Events Center and Stadium Complex project.

The Recreation, Wellness, Events Center and Stadium Complex is the centerpiece project for the enhancement and revitalization of campus facilities – a significant goal of the University's Destination 2010 initiative. The Complex will provide facilities for the University's intercollegiate athletics and recreational sports programs, health and fitness facilities, and an events arena. Current facilities for these activities are scattered, inadequate, or non-existent. The new Complex will exponentially improve the University's ability to serve students and the community for the array of purposes typical of a modern metropolitan university. Funding for the project will be provided by a combination of student fees, private gifts, and corporate

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sponsorships. In addition to the gift from the Broad Foundation, the University has received a leadership commitment of \$10 million from Alex and Faye Spanos for the project.

The son of émigrés, Eli Broad graduated from Michigan State University in 1954 and went on to build two Fortune 500 companies over a five-decade career in business. He is chairman of AIG Retirement Services, Inc. and founder-chairman of KB Home (formerly Kaufman and Broad Home Corporation). Eli and Edythe Broad have earned distinction among leading American philanthropists with their support of education, the arts, and science and medical research.

Among their contributions to higher education are naming gifts to UCLA, California Institute of Technology, Pitzer College, Michigan State University, and Massachusetts Institute of Technology, Harvard University, and Whitehead Institute. Eli Broad has served as a member of the board of trustees of Caltech, Pitzer College, and the California State University.

The following resolution is recommended for approval:

**RESOLVED,** By the Board of Trustees of the California State University, that the new athletic facility and field house at California State University, Sacramento, be named The Broad Athletic Facility.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of an Academic Entity – San Diego State University**

#### **Presentation By:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the J.R. Filanc Construction Engineering & Management Program in the College of Engineering at San Diego State University.

This proposal, submitted by San Diego State University, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Colleges, Schools and other Academic Entities including approval by the system review panel and the campus academic senate.

#### **Background**

The proposed naming of the Construction Engineering & Management Program recognizes the \$3 million gift made by Jack R. and Jane E. Filanc to establish the Jack R. & Jane E. Filanc Endowment Fund at San Diego State University. The primary purposes of the endowment will be to:

- Provide annual financial support for the development and betterment of the Construction Engineering & Management Program in the College of Engineering.
- To create the biannual J.R. Filanc Lecture Series in Construction Engineering Ethics.

Over the past decade, the Filanc family has generously contributed to the College of Engineering through donations for scholarships, operating funds and other endowments. In addition, the Filanc Construction Company employs graduates of the Construction Engineering & Management Program on a regular basis. The Filanc family's philanthropy is a reflection of their deep commitment to education, workforce development and civic responsibility. The Filanc family plays a significant role in the construction industry throughout the region by the example they set individually and collectively as donors to San Diego State University and through their leadership of the San Diego Chapter of the Associated General Contractors.

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The following resolution is recommended for approval:

**RESOLVED,** By the Board of Trustees of the California State University, that the Construction Engineering & Management Program shall be named the J.R. Filanc Construction Engineering & Management Program at San Diego State University.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Request for Resolution Approving a Funding Agreement Between the Palm Desert Redevelopment Agency and The Foundation for California State University, San Bernardino and Recognition of a Facility Naming**

#### **Presentation By:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

Albert K. Karnig  
President  
California State University, San Bernardino

#### **Summary**

This item will consider approving the funding agreement between the City of Palm Desert Redevelopment Agency and The Foundation for California State University, San Bernardino.

The purpose of the funding agreement is to provide California State University, San Bernardino, with \$4.5 million from the City of Palm Desert Redevelopment Agency to be used solely to construct a third building at the California State University, San Bernardino, Palm Desert Campus.

Additionally, this item considers naming the facility as the Palm Desert Health Sciences Building.

#### **Background**

In 1994, the Board of Trustees of the California State University authorized the Chancellor to enter into a Memorandum of Understanding with the City of Palm Desert and the City of Palm Desert Redevelopment Agency to accept and acquire land for the purpose of constructing an off-campus center. The Memorandum of Understanding between the City of Palm Desert, the City of Palm Desert Redevelopment Agency, and the Board of Trustees of the California State University was approved in November 1994. It designated 200 acres for a possible future California State University campus, with 40 acres designated as the site for the permanent off-campus center. The remaining 160 acres would be held pending determination by the Board of Trustees that the center should become an independent campus.

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On November 16, 1999, the City of Palm Desert Redevelopment Agency approved the Disposition and Development Agreement in which title to the initial 40 acres was formally transferred to the California State University for the permanent center. The Board of Trustees approved the agreement in November 1999.

On March 22, 2001, the City of Palm Desert Redevelopment Agency approved the first amendment to the Disposition and Development Agreement in which the initial acreage granted to California State University was increased from 40 acres to 55 acres and in which title to this increased acreage was formally transferred to the California State University for the permanent center.

The first permanent building on the site, the Mary Stuart Rogers Gateway Building, was completed in 2001. The second building, the Indian Wells Center for Educational Excellence, was completed in 2004.

The campus has been in the process of conducting a fundraising campaign for the third building to be constructed on the California State University, San Bernardino, Palm Desert Campus. The estimated cost of the building is \$12.8 million. By way of the funding agreement, the Palm Desert Redevelopment Agency has committed to advance \$4.5 million toward the construction of this third building. California State University, San Bernardino, would not be able to complete construction of the third building on the Palm Desert Campus, absent this contribution.

On October 27, 2005, the Palm Desert Redevelopment Agency held a public hearing and approved Resolution 05-91 to advance \$4.5 million to the Foundation for California State University, San Bernardino, to finance part of the cost of construction of the third building on the Palm Desert Campus.

For two consecutive weeks in advance of the May 2006 meeting of the Board of Trustees, a Notice of Public Hearing was published in the *Desert Sun* newspaper detailing the date, time, and place of the meeting of the Trustees concerning the instant agenda item regarding the funding agreement. Additionally, a summary of the funding agreement and this resolution has been made available for public inspection.

The funding agreement proposed by the City of Palm Desert Redevelopment Agency provides that:

The purpose of the agreement is to effectuate the redevelopment plan of the Palm Desert Redevelopment Agency for the area in which the Palm Desert campus is located.

The Agency will allocate \$4.5 million to be used solely to construct the third building to be located on the Palm Desert campus.

The building shall be named the “Palm Desert Health Sciences Building.”

California State University, San Bernardino shall provide signage identifying the building by the city name and will use the name in publications.

Upon completion of the building, it shall be owned and operated by the California State University.

### **Recommended Action**

The City of Palm Desert Redevelopment Agency’s continued support of the existence of a California State University presence in its city has been exemplary and its extraordinary grant of \$4.5 million will make it possible to construct a third building on the site, therefore be it,

**RESOLVED**, By the Board of Trustees of the California State University, that:

1. The funds provided by the funding agreement between the City of Palm Desert Redevelopment Agency and The Foundation for California State University, San Bernardino, shall be used for the construction of the Palm Desert Health Sciences Building which will provide a benefit to the project area;
2. That no other reasonable means of financing the building are available, and
3. That the building shall be named the Palm Desert Health Sciences Building.