

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 4:15 p.m., Tuesday, September 19, 2006
Glenn S. Dumke Auditorium

Carol R. Chandler, Chair
Craig R. Smith, Vice Chair
Jeffrey L. Bleich
Debra S. Farar
Kenneth Fong
Raymond W. Holdsworth
Andrew LaFlamme
A. Robert Linscheid
Lou Monville
Craig R. Smith
Glen O. Toney
Kyriakos Tsakopoulos

Consent Item

Approval of Meeting Minutes of July 18, 2006

Discussion Items

1. The Boeing Company Gift, *Information*
2. Naming of an Academic Entity — California State University, Northridge, *Action*
3. Recognition of Recipients of the 2006-2007 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement, *Information*

**MINUTES OF THE 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**

July 18, 2006

Members Present

Carol R. Chandler, Chair
Craig R. Smith, Vice Chair
Roberta Achtenberg, Chair of the Board
Jeffrey L. Bleich
Debra S. Farar
Raymond W. Holdsworth
Charles B. Reed, Chancellor
Craig R. Smith
Kyriakos Tsakopoulos

Approval of Minutes

The minutes of May 16, 2006 were approved.

Naming of an Academic Entity – California State University, San Bernardino

Chair Carol R. Chandler asked Richard P. West, Executive Vice Chancellor and Chief Financial Officer, to present the request to name the Transportation Center at California State University, San Bernardino as the William E. and Barbara Leonard Transportation Center.

Mr. West stated that the naming recognizes contributions totaling \$2 million by Mr. and Mrs. Leonard to promote research on transportation issues and opportunities. Mr. West asked Dr. Albert K. Karnig, President of California State University, San Bernardino, for comments on the naming request.

President Karnig stated that Bill and Bobby Leonard are the university's most long-term friends. Mr. Leonard helped identify the university's location and was a strong advocate for bringing the CSU to San Bernardino.

The committee recommended approval of the proposed resolution (RIA 07-06-09).

Naming of an Academic Entity – California State University, San Bernardino

Chair Chandler asked Mr. West to present the request to name the Literacy Center at California State University, San Bernardino as the Watson & Associates Literacy Center.

Mr. West stated that the naming recognizes the \$800,000 contribution from Mr. James R. Watson, Mrs. Judy Watson, and his partners, Charles Diamond and Charles Shumaker to support the campus for tutorial assistance, as well as helping San Bernardino community's working families provide a brighter future for their children. Mr. West asked Dr. Albert K. Karnig, President of California State University, San Bernardino, for comments on the naming request.

President Karnig stated that Jim and Judy Watson are the University's newest and closest friends. They asked how can they could help and have worked consistently ever since to provide for the university.

The committee recommended approval of the proposed resolution (RIA 07-06-10).

Mr. Watson thanked his partners who dug deep to help make this contribution possible. They are all deeply appreciative to the Board of Trustees for this opportunity. Mr. Watson feels honored to work with President Karnig and stated the state of California is very well served by California State University, San Bernardino. Mr. Watson looks forward to working more with the University in the future.

Chancellor Charles B. Reed commended Mr. and Mrs. Watson and Watson & Associates for their generosity to the California State University, San Bernardino and the greater San Bernardino community. Chancellor Reed noted that it has been a great honor to work with them and the Board of Trustees is proud to have them members of the CSU family.

The trustees then presented Mr. Watson with a token of the university's gratitude in recognition of their visionary leadership.

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

Chair Chandler asked Mr. West to present the request to name the Cal Poly Animal Science Department as the J & G Lau Family Meat Processing Center, at California Polytechnic State University, San Luis Obispo.

Mr. West stated that the naming recognizes the \$1 million commitment of Mr. John F. and Gay Lau to allow Cal Poly San Luis Obispo to relocate the College of Agriculture's existing meat processing facility. Mr. West asked Dr. Warren J. Baker, President of Cal Poly San Luis Obispo, for comments on the naming request.

President Baker noted that the University is indebted to Mr. and Mrs. Lau for their help in moving the facility and upgrading the facility to meet today's standards. The Lau's own Yosemite Meat Company, Inc. and have been in business since 1981. The company has grown into one of the most progressive meat processing facilities in California. The Lau's have supported the University on many occasions.

The committee recommended approval of the proposed resolution (RIA 07-06-11).

Trustee Chandler adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

The Boeing Company Gift

Presentation By

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This information item acknowledges a \$50,000 gift from The Boeing Company in support of the *How to Get to College* posters.

Background

A critical priority for the California State University is to help improve the state's K-12 schools, since their students ultimately are CSU students. One way the CSU accomplishes this is through its outreach efforts to help students identify what they need to do to get admitted and then succeed in college.

In 1999, the CSU began producing a *How to Get to College* poster in English and Spanish. Since then, 700,000 total copies have been mailed to public and private middle and high schools in California, as well as to libraries, youth organizations, community groups and elected officials. They also are given to each of our CSU outreach offices for use at college night and counselor conferences for high school students. In addition, the posters have served as an important tool in the university's outreach to underserved populations. In 2004, the CSU began producing the poster in three Asian languages – Korean, Chinese, and Vietnamese.

Boeing granted the CSU \$50,000 in 2003 to print, re-design, and distribute 500,000 of the posters. Over the past three years, those posters have been distributed across California several times. There was a special mailing to the 50 governors of the United States, many of whom complimented the CSU by creating posters of their own, including the states or universities of Washington, Pennsylvania, and Nevada.

Boeing has awarded an additional \$50,000 to redesign, update, print and distribute half a million more posters. These funds have been matched by the CSU. This is truly a worthwhile investment, and is an example of a true public/private partnership to ensure access to colleges across the state of California.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity — California State University, Northridge

Presentation By

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the College of Arts, Media & Communication at California State University, Northridge as the Mike Curb College of Arts, Media & Communication.

This proposal, submitted by California State University, Northridge, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Academic Entities, including approval by the system review panel and the Executive Committee of the campus Faculty Senate.

Background

The proposed naming recognizes a \$10 million commitment by Mike Curb to the California State University, Northridge Foundation. Half of the gift (\$5 million) will permanently endow the College of Arts, Media & Communication, with \$1 million of that targeted to support the Mike Curb Endowed Chair in Music Industry Studies. The other half (\$5 million) will be used to help establish the Imagine the Arts Center – Cal State Northridge’s planned regional performing arts center that will serve as a learning laboratory for the university’s students.

Mr. Curb was enrolled at Cal State Northridge during 1962-1963 when the campus was known as San Fernando Valley State College. He founded his first record company, the predecessor to Curb Records Inc., and had his first music industry success while his mother and he were studying at the Northridge campus.

Curb Records, and its affiliated companies, is now one of the oldest and largest record labels in the country, with facilities in Burbank, California and Nashville, Tennessee. This reflects Mr. Curb’s extraordinary success as a performer, composer and producer of popular music who has written more than 400 songs during a more than 40-year career.

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Mr. Curb's commitment to excellence, quality and integrity go far beyond the daily operation of his businesses. He has received numerous humanitarian commendations and awards in recognition of his commitment to service.

The \$10 million commitment by Mr. Curb represents the single largest cash gift to the California State University, Northridge Foundation. It is also the single largest gift of any kind by a Northridge alumnus. The \$5 million portion devoted to the Imagine the Arts Center is the largest lead gift received to date for that project.

Mr. Curb also served as California's Lieutenant Governor from 1979 to 1983, and as a Trustee of the California State University during the same period.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University, that the College of Arts, Media & Communication at California State University, Northridge be named the Mike Curb College of Arts, Media & Communication.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Recognition of Recipients of the 2006-2007 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement

Presentation By

Charles B. Reed
Chancellor

Ali C. Razi
Trustee Emeritus
CSU Board of Trustees

Summary

Each year, the California State University Board of Trustees provides scholarships to high achieving students who have demonstrated financial need and overcome profound personal hardships to attain an education from the California State University. These students have accomplished superior academic performance and are providing outstanding service to the community.

Background

The William Randolph Hearst/CSU Trustees' Awards for Outstanding Achievement are funded by personal contributions from the CSU Trustees, friends of the university, and an endowment established by the William Randolph Hearst Foundation. Since its inception, one hundred and thirty-five students have received this distinguished award. This year, seventeen students have been selected to receive a \$3,000 scholarship award to pursue their academic goals.

Two additional students have been selected as Trustee Ali C. Razi Scholars. In April 2006, Mr. Ali C. Razi, Trustee Emeritus of the CSU Board of Trustees, endowed a scholarship fund to recognize the top-scoring recipient of the William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement. The California State University Foundation Board of Governors honored his commitment to students by naming the distinction as the Trustee Ali C. Razi Scholar. Two exceptionally talented and dedicated students tied for top honors this year. They will each receive a \$6,000 scholarship due to the personal generosity of Mr. Razi and members of the scholarship's selection committee.

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The recipients of the 2006-2007 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

Anna M. Sorensen, California State University, Chico, Trustee Ali C. Razi Scholar
Texas Keo, California State University, Stanislaus, Trustee Ali C. Razi Scholar
Summer Wood, California State University, Bakersfield
Tamanika Ferguson, California State University, Dominguez Hills
Marco Zahedi, California State University, East Bay
Ben Davis, California State University, Fullerton
Sarah Cole, Humboldt State University
Vicki Storberg, California State University, Long Beach
Ana Diaz, California State University, Los Angeles
Adriana Pacheco, California State University, Monterey Bay
Anne Huddleston, California State University, Northridge
Lesley Felton, California State Polytechnic University, Pomona
Heather Matthews, California State University, Sacramento
Robert L. Goode, California State University, San Bernardino
Khadija Cunningham, San Diego State University
Fatima Jinnah, San Francisco State University
Andrea Nance, San Jose State University
Melissa Jean O'Neal, California Polytechnic State University, San Luis Obispo
Katrina Hammer, Sonoma State University