

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 4:45 p.m., Tuesday, November 13, 2007**  
**Glenn S. Dumke Auditorium**

Carol R. Chandler, Chair  
Craig R. Smith, Vice Chair  
Jeffrey L. Bleich  
Debra S. Farar  
Kenneth Fong  
Melinda Guzman  
A. Robert Linscheid  
Peter G. Mehas  
Glen O. Toney  
Kyriakos Tsakopoulos

#### **Consent Item**

Approval of Meeting Minutes of September 18, 2007

#### **Discussion Items**

1. Naming of an Academic Entity– California State University, Fresno, *Action*
2. Naming of a Facility – San Diego State University, *Action*
3. Recognition for Support of San José State University, *Action*

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

**Office of the Chancellor  
Glenn S. Dumke Auditorium  
401 Golden Shore  
Long Beach, California**

**September 18, 2007**

**Members Present**

Carol R. Chandler, Chair  
Craig R. Smith, Vice Chair  
Roberta Achtenberg, Chair of the Board  
Jeffrey L. Bleich  
Debra S. Farar  
Kenneth Fong  
A. Robert Linscheid  
Peter G. Mehas  
Charles B. Reed, Chancellor  
Glen O. Toney  
Kyriakos Tsakopoulos

**Approval of Minutes**

The minutes of July 10, 2007 were approved.

**Naming of an Academic Entity – California State University, Long Beach**

Chair Chandler asked Mr. Richard West, executive vice chancellor and chief financial officer, to present the request to name the Senior University, a program within the College of Health and Human Services at California State University, Long Beach, as the Osher Lifelong Learning Institute.

Mr. West stated that the naming recognizes the generosity of the Bernard Osher Foundation, which has provided three annual gifts of \$100,000 each, in addition to a \$1,000,000 endowment in support of older learners at CSU Long Beach. He noted that the endowment establishes the program as part of a national network of Osher Lifelong Learning Institutes. In addition to CSU Long Beach, the Osher Institute supports similar programs at 18 other CSU campuses.

President Alexander noted that Senior University serves Leisure World and many of the retirement communities in the greater Long Beach area. He expressed his gratitude to the Osher Foundation for its generosity to CSU Long Beach and the entire the CSU.

The committee recommended approval of the proposed resolution (RIA 09-07-10).

**Naming of a Facility – Sonoma State University**

Inst. Adv.

Chair Chandler asked Mr. West to present the request to name the Recital Hall within the Green Music Center at Sonoma State University as Schroeder's Recital Hall.

Mr. West stated that the naming recognizes a \$5,000,000 gift, one of the largest cash gifts ever made to the Green Music Center, and the generosity of donors Jean Schulz and her late husband, the cartoonist Charles M. Schulz. Mr. West expressed Mrs. Schulz's wish to honor the work of her late husband by dedicating the naming of the character Schroeder from the *Peanuts* comic strip. Schroeder, who idolized Beethoven and brought classical music to *Peanuts* readers, has become a cultural icon who represents a love of music for both young and old.

President Armiñana added that Jean Schulz is a 1965 graduate of Sonoma State University, and that the Schulzes have been very strong supporters of the University. The Sonoma State Information Center bears the name of both Jean and Charles M. Schulz, for a previous endowment of an amount similar to the current gift. Charles "Sparky" Schulz was extremely dedicated to the arts and to music. The character of Schroeder, a very disciplined and committed musician, represents Charles Schulz's own dedication and passion.

The committee recommended approval of the proposed resolution (RIA 09-07-11).

### **Recognition of Recipients of the 2007-2008 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement**

With distinct pleasure, Chair Chandler asked Chancellor Reed to present the item to recognize the recipients of the William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement.

Chancellor Reed took a moment to introduce and thank the CSU Foundation's Board of Governors present to share in this occasion: Mr. Ron Barhorst, President of ING Financial Advisers and Chair of the Board; Dr. Ali Razi, President of the Stratham Group, CSU Trustee Emeritus, and Chair of the Hearst/CSU Trustees' Scholarship Committee; Mr. Ralph Pesqueira, President of El Indio Foods, Inc., CSU Trustee Emeritus, and Vice Chair of the CSU Foundation; and Mr. James Justice, President of Viridis, LLC.

Chancellor Reed stated that each year the Hearst/CSU Trustees' Award is provided to high achieving students who have demonstrated financial need and overcome profound personal hardships to attain an education from the CSU. Chancellor Reed noted that the CSU has achieved a milestone this year with a student from each of the 23 campuses receiving an award. The two top-ranking recipients have been selected as Trustee Emeritus Ali C. Razi Scholars and were awarded \$6,000 each due to the personal generosity of Dr. Razi. Chancellor Reed added that the recipient who exemplifies the greatest commitment to community service has been selected as the Trustee Emeritus Murray Galinson Scholar, and will also receive a \$6,000 scholarship, thanks to CSU Trustee Emeritus Galinson. The remaining 20 recipients will each receive a scholarship of \$3,000.

Following a video presentation, Dr. Razi expressed his thanks to the students who have given us the privilege of knowing and sharing in their success stories. He also thanked the CSU for giving opportunities to students, and thanked the Trustees for their support of the scholarship, especially Trustee Murray Galinson. Dr. Razi acknowledged Chancellor and Mrs. Reed, who have always been big supporters of the of the Hearst/CSU Trustees' Awards.

Chancellor Reed introduced Mr. Delbert Moreno and Ms. Adrianna Bayer, the two Trustee Ali C. Razi Scholars, to share a little about their journey to the CSU as well as some attributes of their fellow awardees.

The recipients of the 2007/2008 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

*Ms. Adriana Bayer, Humboldt State University, Ali C. Razi Scholar*  
*Mr. Delbert Moreno, California State University, Northridge, Ali C. Razi Scholar*  
*Ms. Kylie T. Nguyen, California State University, Fullerton, Murray L. Galinson Scholar*

*Mr. Michael J. Butler, California State University, Bakersfield*  
*Mr. Jeremy Allen Booker, California State University, Channel Islands*  
*Mr. Kevin Brady, California State University, Chico*  
*Mr. John Martin Shaffer, California State University, Dominguez Hills*  
*Mr. P. Kofi Baah-Arhin, California State University, East Bay*  
*Ms. Jaime Flores, California State University, Fresno*  
*Mr. Hiep Nguyen, California State University, Long Beach*  
*Ms. Lesley Anne Asistio, California State University, Los Angeles*  
*Mr. Anthony David Merlonghi, California Maritime Academy*  
*Ms. Marcela Vargas, California State University, Monterey Bay*  
*Mr. Jesus Herrera-Cortes, California State Polytechnic University, Pomona*  
*Ms. Joanna Siefert, California State University, Sacramento*  
*Ms. Jamie Hose, California State University, San Bernardino*  
*Ms. Patricia Ann Hite, San Diego State University*  
*Ms. Kathleen Rives, San Francisco State University*  
*Ms. Jenelle Gonzalez, San José State University*  
*Mr. Matthew D. Durham, California Polytechnic State University, San Luis Obispo*  
*Mr. Erik Eldridge, California State University, San Marcos*  
*Ms. Niki Brunkhurst, Sonoma State University*  
*Ms. Maribel Garcia, California State University, Stanislaus*

Each recipient was presented a certificate in recognition of their award.

Trustee Chandler adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of an Academic Entity– California State University, Fresno**

#### **Presentation By:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the Center for Community Engagement and Service-Learning at California State University, Fresno as the Jan and Bud Richter Center for Community Engagement and Service-Learning.

This proposal, submitted by California State University, Fresno 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 naming recognizes Janiece E. (Jan) and Elmer (Bud) Richter's commitment of \$3.5 million to endow the Center and help meet the needs of the region through service-learning and community engagement.

During the past academic year, more than 6,300 students participated in organized community service-learning. They logged 485,300 hours and provided an economic benefit to the community estimated at more than \$10.4 million. One goal of the Jan and Bud Richter Center for Community Engagement and Service-Learning is to help the university achieve its goal to provide 1 million hours of annual service to the community by the end of its Centennial in 2011.

Bud and Jan Richter began their philanthropic relationship with Fresno State in the 1950s. Dr. Richter was president of the Bulldog Foundation and Mrs. Richter was involved in forming the Women's Bulldog Foundation. Dr. Richter chaired the Kremen School of Education and Human Development capital campaign in 1995, and with his wife established the Richter Awards for Excellence, which honors exemplary service by Kremen School faculty and staff. In 1997, the Richters were presented the Pinnacle Society Award for their philanthropic giving to Fresno State. Both are life members of the Fresno State Alumni Association.

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For their contributions, the Richters have received numerous awards, including the distinction of outstanding philanthropists from the National Society of Fund Raising Executives and the Bulldog Foundation's Lifetime Achievement Award.

**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Center for Community Engagement and Service-Learning at California State University, Fresno be named as the Jan and Bud Richter Center for Community Engagement and Service-Learning.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility – San Diego State University**

#### **Presentation By:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the Alumni Center at San Diego State University as the Parma Payne Goodall Alumni Center.

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

#### **Background**

The proposed naming of the Alumni Center recognizes the \$2.7 million gift made by Leon Parma, L. Robert Payne and Jack Goodall. The gift supports the construction of the San Diego State University Alumni Center.

Over the past 40 years, Mr. Parma, Mr. Payne and Mr. Goodall have contributed more than \$3 million to San Diego State University. Their collective philanthropy has supported the College of Business, Aztec Athletics, the Hospitality Center, and now, the Alumni Center. They were each founding members of the Campanile Foundation.

The three alumni are longtime friends, business associates, and former co-owners of the San Diego Padres. Leon Parma, who graduated in 1955, is currently chairman of Parma Management Co. and recently retired as chairman of the board for La Jolla Capital, Inc. L. Robert Payne, a 1955 graduate, is president and CEO of Multi-Ventures, Inc., and principal owner of Hanalei Hotel in Mission Valley. Jack Goodall is chairman of the board of directors for Jack in the Box and graduated in 1960.

The Alumni Center will be a 35,000 square foot facility featuring meeting and social gathering spaces, a multi-purpose outdoor pavilion overlooking athletic fields and Tony Gwynn Stadium, and a great hall/ballroom facility with space for up to 260 guests.

The following resolution is recommended for approval:

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**RESOLVED,** By the Board of Trustees of the California State University, that the Alumni Center shall be named the Parma Payne Goodall Alumni Center at San Diego State University.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### **Recognition for Support of San José State University**

#### **Presentation by:**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will recognize Donald R. Beall for endowing the first-ever deanship for the Charles W. Davidson College of Engineering at San José State University.

#### **Background**

A San José State alumnus, Donald Beall believes strongly in the value of engineering and science education and its critical role in the entrepreneurial process that leads to a stronger America. His dedication to the field has culminated in a \$4 million endowment gift to support the strategic direction of the Charles W. Davidson College of Engineering. San José State University has recognized this support by naming the Don Beall Dean of Engineering.

Mr. Beall retired from Rockwell in 1998 after a 30-year career. He served as president of the company for 10 years and chairman/CEO for the next 10 years. Under his leadership, Rockwell became a global leader in aerospace, electronics, and automotive markets. Through a series of strategic actions, the company became focused on a diversified group of leadership electronics businesses serving factory automation, communications, avionics, and various communications semiconductor world markets. Those electronics businesses today are represented by six public companies through which significant shareowner value has been created.

Currently, Mr. Beall is a partner in Dartbrook Partners, a family partnership, and is chairman of the Beall Family Foundation. He has received numerous honors including the Horatio Alger award. Mr. Beall earned his bachelor's degree in metallurgical engineering from San José State University in 1960. He also holds an MBA from the University of Pittsburgh.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University that Donald Beall is hereby recognized and honored for his extraordinary vision and commended for his gift of \$4 million to San José State University.