

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting: 4:00 p.m., Tuesday, September 16, 2008**  
**Glenn S. Dumke Auditorium**

George G. Gowgani, Chair  
Peter G. Mehas, Vice Chair  
Carol R. Chandler  
Debra S. Farar  
Kenneth Fong  
A. Robert Linscheid  
Craig R. Smith  
Glen O. Toney  
Kyriakos Tsakopoulos

#### **Consent Item**

Approval of Meeting Minutes of July 15, 2008

#### **Discussion Items**

1. Naming of a Facility – California State University, Fullerton, *Action*
2. Naming of an Academic Entity – California State University, San Bernardino, *Action*
3. Naming of an Academic Entity – San Diego State University, *Action*
4. Recognition of Recipients of the 2008-2009 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 Auditorium  
401 Golden Shore  
Long Beach, California**

**July 15, 2008**

**Members Present**

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

**Approval of Minutes**

The minutes of May 13, 2008 were approved.

**Naming of an Facility – San Francisco State University, *Action***

Trustee Gowgani asked Mr. Richard West, executive vice chancellor and chief financial officer, to present the request to name the Creative Arts Center at San Francisco State University as the Mashouf Creative Arts Center.

The proposed naming recognizes a \$10 million pledge from Mr. Manny Mashouf and Ms. Neda Mashouf to support a new facility for the College of Creative Arts. The naming honors two of San Francisco State's distinguished alumni who have become accomplished business leaders. Mr. Manny Mashouf went from a small clothing store owner in San Francisco to overseeing bebe stores, inc., a publicly traded company with more than 300 stores in the United States, Canada, and Puerto Rico. Ms. Neda Mashouf served as director and vice-chair of bebe stores, inc. for more than 20 years. In June 2008, Mr. Mashouf was awarded an honorary doctorate of humane letters from San Francisco State recognizing his leadership and generosity. Ms. Mashouf recently established her own charitable foundation and has been invited to serve as a founding member of the new San Francisco State University Foundation.

President Corrigan expressed San Francisco State University's appreciation for the Mashouf's contribution and volunteer leadership. He shared the story of Mr. Mashouf providing a small gift

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as a graduating student to help build a student union that he would never use and how that facility was later enjoyed by Ms. Mashouf as a student. The experience has fostered the Mashouf's desire to build a legacy for their family and invest in future students.

The committee recommended approval of the proposed resolution (RIA 07-08-11).

Chancellor Reed thanked Mr. Mashouf for the tremendous gift to San Francisco State University. He added that we are honored that his family's legacy will be carried forward in support of San Francisco State students. Chancellor Reed and Chair Bleich presented Mr. Mashouf with a commemorative certificate recognizing the occasion.

Trustee Gowgani adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

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

#### **Presentation By**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the Performing Arts Center for the College of the Arts at California State University, Fullerton as Joseph A. W. Clayes III Performing Arts Center.

This proposal, submitted by California State University, Fullerton, 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 commitment made by the Joseph A. W. Clayes III Charitable Trust. This is the second largest pledge of cash in California State University, Fullerton's history.

Mr. Clayes was a self-made, modest man, who became a successful real estate investor and avocado rancher. An alumnus of California State University, Fullerton, Mr. Clayes graduated in 1961 with a B.A. in Social Sciences. He died January 21, 2007 at the age of 75.

Born on October 22, 1931 in Orange, California, Mr. Clayes was raised in Anaheim where his family had long-standing ties. His grandfather, Joseph A. Clayes, served as Principal of Anaheim Union High School from 1913 to 1941, and the existing high school football stadium is named Clayes Field in his honor. After graduating from Anaheim Union High School, Mr. Clayes spent time at London University studying medicine before returning to California. He served in the Navy from 1952 to 1956, and then enrolled at Fullerton Junior College.

Transferring to what was then Orange County State College at Fullerton was a natural fit for Mr. Clayes. His late father, Alfred I. Clayes, had been an Occidental College roommate of Orange County State College President, William B. Langsdorf. As a student, Mr. Clayes was actively involved with student government, serving as treasurer and the third student body president. He also served as the first business manager for the student newspaper and sold tickets for athletic

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events. Working with the late Professor Emeritus of Art, Naomi Dietz Knox, Mr. Clayes organized the first campus art shows.

Mr. Clayes always had a strong love for the arts and was a life-long supporter of artistic endeavors. As a child, he learned to play the piano and continued to play as an adult. He had a deep interest in opera and was actively involved with the Palm Springs Opera Guild. Mr. Clayes was also a collector of musical instruments, particularly pianos.

Mr. Clayes epitomizes the promise of a California State University graduate – hardworking, entrepreneurial, and committed to giving back to the community. By naming the Performing Arts Center for the College of the Arts, Mr. Clayes will leave a permanent legacy of these values for generations to come.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the Performing Arts Center for the College of the Arts at California State University, Fullerton be named the Joseph A. W. Clayes III Performing Arts Center.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

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

#### **Presentation By**

Richard P. West  
Executive Vice Chancellor and  
Chief Financial Officer

#### **Summary**

This item will consider naming the Adult Re-Entry Center at California State University, San Bernardino as the Osher Adult Re-Entry Center.

This proposal, submitted by California State University, San Bernardino, 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 faculty senates.

#### **Background**

The proposed naming recognizes the \$1 million endowment provided through the generosity of the Bernard Osher Foundation.

The Bernard Osher Foundation has a history of being a major contributor to California State University, San Bernardino, with annual gifts of \$50,000 in support of programs for adult students. Recently, the Osher Foundation established a \$1 million endowment in support of scholarships for returning adult students.

The Bernard Osher Foundation was founded in 1977 by Bernard Osher, a successful businessman and community leader. A graduate of Bowdoin College, Mr. Osher pursued a successful career in business, beginning with the management of his family's hardware and plumbing supplies store in Maine, and continuing with work at Oppenheimer & Company in New York, before moving to California. There he became a founding director of World Savings, the second largest savings institution in the United States, which recently merged with Wachovia Corporation.

Mr. Osher's wife, Barbro Osher, is Consul General for Sweden in San Francisco and serves on the Bernard Osher Foundation Board of Directors. The Bernard Osher Foundation seeks to improve the quality of life for residents nationwide, but with emphasis on residents of California

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and the state of Maine through post-secondary student scholarships and arts, cultural, and educational grants.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the Adult Re-Entry Center at California State University, San Bernardino, be named the Osher Adult Re-Entry Center.

## 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 School of Accountancy at San Diego State University as the Charles W. Lamden School of Accountancy.

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 Academic Entities, including approval by the system review panel and the campus academic senate.

#### **Background**

The proposed naming recognizes the \$10 million gift made by Gertrude Lamden in honor of her late husband, who was instrumental in launching San Diego State University's College of Business Administration. This gift marks the first time in the university's 111-year history that a school will be named after an individual.

The funds will help the School of Accountancy attract and retain faculty, facilitate student enrichment, provide for new programs, and supplement research in perpetuity. The School of Accountancy has a long history of outstanding faculty, alumni and students. It was the first accounting program in California to receive AACSB accreditation and is among the top five in the state for students passing the CPA exam on their first attempt.

Dr. Charles Lamden began his academic career at San Diego State University in 1946. From 1954 to 1965, he served as professor, chair of the management and accounting departments, and as the College of Business Administration's first dean. Dr. Lamden was largely responsible for the School of Accountancy's accreditation in 1959. After a stint as senior partner at KPMG's Paris office from 1965 to 1977, Dr. Lamden returned to teach at San Diego State University, where he was bestowed numerous honors and awards, including two times as "Outstanding Professor" as voted by San Diego State University students. Dr. Lamden retired from San Diego State University in 1991. He died May 9, 1992 at the age of 75.

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After studying accounting at San Diego State University, Mrs. Gertrude Lamden became the first female certified public accountant at Everts and Esenoff, which later merged with KPMG. While Mrs. Lamden was a manager at both firms, she also found time to become a successful real estate entrepreneur.

This naming gift would not be possible without the generous leadership support of the Lamden family including Dr. and Mrs. Lamden's two children, Dr. William E. Lamden and Dr. Carol A. Lamden-Corby. Mrs. Lamden's ability to make this gift is due in large part to her successful career in accounting and real estate management. The Lamden family has utilized their past leadership support to the School of Accountancy to engage and generate additional funds from alumni and the accounting community.

The following resolution is recommended for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the School of Accountancy at San Diego State University, be named the Charles W. Lamden School of Accountancy.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### **Recognition of Recipients of the 2008-2009 William Randolph Hearst/California State University 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 superior academic records and are also providing extraordinary service to their communities.

#### **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 endowments established by the William Randolph Hearst Foundation, Trustee Emeritus Ali C. Razi, Trustee Emeritus Murray L. Galinson and the Haworth Family Trust. Since its inception, one hundred and fifty-eight students have received this distinguished award. For the second year in this award's history, we are able to give one student from each of the 23 CSU campuses a Hearst/CSU Trustees' Award.

Two exceptionally talented and dedicated students are the recipients of Trustee Emeritus Ali C. Razi awards, due to the personal generosity of Dr. Razi. The student named the Ali C. Razi Scholar will receive a \$10,000 scholarship, and the student earning Ali C. Razi Honors will receive \$6,000. Dr. Razi served as a California State University Trustee from 1996-2001. He revived the scholarship program during his tenure on the Board of Trustees and has led the effort to expand the program to assist more students.

In addition, a student has been selected as a Trustee Emeritus Murray L. Galinson Scholar. In May 2007, Dr. Murray L. Galinson, Trustee Emeritus of the CSU Board of Trustees, endowed a scholarship to recognize the recipient of the Hearst/CSU Trustees' Award who best exemplifies

extraordinary public service to his or her home or university community. The California State University Foundation Board of Governors honored his commitment to students by naming the distinction as the Trustee Emeritus Murray L. Galinson Scholar. The student honored this year will be given a \$6,000 scholarship.

The remaining twenty-one students will each receive a \$3,000 scholarship award.

The recipients of the 2008-2009 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

*Mr. Hector Ramos, California State University, Fullerton, Ali C. Razi Scholar*  
*Ms. Gina Hanson, California State University, San Bernardino, Ali C. Razi Honors*  
*Ms. Marycarmen Rosales, California State University, Chico, Murray L. Galinson Scholar*

*Mr. Jared Chapman, California State University, Bakersfield*  
*Mr. Algie Dadacy, California State University, Channel Islands*  
*Ms. Lanie G. Tumaliuan, California State University, Dominguez Hills*  
*Mr. Rohit Arora, California State University, East Bay*  
*Ms. Anukina Ayvaz, California State University, Fresno*  
*Ms. Rani Ram, Humboldt State University*  
*Ms. Melany Aiken, California State University, Long Beach*  
*Ms. Kimberly B. Suarez, California State University, Los Angeles*  
*Mr. Michael T. Walker, California Maritime Academy*  
*Ms. Mary Berube, California State University, Monterey Bay*  
*Ms. Jayna Armstrong, California State University, Northridge*  
*Ms. Brittany Caitlin Camp, California State Polytechnic University, Pomona*  
*Ms. Sandra Howery, California State University, Sacramento*  
*Ms. Heather Gay, San Diego State University*  
*Ms. Laura Millar, San Francisco State University*  
*Ms. Veronica Luna, San José State University*  
*Ms. Benita Yannine Robledo-Espinoza, California Polytechnic State University, San Luis Obispo*  
*Ms. Nicole C. Rushford, California State University, San Marcos*  
*Ms. Constance P. Bravos, Sonoma State University*  
*Ms. Jean'ann Miller, California State University, Stanislaus*