

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:00 p.m., Tuesday, November 9, 2010
Glenn S. Dumke Auditorium

Kenneth Fong, Chair
Glen O. Toney, Vice Chair
Carol R. Chandler
Debra S. Farar
Margaret Fortune
George G. Gowgani
Linda A. Lang
A. Robert Linscheid
Peter G. Mehas
C. C. Yin

Consent Item

Approval of Meeting Minutes of September 21, 2010

Discussion Items

1. Naming of an Academic Entity at San José State University, *Action*
2. The 2010 California State University and AT&T Road to College Tour Video, *Information*

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

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

September 21, 2010

Members Present

Kenneth Fong, Chair
Herbert L. Carter, Chair of the Board
Carol R. Chandler
Debra S. Farar
Margaret Fortune
George G. Gowgani
Linda A. Lang
A. Robert Linscheid
Peter G. Mehas
Charles B. Reed, Chancellor
C.C. Yin

Approval of Minutes

The minutes of May 11, 2010, were approved by consent as submitted.

Naming of a Facility – California State University, Los Angeles

Trustee Fong called the meeting to order and asked that Vice Chancellor for University Relations and Advancement Garrett P. Ashley present the request to name the sports facilities at California State University, Los Angeles (CSU Los Angeles), as the Billie Jean King Sports Complex.

Mr. Ashley related that the proposed naming recognizes internationally known tennis champion Billie Jean King, a former CSU Los Angeles student, for her philanthropic support and volunteer efforts on behalf of the campus, which have generated over \$2 million thus far toward student-athlete scholarships. Mr. Ashley added that as a steadfast supporter and advocate for life-long learning, fitness and education, Ms. King was honored by the CSU with an Honorary Doctor of Humane Letters degree in 1997 in commemoration of CSU Los Angeles' 50th anniversary.

CSU Los Angeles President James Rosser commented that after leaving CSU Los Angeles, Ms. King went on to achieve a tennis world legacy of 39 grand slam titles, including 20 at Wimbledon and 13 at the U.S. Open. She recognized early on that her ability and fame could be directed toward greater things. He also noted that as a dedicated champion for social justice, service, philanthropy and equality, Ms. King continues to create inroads in philanthropy in the business and sports world. Dr. Rosser further stated that Ms. King's continuing commitment to

CSU Los Angeles has made it possible for hundreds of CSU Los Angeles men and women to pursue a quality education and to have a greater ability to compete through her support of athletic scholarships. He pointed out that among Ms. King's many accomplishments in 2008 she was awarded the National College Athletics Association (NCAA) Gerald R. Ford Award, recognizing her lifetime of leadership. She donated the accompanying cash award to the CSU Los Angeles scholarship fund. He also noted that in 2009 she was presented with the presidential Medal of Freedom from President Barack Obama, the highest honor the United States government bestows upon a civilian.

The committee recommended approval of the proposed resolution (RIA 09-10-05).

Recognition of Recipients of the 2009-2010 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement

Trustee Fong asked Chancellor Reed to present the item to recognize the recipients of the William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement.

Chancellor Reed introduced and thanked 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 CSU Board of Governors; Trustee Emeritus Ali C. Razi, president of the Stratham Group and chair of the Hearst/CSU Trustees' Scholarship Committee; Mr. Ralph Pesqueira, president of El Indio Foods and vice chair of the CSU Board of Governors; and Ms. Lydia Martinez, manager of corporate community affairs for Southwest Airlines Company and member of the CSU Board of Governors. Chancellor Reed also acknowledged and thanked various members of the CSU Board of Trustees, both current and emeritus, for their generous contributions to the Hearst/CSU Trustees' scholarships.

Chancellor Reed requested that Dr. Razi join him at the podium and began the presentation by stating that each year the CSU 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 CSU.

Chancellor Reed noted that the CSU achieved a milestone three years ago by awarding a scholarship to students from each of the 23 campuses and thanked everyone who made it possible to award another 23 awards this year. He recognized this year's two top-ranking recipients of the Trustee Emeritus Ali C. Razi scholarships, who will each receive \$10,000, the highest awards offered. Chancellor Reed also acknowledged the student recipient who exemplified the greatest commitment to community service selected as the Trustee Emeritus Murray L. Galinson Scholar, who will receive a \$6,000 scholarship; and announced that this year, in celebration of the CSU's 50th anniversary, the CSU Foundation has designated a special CSU 50th Anniversary Scholar, who will receive a \$5,000 scholarship. The remaining 19 recipients will each receive a scholarship of \$3,000. A video showcasing the top awardees was shown.

Dr. Razi expressed his congratulations and thanks to the Hearst recipients who shared their inspiring success stories. He commended the CSU Trustees, staff and faculty for the important role that they played in providing the students with this opportunity. Dr. Razi also thanked Trustee Emeritus Murray Galinson for his contributions and acknowledged Chancellor and Mrs. Reed for their continued support.

Chancellor Reed introduced Ms. Elise Haas and Mr. Robert David Black, the two Trustee Emeritus Ali C. Razi Scholars; Ms. Adrienne Wilson, the recipient of the Trustee Murray L. Galinson scholarship; and Ms. Sherry Hill, the CSU 50th Anniversary Scholar. He invited them to the podium to share a little about their journey to the CSU as well as describe attributes of their fellow awardees.

The recipients of the 2010-2011 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

Ms. Elise Patricia Anne Haas, Humboldt State University, Ali C. Razi Scholar
Mr. Robert David Black, California State University, Los Angeles, Ali C. Razi Scholar
Ms. Adrienne Wilson, San Francisco State University, Murray L. Galinson Scholar
Ms. Sherry G. Hill, California State University, Stanislaus, CSU 50th Anniversary Scholar
Mr. Tyree A. Boyd-Pates, California State University, Bakersfield
Ms. Leticia Aguayo, California State University, Channel Islands
Ms. Jillian L. Ruddell, California State University, Chico
Ms. Phuong Nguyen, California State University, Dominguez Hills
Mr. Qais Ahmadi, California State University, East Bay
Mr. William Thomas Daly, California State University, Fresno
Mr. Raymond Austin Nation, California State University, Fullerton
Mr. Brian K. Smith, California State University, Long Beach
Ms. Brandi Nicole Lakey, California Maritime Academy
Ms. Karen Martinez, California State University, Monterey Bay
Ms. Samantha Barton, California State University, Northridge
Ms. Patricia do Carmo, California State Polytechnic University, Pomona
Ms. Katherrine Healey, California State University, Sacramento
Mr. Sean Phillips, California State University, San Bernardino
Mr. Justin W. Hanson, San Diego State University
Mr. Gerard Johnson, San José State University
Mr. Pablo Ramos, California Polytechnic State University, San Luis Obispo
Ms. Rachel England, California State University, San Marcos
Ms. Brandy Janelle Harris, Sonoma State University

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

Chancellor Reed then invited Mr. Steven Zimmer, business development manager for education for Sony Electronics, to the podium for a special surprise presentation. Mr. Zimmer announced that as part of Sony's efforts to help do its part to advance higher education, Sony Electronics would like to recognize the 23 annual recipients of the Hearst/CSU Trustees' awards with a Sony technology equipment package. The package presented to the students included a VAIO notebook computer, an MP3 player, a Bloggie HD camera and a 16GB memory card. He reported that Sony embarked on a nationwide scholarship program for higher education two years ago, which was launched at the CSU system office last year. The program has now become an annual model that recognizes top students who have overcome tremendous personal and financial odds and top tenure-track junior faculty, who are also in need of tools to help them with their research.

Chancellor Reed thanked Mr. Zimmer and Sony, on behalf of the students, for the special gift.

Trustee Fong adjourned the Institutional Advancement Committee meeting. Chair Carter announced that in recognition of the CSU's 50th anniversary, the trustees and the CSU Foundation Board of Governors would present the awardees with laptop cases for their new computers. He invited everyone to join the scholars in the courtyard for a reception to be held in the students' honor immediately following the board meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity at San José State University

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider a proposal to name the school of nursing at San José State University as The Valley Foundation School of Nursing.

This proposal, submitted by San José State, meets the criteria and other conditions specified in the Board of Trustees' policies 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 Valley Foundation's goal is to improve the quality of life for the residents of Santa Clara County. Founded in 1984, the Foundation provides funding to nonprofit organizations that seek to improve health care and medical services for lower-income households within Santa Clara County. The Foundation serves many broader purposes as well, providing resources to organizations that serve the community in the areas of medical research, higher education, social services, programs for youth, aid to senior citizens, and the arts.

The purpose of this gift is to make an investment in the school of nursing that will allow the school to increase the quality and quantity of well-educated nurses taught by a top-notch faculty in state-of-the art facilities. San José State nursing students are expected to transition relatively quickly from the classroom to active nurses who are competent, independent and decisive. In response to these health system demands, the school of nursing must produce more nurses and equip them for a diversity of settings using sophisticated, new technologies and a curriculum that advances their skills with contemporary relevance.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the school of nursing at San José State University be named The Valley Foundation School of Nursing.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

The 2010 California State University and AT&T Road to College Tour Video

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

The 2010 California State University/AT&T Road to College Tour was a statewide campaign that traveled throughout California to educate and inform underserved students and their parents, teachers and counselors about college preparation. The five-week tour was held from mid-April to mid-May to coincide with the CSU's college preparation activities, including the Early Assessment Program testing and the CSU's early preparation program for middle school students. The tour visited 40 middle schools and high schools in each of the CSU's 23 campus service areas, reaching close to 10,000 students. The program was funded by a \$500,000 grant from AT&T whose goal is to ultimately build a pipeline of professionals for its future workforce by investing in the California State University's prospective students.

The Road to College campaign featured a 40-foot biodiesel motor coach outfitted with a vibrant "dorm-room" interior that included state-of-the-art laptops, posters, pennants and college memorabilia. Students and teachers boarded the bus to participate in an interactive experience with CSU students that included comprehensive information on college preparation, the admissions process, financial aid, and career exploration. Local and state business and community leaders and legislators were invited to participate to learn about the CSU and the importance of preparing students for the workforce. Media events were held at each school site, and the tour garnered statewide print, broadcast and digital coverage.

The Road to College video features highlights from the 2010 event. This is the second CSU/AT&T Road to College Tour. The first campaign was held in the fall of 2008 and received six awards in communications and marketing competitions, including four international gold awards.