

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 11:00 a.m., Tuesday, May 21, 2019  
Glenn S. Dumke Auditorium

Jean P. Firstenberg, Chair  
Rebecca D. Eisen, Vice Chair  
Debra S. Farar  
Wenda Fong  
Jack McGrory  
Hugo N. Morales  
Romey Sabalius

- Consent** 1. Approval of Minutes of the Meeting of January 22, 2019, *Action*
- Discussion** 2. Naming of the Shiley CSU Institute for Palliative Care, *Action*
3. Naming of the Carolyn Campagna Kleefeld Contemporary Art Museum – California State University, Long Beach, *Action*
4. Naming of the Lam Family College of Business – San Francisco State University, *Action*
5. Systemwide and Campus-based Communications, *Information*

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

**January 22, 2019**

**Members Present**

Jean P. Firstenberg, Chair  
Rebecca D. Eisen, Vice Chair  
Debra S. Farar  
Wenda Fong  
Jack McGrory  
J. Lawrence Norton  
Romey Sabalius  
Adam Day, Chairman of the Board  
Timothy P. White, Chancellor

Trustee Firstenberg called the meeting to order.

**Approval of Minutes**

The minutes of November 13, 2018, were approved as submitted.

**Naming of Milton A. Gordon Hall – California State University, Fullerton**

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the significant contributions and service of Dr. Milton Gordon to the California State University, including 21 years as president of Cal State Fullerton. His wife, Dr. Margaret Gordon, has also generously contributed two properties valued over \$1 million. University Hall was constructed during President Gordon's tenure, and it is a fitting tribute that the facility will bear his name.

Dr. Margaret Gordon was present, and Cal State Fullerton President Fram Virjee and Chancellor Timothy P. White honored President Gordon's legacy and thanked Dr. Margaret Gordon for her generosity.

The committee recommended approval by the board of the proposed resolution (RIA 01-19-01) that University Hall at California State University, Fullerton be named as the Milton A. Gordon Hall.

### **Naming of the Ronald H. Silverman Fine Arts Gallery – California State University, Los Angeles**

Mr. Ashley reported that the proposed naming recognizes the \$1 million irrevocable pledge by Cal State LA alumni Jeff Silverman and Amelia Perez-Silverman in honor of Mr. Silverman's late father, Ron Silverman, who was an alumnus and faculty emeritus. This gift will be used to establish an endowment for the Fine Arts Gallery as well as the Jeffrey and Amelia Silverman Endowed Distinguished Lecture Series.

The Silvermans were present, and Cal State LA President William A. Covino and Chancellor White thanked them for their generosity and recognized Professor Silverman's contributions to Cal State LA and the community.

The committee recommended approval by the board of the proposed resolution (RIA 01-19-02) that the Fine Arts Gallery at California State University, Los Angeles be named as the Ronald H. Silverman Fine Arts Gallery.

### **Annual Report on Donor Support for 2017-2018**

Mr. Ashley reported that the CSU had over \$482 million in gifts commitments, and an additional 9,000 donors made gifts compared to the prior year. Ms. Lori Redfearn, assistant vice chancellor for systemwide advancement, presented highlights from the donor report and shared information on campus campaigns. Joseph Castro, president of California State University, Fresno, shared the success of Fresno State's Day of Giving campaign.

The committee recommended approval by the board of the proposed resolution (RIA 01-19-03) that the Annual Report on Donor Support for 2017-2018 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.

Trustee Firstenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the Shiley CSU Institute for Palliative Care**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Karen S. Haynes  
President  
California State University San Marcos

#### **Summary**

This item will consider naming the California State University Institute for Palliative Care located at California State University San Marcos (CSUSM) as the Shiley CSU Institute for Palliative Care. The CSU Institute for Palliative Care is a systemwide institute.

This proposal, submitted by CSUSM, meets the criteria and other conditions specified in the Board of Trustees Policy and Procedure on Naming California State University Colleges, Schools, and Other Academic Entities.

#### **Background**

The proposed naming recognizes cumulative commitments of \$6 million by Mrs. Darlene Marcos Shiley and The Shiley Foundation, of which \$3.1 million has been received. All newly committed funds will support the CSU Institute for Palliative Care.

Mrs. Shiley's support for CSUSM is in line with one of her larger philanthropic priorities—healthcare—and pays tribute to her late husband, Donald P. Shiley. Mr. Shiley was the inventor of the Bjork-Shiley heart valve and other life-saving medical devices. Mr. and Mrs. Shiley personally experienced the benefits of palliative care as Mrs. Shiley cared for her husband when his health declined. After Mr. Shiley's passing in 2010, Mrs. Shiley remained dedicated to ensuring that his legacy of philanthropy continued. Mrs. Shiley is committed to creating a culture of philanthropy across various sectors in San Diego County including arts, higher education, community services, and health and scientific research.

At the request of Mrs. Shiley, CSUSM will seek approval to additionally honor President Haynes in the naming following the requisite two-year period post retirement for an individual who has served the CSU in an administrative capacity.

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**Recommended Action**

**RESOLVED**, by the Board of Trustees of the California State University, that the California State University Institute for Palliative Care located on the California State University San Marcos campus be named the Shiley CSU Institute for Palliative Care.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the Carolyn Campagna Kleefeld Contemporary Art Museum – California State University, Long Beach**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Jane Close Conoley  
President  
California State University, Long Beach

#### **Summary**

This item will consider naming the University Art Museum (UAM) at California State University, Long Beach as the Carolyn Campagna Kleefeld Contemporary Art Museum at California State University, Long Beach.

This proposal, submitted by California State University, Long Beach, 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 \$10 million contribution by Carolyn Campagna Kleefeld to CSULB's College of the Arts. The gift will be used to support the museum through capital improvements that will expand current museum space to include the Carolyn Campagna Kleefeld Gallery—which will house the Carolyn Campagna Kleefeld Collection and Archive—and the addition of a print and drawing room. The gift will also support creation of the Carolyn Campagna Kleefeld Contemporary Art Museum Endowed Fund, which will be used primarily to enhance and maintain the Kleefeld Collection and Archive, with a smaller portion allocated for the enhancement of other exhibitions curated by the museum. Remaining funds will be used to establish the Carolyn Campagna Kleefeld School of Art Endowed Scholarship Fund and to support planning, programming and marketing throughout the expansion period.

Ms. Kleefeld is an award-winning poet, writer and visual artist who has contributed throughout her life to the cultural vibrancy of Southern California. She attended UCLA, where she studied art and psychology, and her writings are studied at CSULB and other universities.

Ms. Kleefeld's books have been translated into more than 15 languages, and her paintings and drawings have been featured in more than 40 solo exhibitions, including a 25-year retrospective at Pepperdine University in 2008, and numerous group exhibits.

Carolyn Campagna Kleefeld is widely admired for her dedication to creating art and literature that "speak to the heart, mind, and spirit of the viewers/readers" and also for her commitment to improving the quality of life in Southern California through her philanthropic efforts, which include donations to various environmental, arts, health, education, youth and other non-profit organizations.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the University Art Museum at California State University, Long Beach be named as the Carolyn Campagna Kleefeld Contemporary Art Museum.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the Lam Family College of Business – San Francisco State University**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Leslie E. Wong  
President  
San Francisco State University

#### **Summary**

This item will consider naming the College of Business in honor of the Lam Family as the Lam Family College of Business.

This proposal, submitted by San Francisco State University, meets the criteria and other conditions specified in the Board of Trustees Policy and Procedure 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 recognizes the transformative gift of \$25 million made possible by alumnus Mr. Chris Larsen, his spouse Ms. Lyna Lam, and RippleWorks to the College the Business at San Francisco State University. They have been long-standing donors to San Francisco State since 2001. The \$25 million dollar investment in the College of Business will create the following funds: RippleWorks Endowed Chair for Innovation and Entrepreneurship; the Lam-Larsen Endowed Chair in Financial Technology; and the Lam-Larsen Fund for Global Innovation. The Lam-Larsen Fund for Global Innovation will spin off to create five new initiatives: Innovation and Entrepreneurship, Emerging and Developing Economies, Financial Technology, Business and Education Technology, and Workforce of the Future.

Mr. Larsen and Ms. Lam wish to dramatically enrich the learning, research and professional development of both students and faculty throughout the university, but especially those scholars and future leaders who intersect with the College of Business, its programs and faculty. It is their intent, through this fundamentally transformative investment, that the university in general, and the college in particular, strengthen its position on the Pacific Rim as a distinctively engaging,



evolving and ever-relevant epicenter of education for as many qualified students as possible. Specifically, they seek to build up the university's focus on innovation-oriented learning and professional development—such as entrepreneurship; commercial incubation; global economic development and studies; financial technologies (including existing and future emerging markets, and digital currencies); artificial intelligence development; and installing the most industry-relevant equipment and other technologies throughout the university, wherever they will have the most complimentary, highly networked impact while encouraging interdisciplinary pursuits.

In addition to the most recent gift to the College of Business, Mr. Larsen and Ms. Lam have supported other colleges during their long history of generosity, including the Graduate College of Education by establishing the Chris Larsen Scholarship Fund to support M.A. students and teaching credential candidates, and the Biology department in the College of Science and Engineering.

Mr. Larsen, Class of 1984, holds many distinctive achievements, which reflect positively on his alma mater. He is best known as an angel investor who co-founded several Silicon Valley technology startups, including online mortgage lender E-Loan, Prosper Marketplace and Ripple Labs, Inc. (developer of Ripple software, which enables the instant and direct transfer of money between two parties, also known as cryptocurrency).

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the College of Business at San Francisco State University be named the Lam Family College of Business.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Systemwide and Campus-based Communications**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Mark Woodland  
Assistant Vice Chancellor  
Communications

Fram Virjee  
President  
California State University, Fullerton

#### **Summary**

At the request of Committee Chair Jean Firstenberg, this item contains information about the structure and activities of the Communications team. The presentation provides a synopsis of past, current and planned activities that reflect the department's focus on raising the awareness and enhancing the reputation of the California State University among key audiences. It concludes with comments from Fram Virjee, president of CSU Fullerton, that illustrate how campus communicators and the Chancellor's Office communications team work in tandem to tell the CSU story.

#### **Background**

As part of the University Relations and Advancement division, the Communications department is comprised of three teams: Creative Services, Web Services and Public Affairs. These teams work closely with campus colleagues to build awareness of – and preference for – the California State University and its 23 campuses. The spectrum of work produced by the Communications department covers a broad spectrum of tactics, including printed collateral, video production, web design and content, social media posts and media relations work.