

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:00 p.m., Tuesday, January 25, 2022
Virtually via Teleconference

Jean P. Firstenberg, Chair
Douglas Faigin, Vice Chair
Diego Arambula
Debra S. Farar
Maria Linares
Anna Ortiz-Morfit
Yammilette Rodriguez
Christopher Steinhauser

Consent 1. Approval of Minutes of the Meeting of November 9, 2021, *Action*
Discussion 2. Naming of Snapdragon Stadium – San Diego State University, *Action*
3. Annual Report on Donor Support for 2020-2021, *Action*

**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**

November 9, 2021

Members Present

Douglas Faigin, Vice Chair
Diego Arambula
Debra S. Farar
Maria Linares
Anna Ortiz-Morfit
Yammilette Rodriguez
Christopher Steinhauser

Joseph I. Castro, Chancellor
Lillian Kimbell, Chair of the Board

Trustee Faigin called the meeting to order.

Approval of Minutes

The minutes of September 14, 2021, were approved as submitted.

Naming of The Wendy Gillespie Center for Advancing Global Business – San Diego State University

Larry Salinas, vice chancellor of university relations and advancement, introduced the request to name the Wendy Gillespie Center for Advancing Global Business at San Diego State University (SDSU). Mr. Salinas communicated the importance and impact of the gift on international curriculum, research and engagement between academia and global organizations.

SDSU President de la Torre spoke of the generous donation of \$1.5 million and shared information regarding the donor, her relationship to the university and how this gift would support international business education for SDSU students.

The committee approved the proposed resolution (RIA 11-21-07) that the Center for Advancing Global Business at San Diego State University be named as the Wendy Gillespie Center for Advancing Global Business.

Naming of Alistair McCrone Hall – Humboldt State University

Mr. Salinas presented the naming request by Humboldt State University to name Alistair McCrone Hall. President Emeritus, Dr. Alistair McCrone, served as campus president for 27 years and provided philanthropic support for faculty fellows and graduate students.

Humboldt State University President Tom Jackson Jr., spoke about Dr. McCrone's longevity, commitment to quality education and generous support that resulted in this honorable naming of the Science D building.

The committee approved the proposed resolution (RIA 11-21-08) that the Science D Building at Humboldt State University be named Alistair McCrone Hall for a term of fifteen years.

Naming of California State University Facilities and Properties Policy Revision

Lori Redfearn, assistant vice chancellor of systemwide advancement, brought forward revisions to the Naming Policy for Facilities and Properties. Trustee Sabalius expressed support for the policy but raised questions about the consultation process. He made a motion to table the item for action at a future meeting. A second to the motion was not made.

The committee approved that the policy on Naming of California State University Facilities and Properties be revised as presented (RIA 11-21-09).

Naming of California State University Academic and Athletic Programs Policy Revision

Ms. Redfearn introduced the revision of the policy for the Naming of California State University Academic and Athletic Programs. She indicated that an extensive consultation process is outlined in administrative guidelines and procedures that operationalize the two naming policies.

The committee approved that the policy Naming of California State University Colleges, Schools, and Other Academic Entities be replaced with the policy on Naming of California State University Academic and Athletic Programs (RIA 11-21-10).

Trustee Faigin adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Snapdragon Stadium – San Diego State University

Presentation by:

Larry Salinas
Vice Chancellor
University Relations and Advancement

Adela de la Torre
President
San Diego State University

Summary

This item will consider naming the new multi-use stadium, currently under construction at San Diego State University's (SDSU) recently acquired Mission Valley property, as Snapdragon Stadium.

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 Facilities and Properties, including approval by the system review panel and the campus academic senate.

Background

In January 2020, the Board of Trustees approved the Mission Valley Campus Master Plan, Environmental Impact Report (EIR), and Mission Valley Real Property Acquisition. In March 2020, the CSU Board of Trustees approved the schematic design and financing for the 35,000-capacity multi-use stadium at SDSU Mission Valley, one of the facilities identified in the Campus Master Plan. The stadium is on schedule for completion in September 2022.

The multi-use stadium provides a location for SDSU's NCAA Division 1 football team to play and also provides an important campus and community asset. The multi-use stadium is designed to host other professional sports and can also provide a venue for local high school sports tournaments, concerts, and other campus and community events. The concourse area around the multi-use stadium will also provide space for many university and community events, public art, performances, and farmer's markets. The concourse will also serve as outdoor event space for the future hotel conference facilities to be built to the north. Many of the spaces inside and around the multi-use Stadium will be used for classes and other campus meetings and gatherings.

The total cost of the project is \$310 million of which \$200 million has been financed by CSU Systemwide Revenue Bonds and the balance of \$110 million is from philanthropic gifts and donations. The source of repayment for the financing includes revenue from football games, naming rights, sponsorships, concessions, and some special events. Currently, SDSU has secured more than \$40 million in philanthropic gifts.

Overview

SDSU has secured a sponsorship agreement with Qualcomm Technologies, Inc. (Qualcomm) to be the naming partner of the new Stadium, naming the stadium as Snapdragon Stadium, in recognition of Qualcomm's consumer-facing premier mobile platform brand. In recognition of this investment, Qualcomm will obtain the stadium naming rights for a 15-year term. This agreement includes a total cost of investment of \$45 million. It is among the most lucrative facility naming agreements in the NCAA, carrying an average annual value of \$3 million over the 15-year term.

In addition to the Stadium naming rights, Qualcomm will partner with SDSU to implement 5G cellular technology throughout the Stadium. Qualcomm will also receive stadium-related hospitality, community, business integration, and retail and technology activation opportunities, as well as multi-media rights.

The annual revenue from the naming rights agreement will support repayment of the Systemwide Revenue Bonds already secured for the stadium project.

Snapdragon is Qualcomm Technologies' premier mobile platform brand. It represents a family of technology platforms that bring intelligence and connectivity to smartphones, wearables, always-connected PCs, XR headsets, gaming devices and cars. The Snapdragon® platforms are designed to deliver premium performance and immersive experiences to the user.

Qualcomm Technologies, Inc. is the world's leading wireless technology innovator. Founded in San Diego in 1985 by Irwin Jacobs, Qualcomm is the driving force behind the development, launch and expansion of 5G.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the new multi-use stadium at San Diego State University, SDSU Mission Valley be named as Snapdragon Stadium.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Annual Report on Donor Support for 2020-2021

Presentation By

Larry Salinas
Vice Chancellor
University Relations and Advancement

Lori A. Redfearn
Assistant Vice Chancellor
Systemwide Advancement

Summary

This item presents information on donor support to the California State University from July 1, 2020 to June 30, 2021. Section 89720 of the Education Code requires that an annual gift report be submitted to the California Joint Legislative Budget Committee and the California Department of Finance.

A full report is available at <http://www.calstate.edu/donorsupport>.

Overview

In 2020-2021, the California State University secured over \$634 million in new gift commitments, equivalent to the previous record, and reaching a new record on gift receipts with more than \$552 million received.

Seventeen campuses had increases in giving. The CSU's total endowment market value also reached \$2.4 billion, the first time surpassing the \$2 billion mark.

Gifts Received

Another record year of support underscores the confidence that donors have in the power of the CSU to propel the state of California forward and create positive change in our communities. Donor's generosity in 2020-21 resulted in more than \$552 million in gifts received by the university. Largely driven by the generosity of Makenzie Scott and Dan Jewett to four campuses, the university received about \$150 million in unrestricted contributions. The remainder is designated by donors to support specific university efforts.

Donors designated \$230.7 million for current use which included:

- \$68.7 million for faculty support and academic enrichment
- \$41.6 million for public service programs
- \$36.2 million for student scholarships
- \$4 million for equipment and facility improvements
- \$80.2 million for additional university priorities

Donors committed an additional \$6.7 million in irrevocable deferred gifts.

Performance Benchmarking

Gift receipts are the national standard used by the Council for Advancement and Support of Education to compare fundraising results across universities. National peer groups are based on classification groups developed by the Carnegie Commission on Higher Education.

Among public master's institutions across the nation, CSU campuses in the top ten for fundraising include: Northridge (third), San Luis Obispo (fourth), Pomona (sixth). San Diego State ranked second among high research activity (R2) public doctoral institutions. Among public doctoral institutions with moderate research activity (R3), Fullerton ranked first, Fresno State ranked second, and San Francisco State ranked third. Cal Maritime ranked first among maritime academies.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Annual Report on Donor Support for 2020-2021 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.