

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: **11:50 a.m., Thursday, November 21, 2024**
 Glenn S. Dumke Auditorium

Leslie Gilbert-Lurie, Chair
Jean Picker Firstenberg, Vice Chair
Mark Ghilarducci
Jazmin Guajardo
Jonathan Molina Mancio
Yammilette Rodriguez
Jose Antonio Vargas

Consent 1. Approval of Minutes, *Action*
 2. Naming of the San Francisco Federal Credit Union Gymnasium at San Francisco State
 University, *Action*

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

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

September 24, 2024

Members Present

Leslie Gilbert-Lurie, Chair
Jean Picker Firstenberg, Vice Chair
Mark Ghilarducci
Jonathan Molina Mancio
Yammilette Rodriguez
Jose Antonio Vargas

Jack B. Clarke, Jr., Chair of the Board
Mildred García, Chancellor

Trustee Gilbert-Lurie called the meeting to order.

Approval of Minutes

The minutes of July 24, 2024, were approved as submitted.

Before moving to the remaining business of the committee, Trustee Gilbert-Lurie shared that she loves this annual presentation as the board gets to see the impact of philanthropy through these scholarship awards. She and Trustee Firstenberg have been working with Vice Chancellor Saks to identify additional avenues to sustain and grow the philanthropic giving that supports the remarkable and diverse students of the CSU. They will share more soon on how trustees can assist with these efforts.

2024-2025 California State University Trustees' Award for Outstanding Achievement

Trustee Gilbert-Lurie shared that each year the CSU Board of Trustees provides scholarships to students who demonstrate superior academic performance, personal accomplishments, service to the community and financial need. She recognized and thanked the members of the CSU Trustees' Award Selection Committee.

Chancellor García thanked the trustees – both past and present – and members of the CSU Foundation board for their contributions to the CSU Trustees’ scholarships. She also recognized Trustee Emeritus Ali Razi, CSU Foundation Board of Governors member and CSU Trustees’ Award selection committee chair, whose leadership and dedication to the scholarship program has transformed countless lives since 1984.

Chair Clarke introduced the top Razi scholar, Rebekah Reyes, from California State University, Los Angeles and shared her video. Rebekah Reyes then gave remarks on behalf of her fellow scholars.

The board recognized the 23 recipients of the 2024-2025 CSU Trustees’ Award for Outstanding Achievement. Trustee Gilbert-Lurie called each student forward to receive their medallion from Chancellor García and Chair Clarke and read a brief description of their accomplishments.

Trustee Gilbert-Lurie adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the San Francisco Federal Credit Union Gymnasium at San Francisco State University

Presentation By

Greg Saks
Vice Chancellor
External Relations and Communications

Lynn Mahoney
President
San Francisco State University

Summary

This item will consider naming the San Francisco State University Gymnasium as the San Francisco Federal Credit Union Gymnasium at San Francisco State University.

This proposal, submitted by San Francisco 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

The proposed naming of the facility recognizes the baseline \$625,000 commitment by San Francisco Federal Credit Union (SFFCU) to San Francisco State University. The arrangement stipulates SFFCU will contribute \$100,000 annually for a period of five years as a baseline – with the potential for at least \$500,000 more over the five years based on referral bonuses – and in return the university will rename the San Francisco State University Gymnasium as the SF Federal Credit Union Gymnasium at San Francisco State University for a period of five years. The SF Federal Credit Union Foundation will contribute \$100,000 over this period as well.

The funds will be used for the following purposes: support to the Gators Athletics program fund, scholarships for the Presidential Scholars program, and the remainder toward university fundraising priorities focusing on career preparedness and other post-graduate outcomes programming.

This is a commercial contract, not a gift. Under the terms of a sponsorship agreement, SFFCU would make payments to SFSU in return for which:

- The gymnasium would be referred to on signage at the facility as either “SF Federal Credit Union Gymnasium” or “SF Federal Credit Gymnasium at San Francisco State University”;
- The university will designate SFFCU as a campuswide partner for San Francisco State and naming rights partner for the gym and Gator Athletics;
- San Francisco Federal Credit Union Foundation will allocate \$20,000 annually to collaborate on causes supported by the San Francisco State University Foundation to potentially include contributions to the SF State’s Presidential Scholars Program;
- SFFCU will have the opportunity to offer specialized products and services to the university’s alumni, faculty, staff, and students.

San Francisco Federal Credit Union (SFFCU) is a California credit union headquartered in San Francisco Bay area, with locations throughout Northern California. SFFCU has been serving the San Francisco Bay Area for over 70 years and specializes in personal and business banking services, checking and savings accounts, loans, mortgages, online and mobile banking, credit cards, debt consolidations, and other banking services.

SFFCU proudly serves the communities of San Francisco and San Mateo County. For nearly 70 years, SFFCU has aligned their focus on the philosophy of “people helping people.” Starting with a humble beginning in 1954 at a kitchen table on Capp Street, to becoming the full-service, multi-branch financial institution they are today, they take pride in making a difference in the financial lives of their members and dedicating time and resources to improving their communities.

For SFFCU, being part of the community means a sense of responsibility to give back, in a variety of ways. SFFCU helps community members become financially literate by offering numerous free webinars and seminars throughout the year. They help organizations who help the less fortunate by donating – whether it be through clothing or food drives, by donating money to charities or by employees volunteering through their Community Share program.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the San Francisco State University Gymnasium be named the SF Federal Credit Union Gymnasium at San Francisco State University for a period not to exceed five years from the date of the agreement, and contingent upon receipt of the annual payment and fulfillment of the other terms as stipulated in the sponsorship agreement.