

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 12:45 p.m., Tuesday, May 21, 2024
Glenn S. Dumke Auditorium

Anna Ortiz-Morfit, Chair
Douglas Faigin, Vice Chair
Diego Arambula
Raji Kaur Brar
Jean Picker Firstenberg
Mark Ghilarducci
Jonathan Molina Mancio
Yammilette Rodriguez
Jose Antonio Vargas

- Consent** 1. Approval of Minutes, *Action*
- Discussion** 2. Naming of the John Madden Football Center – California Polytechnic State University, San Luis Obispo, *Action*
3. Naming of the Noyce School of Applied Computing – California Polytechnic State University, San Luis Obispo, *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**

March 26, 2024

Members Present

Anna Ortiz-Morfit, Chair
Douglas Faigin, Vice Chair
Raji Kaur Brar
Jean Picker Firstenberg
Mark Ghilarducci
Jonathan Molina Mancio
Jose Antonio Vargas

Wenda Fong, Chair of the Board
Mildred García, Chancellor

Trustee Faigin called the meeting to order.

Approval of Minutes

The minutes of January 30, 2024, were approved as submitted.

Naming of the Federated Indians of Graton Rancheria Learning Center – Sonoma State University

Greg Saks, vice chancellor, external relations and communications, reported that the proposed naming recognizes the \$2.85 million gift from the Federated Indians of Graton Rancheria to Sonoma State University to transform the existing facilities at the 450-acre Fairfield Osborn Preserve. The project includes refurbishment of the 2,800-square-foot visitor center; a new outdoor conversation space for group activities; accessibility improvements, such as parking, walkways, building entrances and restrooms; and increased parking capacity for school buses. He shared that the project is especially significant to the Tribe because the preserve lies on the northwest flank of Sonoma Mountain—the Tribe’s ancestral homeland.

Inst. Adv.
Agenda Item 1
May 19-22, 2024
Page 2 of 2

Sonoma State President Mike Lee recognized the Tribe for the profound impact they have had on the region and for being a loyal Sonoma State University partner. Chancellor Mildred García thanked the Tribe for the vision and generosity of their transformational gift. Tribal Council Members Lawrence Stafford and Robert Stafford, Jr. were present, and Lawrence Stafford shared remarks on behalf of the Tribe.

The committee approved the proposed resolution (RIA 03-24-03) that the visitor center at Sonoma State University's Fairfield Osborne Preserve be named the Federated Indians of Graton Rancheria Learning Center.

Trustee Faigin adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the John Madden Football Center – California Polytechnic State University, San Luis Obispo

Presentation By

Greg Saks
Vice Chancellor
External Relations and Communications

Jeffrey D. Armstrong
President
California Polytechnic State University, San Luis Obispo

Summary

This item will consider the naming of a new facility at the California Polytechnic State University, San Luis Obispo campus as the John Madden Football Center.

This proposal, submitted by California Polytechnic State University, San Luis Obispo (Cal Poly), meets the criteria and the 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 John Madden Football Center recognizes a significant gift from John and Virginia Madden and the Madden family to support construction of a new \$45M two-story, 33,000 GSF facility dedicated to Cal Poly Football student athletes. This generous gift exceeds the minimum naming guidelines of 10% of the building's value. Thanks to the Madden family's support and engagement, this transformative facility will serve as the centralized home for the entire football community, elevating every aspect of Mustang football.

Utilizing Mustang Memorial Plaza as its primary entrance, the center will welcome visitors into a spacious first-floor lobby designed with a reception area, comfortable furnishings and a collection of wall treatments and exhibits celebrating John Madden and the great moments during more than 100 years of Cal Poly Mustang Football.

The new facility was planned together with Coach Madden and the Madden Family, who were focused first and foremost on the health, well-being and overall experience of football players.

Specifically, this new facility includes:

- A spacious first-floor lobby designed with a reception area and a collection of wall treatments and exhibits celebrating John Madden and more than 100 years of Cal Poly Mustang Football;
- Players' lounge, locker room, shower and restroom facilities;
- Sports medicine center with treatment, rehabilitation, taping and hydrotherapy equipment;
- Strength and conditioning facilities, fueling stations, and team lounge;
- Hall of Champions;
- Offices for coaches, equipment personnel and athletic trainers;
- Team meeting room with tiered theater-style seating for 125 players; and
- Second-floor viewing deck overlooking the stadium's south end zone.

This naming request satisfies the terms associated with a gift from the Madden family dated January 2023.

John Madden was a revered former professional football coach, animated sports broadcaster and television personality, best-selling author and dedicated philanthropist. He received numerous accolades, as a football player, coach, NFL Hall of Fame member, and earned 16 Emmy Awards for his work as a television commentator.

Madden earned his bachelor's degree in physical education in 1959, and his master's in education in 1961 both from Cal Poly. As a Mustang, Madden played both offense and defense on the football team and was a catcher for Cal Poly's baseball team. It was during his time at Cal Poly that he met his wife Virginia, who also earned a master's in education in 1961. Madden was selected as Cal Poly's Honored Alumnus in 1975 and inducted into Cal Poly's Athletics Hall of Fame in 1987. In the 1980s, Madden was a major fundraiser for Cal Poly's athletic programs as he lent his name to an annual golf tournament. He was also involved in Cal Poly's 1991 athletics referendum which ultimately led to the Mustangs' elevation to NCAA Division I status in 1994. In 2021, Madden was awarded the honorary degree of Doctor of Humane Letters from Cal Poly. Madden has two sons, Mike and Joe, and five grandchildren. Madden's grandson, Jack, is a Cal Poly nutrition major.

After playing professionally for the Philadelphia Eagles, Madden coached at Allan Hancock Junior College in Santa Maria, California, and later at San Diego State University. Madden began his professional football coaching career in 1967 with the Oakland Raiders. Under his leadership, Oakland never experienced a losing season.

Following his retirement as a coach, Madden joined the CBS football broadcasting team in 1979. Over the following three decades, he became one of the most celebrated analysts on television. His obvious enthusiasm for the sport appealed to even the most casual fans. Madden has served

as a commercial pitchman and became the face of the wildly successful video game franchise, Madden NFL.

Madden was elected to the Pro Football Hall of Fame in 2006. In 2010, Madden was inducted by Governor Arnold Schwarzenegger and Maria Shriver into the California Hall of Fame, which honors individuals and families who embody California's innovative spirit and have made their mark on history.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the football center at California Polytechnic State University, San Luis Obispo be named the John Madden Football Center.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Noyce School of Applied Computing – California Polytechnic State University, San Luis Obispo

Presentation By

Greg Saks
Vice Chancellor
External Relations and Communications

Jeffrey D. Armstrong
President
California Polytechnic State University, San Luis Obispo

Summary

This item will consider the naming of a recently established school at the California Polytechnic State University, San Luis Obispo campus as the Noyce School of Applied Computing.

This proposal, submitted by California Polytechnic State University, San Luis Obispo (Cal Poly), meets the criteria and the conditions specified in the Board of Trustees Policy on Naming California State University Academic and Athletic Programs, including approval by the system review panel and the campus academic senate.

Background

The Noyce School of Applied Computing recognizes a \$59M transformational gift from the Robert N. Noyce Trust to create an interdisciplinary school at Cal Poly within the College of Engineering, the first of its kind in the CSU and UC systems, merging three departments: Electrical Engineering, Computer Engineering, and Computer Science and Software Engineering. The formation of this school provides faculty with additional resources for teaching and applied research with undergraduate students in computing, chances to further their interests in teaching and learning, and more connections to industry. Specifically, this school is:

- Expanding opportunities for students interested in fields related to computing;
- Providing students with greater exposure to opportunities in fields related to computing;
- Providing support to faculty interested in engaging in applied research in computing, especially with undergraduates enrolled in the school;
- Providing unique research, mentoring and paid internship opportunities to undergraduates in the school;

- Providing scholarship opportunities to undergraduate students in the school;
- Positioning Cal Poly to address a growing need for skilled workers in current and developing fields related to computing; and
- Growing interest in computing majors and related fields that will result in positive impacts locally, in the State of California and throughout the nation.

This naming request satisfies the terms associated with a gift from the Robert N. Noyce Trust dated April 2022.

Robert N. Noyce was a co-founder of Intel Corporation and inventor of the integrated circuit, which fueled the personal computer revolution and gave Silicon Valley its name. Nicknamed the “Mayor of Silicon Valley,” Noyce’s impact on the field of computing and society at large cannot be overstated. At Cal Poly, the Noyce School of Applied Computing will honor Robert Noyce’s name and legacy by training future generations of computer scientists and preparing them to tackle the challenges of tomorrow.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that that the recently established school at California Polytechnic State University, San Luis Obispo be named the Noyce School of Applied Computing.