

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 8:30 a.m., Wednesday, July 11, 2001**  
**Glenn S. Dumke Conference Center**

Frederick W. Pierce IV, Chair  
Shailesh J. Mehta, Vice Chair  
Harold Goldwhite  
Martha C. Fallgatter  
Debra S. Farar  
Dee Dee Myers  
Kyriakos Tsakopoulos  
Anthony M. Vitti

#### **Consent Items**

Approval of Minutes of Meeting of May 15, 2001

#### **Discussion Items**

1. Naming of Academic Program - California State University, Long Beach,  
*Action*
2. Naming of Facility - California Polytechnic State University, San Luis  
Obispo, *Action*
3. University Advancement, *Information*

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

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

**May 15, 2001**

**Members Present**

Roberta Achtenberg, Acting Chair  
Charles B. Reed, Chancellor  
Martha C. Fallgatter  
Debra S. Farar  
Laurence K. Gould, Jr., Chair of the Board  
Dee Dee Myers  
Frederick W. Pierce, IV  
Kyriakos Tsakopoulos

**Members Absent**

Shailesh J. Mehta, Vice Chair  
Anthony M. Vitti

**Other Trustees Present**

Daniel N. Cartwright  
Murray L. Galinson  
Harold Goldwhite  
William Hauck  
Neel I. Murarka  
Ralph R. Pesqueira  
Stanley T. Wang

**Chancellor's Office Staff**

David S. Spence, Executive Vice Chancellor and Chief Academic Officer  
Richard P. West, Executive Vice Chancellor and Chief Financial Officer  
Jackie McClain, Vice Chancellor, Human Resources  
Freda Hinsche Otto, Administrative Officer in Charge, University Advancement  
Christine Helwick, General Counsel

**Call to Order**

Acting Chair Achtenberg called the meeting to order at 3:30 p.m.

**Approval of Minutes**

The March 21, 2001 minutes were approved as a consent item.

**Naming of Academic Program – California State University, Fresno**

Acting Chair Achtenberg presented the resolution to name the School of Education and Human Development at California State University, Fresno, the Benjamin and Marion Kremen School of Education and Human Development. She noted that Mrs. Kremen has presented CSU Fresno with a gift of \$4 million to support CSU Fresno's School of Education and Human Development. This academic naming honors Mrs. Kremen and her late husband, Benjamin Kremen, who was a pioneer of Fresno State's Counselor Education program. Acting Chair Achtenberg asked President John Welty to comment on this naming.

President Welty stated that the Kremens have had a significant impact on education in the Fresno community. Benjamin Kremen founded the graduate program in Counseling at CSU Fresno and taught at the University for many years. Marion Kremen has served on the faculty of CSU Fresno and was also an elementary school principal and teacher. Over the years, the Kremens have given generously to students through scholarships and other programs and recently have established a trust for Fresno State valued at \$4 million (the entirety of the Kremen estate), which includes an annual gift. President Welty asked Marion Kremen to address the Board.

Marion Kremen stated she and her husband, Benjamin, chose to dedicate their lives to education and that she had decided to continue their support of education through the trust. Mrs. Kremen congratulated the Board on their pursuit of offering the Doctorate in Education and thanked them for naming the School of Education and Human Development after her husband and her.

The Committee recommended approval by the Board of Trustees of the proposed resolution.  
(RIA 05-01-07)

**Naming of Academic Program – California State University, Fresno**

Acting Chair Achtenberg presented the resolution to name the Center for Innovation and Entrepreneurship at California State University, Fresno, the Lyles Center for Innovation and Entrepreneurship. She noted that the naming honors William M. Lyles, his company, Lyles Diversified, and his family. The Lyles family has provided over \$2 million to various schools at Fresno State. Acting Chair Achtenberg asked President John Welty to comment on this naming.

President Welty commented that the Lyles family has generously supported the university in various areas including the Arts, Education, Engineering and Business. Most recently, Mr. Lyles has provided a gift to establish the Center for Innovation and Entrepreneurship. President Welty thanked the Lyles family for their steadfast support and recommended naming the Center after the Lyles family to honor their continued support of CSU Fresno.

The Committee recommended approval by the Board of Trustees of the proposed resolution.  
(RIA 05-01-08)

**Adjournment**

The meeting was adjourned at 3:38 p.m.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Academic Program—California State University, Long Beach**

#### **Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

#### **Summary**

This item will consider naming the Italian Studies program at California State University, Long Beach, the George L. Graziadio Center for Italian Studies.

#### **Background**

The Board of Trustees adopted a policy on the naming of California State University colleges, schools, and academic units in July 1999, which states that a proposed name for a CSU college, school or academic unit honor an individual or an organization. This proposal meets the criteria and other conditions specified in the policy.

California State University, Long Beach requests approval by the Board of Trustees of the California State University to name its Italian Studies program the George L. Graziadio Center for Italian Studies. The naming of this academic program will honor George L. Graziadio. Mr. Graziadio, President and CEO of Imperial Bank, and the Graziadio Family have made a gift of \$500,000 to the Italian Studies program bringing their total gifts to the university to well over \$1 million. Mr. Graziadio, along with a partner, founded the Imperial Bank in 1963 in Los Angeles. He has previously donated gifts to the Department of Romance/German/Russian Languages and Literature in support of Italian Studies, as well as endowing the Chair in Italian Studies at California State University, Long Beach. He is a highly regarded and respected friend of the university.

#### **Action**

The following resolution is presented for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that the Italian Studies program at California State University, Long Beach be designated the George L. Graziadio Center for Italian Studies.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Facility – California Polytechnic State University, San Luis Obispo**

#### **Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

#### **Summary**

This item will consider naming Building 20A at California Polytechnic State University, San Luis Obispo, the Bert and Candace Forbes Center for Engineering Excellence.

#### **Background**

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in July 1999, which states that a proposed name of a California State University facility or property must honor an individual or an organization and must meet the criteria expressed in the policy. This proposal meets the criteria and other conditions specified in the policy.

California Polytechnic State University, San Luis Obispo requests approval by the Board of Trustees of the California State University to name Building 20A the Bert and Candace Forbes Center for Engineering Excellence. The naming of this facility honors Bert and Candace Forbes, who made a \$3 million gift to the College of Engineering. The Forbes have been long-time supporters of various university programs. Bert and Candace Forbes together launched Ziatech Corporation, an applied computing solutions supplier and manufacturer in San Luis Obispo. They credit Ziatech's success to a pioneering spirit that fosters innovation and to "top-notch" employees, hundreds of whom have been Cal Poly engineering and computer science graduates. Bert and Candace recently sold Ziatech to Intel Corporation.

The gift will be used to establish two endowed professorships in computer engineering and a laboratory maintenance endowment to assure that the electrical engineering, computer science and computer engineering labs are continually upgraded to keep pace with technology.

The Forbes are very active in the community and serve or have served on several boards for Cal Poly, including the College of Engineering Centennial Campaign, the Electrical Engineering Industrial Advisory Board, and the Computer Science Industrial Advisory

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Council. Recently Mr. Forbes served as President of the Foundation for the Performing Arts Center, a community foundation established to support the Performing Arts Center. The Forbes recently gave a gift of \$1 million in support of the Performing Arts Center, in addition to the \$3 million donated to the College of Engineering.

**Action**

The following resolution is presented for approval:

**RESOLVED**, By the Board of Trustees of the California State University, that Building 20A at California Polytechnic State University, San Luis Obispo be named the Bert and Candace Forbes Center for Engineering Excellence.

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**University Advancement**

**Presentation By**

Louis Caldera  
Vice Chancellor  
University Advancement

**Summary**

An update on advancement activities from the Division of University Advancement will be presented including a brief status report on the development of a systemwide communications plan.