

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 2:30 p.m., Wednesday, July 7, 1999
Glenn S. Dumke Conference Center

Martha C. Fallgatter, Chair
Frederick W. Pierce IV, Vice Chair
William D. Campbell
Harold Goldwhite
Laurence K. Gould, Jr.
Dee Dee Myers
Ali C. Razi
Michael D. Stennis
Anthony M. Vitti

Consent Item

Approval of Minutes of Meeting of March 17, 1999

Discussion Items

1. Policy and Procedure on Naming California State University Colleges, Schools, and Academic Units, *Action*
2. Naming of Academic Program—California State Polytechnic University, Pomona, *Action*
3. Naming of Facility—San Francisco State University, *Action*
4. Naming of Facility—California State University, San Marcos, *Action*
5. Amend Policy and Procedure on Naming California State University Facilities and Properties, *Action*

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

**Trustees of The California State University
Glenn S. Dumke Conference Center
400 Golden Shore
Long Beach, California**

March 17, 1999

Members Present

Martha C. Fallgatter, Chair
Laurence K. Gould, Jr., Vice Chair
William D. Campbell
Bob Foster
William Hauck, Chairman of the Board, ex officio
Frederick W. Pierce IV
Ali C. Razi
Charles B. Reed, Chancellor, ex officio

Members Absent

Ronald L. Cedillos

Other Trustees Present

Harold Goldwhite
Eric C. Mitchell
Joan Otomo-Corgel
Michael D. Stennis
Anthony M. Vitti
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
Douglas X. Patiño, Vice Chancellor, University Advancement
Christine Helwick, General Counsel

Presidential Liaisons

Tomas A. Arciniaga, President, California State University, Bakersfield, present
Robert C. Maxson, President, California State University, Long Beach, present
John D. Welty, President, California State University, Fresno, present

Chair Fallgatter called the meeting to order at 9:51 a.m.

Approval of Minutes

The minutes of January 26, 1999, were approved as a consent item.

Naming of Facility—California State University, Chico

Chair Fallgatter presented the resolution to name the Julia Morgan House at California State University, Chico the Albert E. Warrens Reception Center in memory of Dr. Albert E. Warrens, an alumnus of CSU Chico. Marilyn Warrens, widow of Dr. Warrens, made a generous gift of \$250,000 for the renovation of the house.

President Esteban stated that Marilyn Warrens is probably one of the best friends the university has. He noted that Mrs. Warren has provided generous financial support for a variety of campus projects and was the renovation chair of the Laxson Auditorium. Dr. and Mrs. Warrens are CSU Chico alumni.

Trustee Goldwhite stated that he had no objection to the proposal, but the letter from the Chico Heritage Commission (addressed to Chairman Hauck and Chancellor Reed) moved him. He asked President Esteban if they could try to preserve the memory of such a great architect by informally calling it the Julia Morgan House.

President Esteban responded that the house was never formally named the Julia Morgan House so they are not really changing its name. He noted that as a solution they will have a plaque very prominently displayed that will say it is a Julia Morgan-designed house. She was the architect of Hearst Castle. For the first time since the house was built, President Esteban said, there will be recognition that the house is indeed a Julia Morgan house, which will pay respect to her creativity and genius.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 03-99-03).

Naming of Facility—California State Polytechnic University, Pomona

Chair Fallgatter presented the resolution to name the Center for Regenerative Studies at California State Polytechnic University, Pomona the John T. Lyle Center for Regenerative Studies. She stated that the Kellogg Foundation requested that the center be named after Professor Lyle for his dedication and service of more than 30 years to Cal Poly Pomona. It was because of Professor Lyle's vision and commitment that the center was created. The Kellogg Foundation gave over \$2 million for the construction of the center and the Foundation's total contributions to Cal Poly Pomona over the years is well over \$8 million.

The committee recommended approval by the Board of Trustees of the proposed resolution (RIA 03-99-04).

Adjournment

The meeting adjourned at 9:55 a.m.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Policy and Procedure on Naming California State University Colleges, Schools, and Other Academic Entities

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item contains a new policy on naming of California State University colleges, schools, and other academic entities.

Recommended Action

Approval of the resolution.

ITEM

2

Agenda Item 1
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Policy and Procedure on Naming California State University Colleges, Schools, and Other Academic Entities

Background

The state of California has provided lands, buildings, and facilities to the university so that the university will have the physical facilities to develop academic programs and non-academic programs necessary to support the academic mission of The California State University. The existing policy on naming facilities deals with tangible assets (i.e., facilities and properties). There is, however, no policy for naming academic and non-academic (e.g., athletic) programs. The proposed policy is intended to encourage private support through opportunities to name university colleges, schools, programs, centers, and institutes. Opportunities to name these programs are for fund-raising purposes only. As the universities draw more attention from private donors, a new but separate policy regarding the naming of academic units has been developed and is submitted for approval by the Board of Trustees.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the board adopt the proposed policy and procedure on naming California State University Colleges, Schools, and Other Academic Entities as contained in Attachment A to Agenda Item 1 of the July 7-8, 1999, meeting of the Committee on Institutional Advancement.

**POLICY AND PROCEDURE ON NAMING
CALIFORNIA STATE UNIVERSITY
COLLEGES, SCHOOLS, AND OTHER ACADEMIC ENTITIES**

Policy

This policy is intended to encourage private support through opportunities to name colleges, schools, programs, centers, and institutes. The Board of Trustees of The California State University retains authority for naming all CSU colleges, schools, programs centers, and institutes. There are a finite number of these naming opportunities on the campuses. Opportunities to name these programs are for fund-raising purposes only.

Each proposal for naming a CSU college, school, program center, or institute shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.

A name of a CSU college, school, program center, or institute presented for Trustee approval must meet the following criteria:

1. It shall honor an individual or organization.
 - 1.1 It is necessary for the CSU to name colleges, schools, academic programs centers, and institutes in honor of significant contributors to the university.
 - 1.2 The Board will take into consideration the significance and amount of the proposed current gift and future potential giving with regard to the academic prestige and recognition of the proposed college, school, program center, or institute.
2. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

Procedure

The following procedure shall be observed when submitting a proposal for naming a CSU college, school, program center, or institute:

1. The request to name a specific college, school, program center, or institute shall have the approval of the President of the campus. The President shall forward the request to the Vice Chancellor for University Advancement.

Each naming request must:

- 1.1 Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
- 1.2 Demonstrate compliance with Board of Trustees' policy.
- 1.3 Succinctly state reasons for the proposed name.

REVISED HANDOUT

2

ATTACHMENT A

Inst. Adv.—Item 1

July 7-8, 1999

- 1.4 Name the constituent group(s) or individual(s) proposing the request. Name constituent group(s) or individual(s) recommending that the campus President approve the request. Confirm that the President has consulted, in a timely manner, with the executive committee of the campus Academic Senate.
 - 1.5 Include complete biographical data about the individual or organization.
 - 1.6 Ensure that all participants involved in this process remember that strict confidentiality is required.
 - 1.7 Identify the “special circumstance” when requesting a waiver of policy, if any.
2. Upon receipt of the naming request, the Vice Chancellor for University Advancement will convene a review panel. The panel shall consist of:
- 2.1 Executive Vice Chancellor and Chief Academic Officer
Vice Chancellor for University Advancement
President of a campus (appointed by the Chancellor)
President submitting request or his/her designee
Chair of the Statewide Academic Senate
 - 2.2 After the panel’s review, the Vice Chancellor for University Advancement presents the request to the Chancellor. If the Chancellor approves the request, the University Advancement staff will prepare an agenda item for presentation at the next Board of Trustees’ meeting as follows:
 - 2.2.1 The brief will be prepared for inclusion in the agenda for the committee on Institutional Advancement.
 - 2.2.2 An agenda item will be prepared for presentation at a meeting of the committee on Institutional Advancement of the Board of Trustees.
3. Confidentiality is to be maintained on all request submitted on all requests.

BRIEF

Action Item

Agenda Item 2
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Academic Program—California State Polytechnic University, Pomona

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the School of Hotel and Restaurant Management at California State Polytechnic University, Pomona the Collins School of Hospitality Management.

Recommended Action

Approval of the resolution.

ITEM

2

Agenda Item 2
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Academic Program—California State Polytechnic University, Pomona

The Board of Trustees adopted a policy on the naming of 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.

Background

California State Polytechnic University, Pomona submits for approval by the Board of Trustees of The California State University a resolution to name its School of Hotel and Restaurant Management, the Collins School of Hospitality Management, in honor of James and Carol Collins.

James and Carol Collins have been long-time supporters of the university. Their most recent gift of \$10 million has enabled the university to record its most successful fund-raising year ever. Mr. Collins was instrumental in raising \$3.5 million to construct the first instructional building designed to serve students in the hospitality management program at Cal Poly Pomona, which is the largest and oldest such program in the state of California. Mr. Collins has served as chairman of the School's Board of Advisors. In 1992, Mr. Collins received an Honorary Doctor of Humane Letters Degree from The California State University. With their most recent gift of \$10 million, Mr. and Mrs. Collins became the largest individual donors in the history of the university since cereal magnate W. K. Kellogg donated land to help found Cal Poly Pomona. The \$10 million gift will be used to construct a new 23,000-square-foot, state-of-the-art building for hotel and restaurant management; provide student scholarships; and establish an endowed chair for the school.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the School of Hotel and Restaurant Management at California State Polytechnic University, Pomona, be designated the Collins School of Hospitality Management.

BRIEF

Action Item

Agenda Item 3
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—San Francisco State University

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming a building located at the Romberg Tiburon Center, a San Francisco State University property, The Ohrenschall Guest Center.

Recommended Action

Approval of the resolution.

ITEM

Agenda Item 3
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—San Francisco State University

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criterion No. 4 and other conditions specified in this policy.

Background

San Francisco State University submits for approval by the Board of Trustees of The California State University a resolution to name a building located at the Romberg Tiburon Center, a San Francisco State University property, The Ohrenschall Guest Center.

Robert and Sue Ohrenschall have given private gifts to Romberg Tiburon Center exceeding \$260,000, including a cash gift of \$110,000 for the completion of a small Guest Center that will provide essential short-term housing for visiting scholars and students. As the Chairman of the Board of the Romberg Tiburon Center, Mr. Ohrenschall has led the effort toward a capital campaign to improve the facilities. The Ohrenschalls recently pledged an additional \$50,000 which will support scholarships and facilities. Mr. and Mrs. Ohrenschall's total gifts to San Francisco State University exceed more than half a million dollars.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that a building located at the Romberg Tiburon Center, a San Francisco State University property, be designated The Ohrenschall Guest Center.

BRIEF

Action Item

Agenda Item 4
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, San Marcos

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item will consider naming the track and soccer field at California State University, San Marcos, The Mangrum Track and Soccer Field.

Recommended Action

Approval of the resolution.

ITEM

2

Agenda Item 4
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Facility—California State University, San Marcos

The Board of Trustees adopted an amended policy on the naming of California State University facilities and properties in January 1995, which states that a proposed name for a CSU facility or property must meet one or more of the following criteria:

1. It should designate the function of a facility or property.
2. It should reflect natural or geographic features.
3. It should reflect a traditional theme of a university.
4. It should honor an individual or an organization.

This proposal meets criterion No. 4 and other conditions specified in this policy.

Background

California State University, San Marcos submits for approval by the Board of Trustees of The California State University a resolution to name its track and soccer field The Mangrum Track and Soccer Field in honor of Bob and Ruth Mangrum.

Bob and Ruth Mangrum are long-time donors to the campus, contributing more than \$530,000 to various campus projects and educational programs. Mr. and Mrs. Mangrum are highly respected members of the local community. Bob Mangrum is an active member of the CSU San Marcos Athletic Steering Committee, and Ruth Mangrum is a member of the CSU San Marcos Foundation Board. Mr. and Mrs. Mangrum were among the first 100 Founders of the University.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the track and soccer field at California State University, San Marcos, be designated The Mangrum Track and Soccer Field.

BRIEF

Action Item

Agenda Item 5
July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Amend Policy and Procedure on Naming California State University Facilities and Properties

Presentation By

Douglas X. Patiño, Vice Chancellor
University Advancement

Summary

This item contains a revised policy on naming of California State University facilities and properties. The last revision to this policy was approved by the Board of Trustees at its January 1995 meeting.

Recommended Action

Approval of the resolution.

ITEM

2

Agenda Item 5

July 7-8, 1999

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Amend Policy and Procedure on Naming California State University Facilities and Properties

Background

The Board of Trustees in January 1995 approved a revision to the policy and procedure on naming CSU facilities and properties. Through the use of the existing policy and procedures, questions have arisen that are not answered in the policy. These are significant enough to warrant amending the policy.

Proposed amendment to the policy:

Remove policy numbers one through four, which deal with certain types of criteria and are temporary in nature. The rationale for this revision is to stipulate that all facilities and properties be available for donor recognition, and that only permanent namings be covered in the policy.

Proposed amendment to the procedure:

The vice chancellor of university advancement will present the recommendation to the chancellor for approval before it is submitted to the Board of Trustees.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the board adopt the proposed revisions of its policy and procedure on naming CSU facilities and properties as contained in Attachment A of Agenda Item 5 of the July 7-8, 1999, meeting of the Committee on Institutional Advancement.

POLICY AND PROCEDURE ON NAMING CALIFORNIA STATE UNIVERSITY FACILITIES AND PROPERTIES

Policy

The Board of Trustees of The California State University retains authority for naming all CSU facilities and properties; i.e., all buildings; major portions of buildings; university or college streets or roads; stadium and baseball fields and other areas of major assembly or activity; plazas, malls, and other large areas of campus circulation; and all other highly visible facilities and properties. The Board delegates to the Chancellor the authority to name individual rooms, limited areas and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties. The Chancellor may sub-delegate this authority as he or she deems appropriate.

This policy is intended to encourage private support through opportunities to name campus facilities and properties and only under extraordinary circumstances should facilities and properties be named without a gift.

Each proposal for naming a CSU facility or property shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.

A name of a CSU facility or property presented for Trustee approval must honor an individual or an organization and must meet one or more of the following criteria:

- ~~1. It should designate the function of a facility or property.~~
- ~~2. It should reflect natural or geographic features.~~
- ~~3. It should reflect a traditional theme of a university.~~
- ~~4. It should honor an individual or an organization.~~
1. When a donor gift is involved:
 - 1.1 It is desirable for the CSU to name facilities and properties in honor of significant contributors of funds to the university.
 - 1.2 The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or property or the enhancement of a facility's or property's usefulness to the university.
 - 1.3 Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting the California State University. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.

REVISED HANDOUT

2

ATTACHMENT A

Inst. Adv.—Item 5

July 7-8, 1999

- 1.4 A donor gift can provide the funding for that portion of the total cost which would not have been available from any other source (such as federal or state loans or appropriations, student fees, bond issues, etc.).
 2. In a rare instance, when no donor gift is involved:
 - 2.1 It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served the CSU in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to a CSU campus or the system which warrant special recognition, or who has served the CSU in an administrative capacity and who, during administrative service, made extraordinary contributions to a CSU campus or the system which warrant special recognition.
 - 2.2 When a proposal for naming in honor of an individual involves service to the university in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
 - 2.3 No more than one facility or property in the system shall be named after any one individual.
 - 2.4 No facility or property will be named after seated, elected or appointed officials.
3. In special circumstances, the Board of Trustees may waive any or all of the above criteria.

Procedure

The following procedure will be observed when submitting a proposal for naming a CSU facility or property:

1. The request to name a specific facility or property shall have the approval of the President of the campus. The President shall forward the request to the Vice Chancellor for University Advancement.

Each naming request must:

- 1.1 Be submitted at least six weeks prior to the Board of Trustees' meeting at which the item is to be presented.
 - 1.2 Demonstrate compliance with Board of Trustees' policy.
 - 1.3 Succinctly state reasons for the proposed name.
 - 1.4 Name the constituent group(s) or individual(s) proposing the request. Name constituent group(s) or individual(s) recommending that the campus President approve the request. Confirm that the President has consulted, in a timely manner with the executive committee of the campus Academic Senate.

REVISED HANDOUT

3

ATTACHMENT A

Inst. Adv.—Item 5

July 7-8, 1999

- 1.5 Include complete biographical data if the naming is to honor an individual about the individual or organization.
 - 1.6 Ensure that all participants involved in this process constantly remember that strict confidentiality is required.
 - 1.7 Identify the “special circumstance” when requesting a waiver of policy, if any.
2. Upon receipt of the naming request, the Vice Chancellor for University Advancement will convene a review panel. The panel shall consist of:
- 2.1 Vice Chancellor; for University Advancement
Vice Chancellor; for Business Affairs
President of a campus (~~to be~~ appointed by the Chancellor)
President submitting request or his/her designee
Chair of the Statewide Academic Senate
 - 2.2 ~~After its review, the panel will transmit its recommendations to the Chancellor.~~
2.2 After the panel’s review, the Vice Chancellor for the University Advancement presents the request to the Chancellor. If the Chancellor approves the request, the University Advancement staff will prepare an agenda item for presentation at the next Board of Trustees’ meeting as follows:
 - 2.2.1 The brief will be prepared for inclusion in the agenda for the Committee on Institutional Advancement.
 - 2.2.2 Each An agenda item will be prepared for presentation at a meeting of the Committee on Institutional Advancement of the Board of Trustees.
3. Confidentiality is to be maintained on all requests submitted.