

## **AGENDA**

### **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Meeting: 1:00 p.m., Tuesday, November 13, 2012**  
**Glenn S. Dumke Auditorium**

Roberta Achtenberg, Chair  
Kenneth Fong, Vice Chair  
Bernadette Cheyne  
Debra S. Farar  
Margaret Fortune  
Peter G. Mehas  
Hugo N. Morales  
Jillian Ruddell

#### **Consent Items**

Approval of minutes of meeting of September 18, 2012

#### **Discussion Items**

1. Naming of a Facility—California State University, Fresno, *Action*
2. Naming of a Facility—California State University, Fresno, *Action*

**MINUTES OF THE MEETING OF  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
Office of the Chancellor  
Glenn S. Dumke Auditorium  
401 Golden Shore  
Long Beach, California**

**September 18, 2012**

**Members Present**

Roberta Achtenberg, Chair  
Bernadette Cheyne  
Debra S. Farar  
Peter G. Mehas  
Jillian Ruddell

Chair Achtenberg called the meeting to order.

**Approval of Minutes**

The minutes of July 17, 2012, were approved by consent.

**Naming of a Academic Entity – San Diego State University**

Mr. Garrett P. Ashley, vice chancellor university relations and advancement, provided background information. The proposed naming recognizes a recent \$5 million pledge to establish an endowment for the Entrepreneurial Management Center in support of academic and student enrichment programs for generations of young entrepreneurs. Previously, Dr. Leonard Lavin contributed \$3 million to establish the Lavin Entrepreneur Program and Lavin VentureStart program aimed at broadening entrepreneurship across campus.

Ms. Sally Roush, vice president business and financial affairs at San Diego State University, described the relationship Dr. Lavin has had with the campus community. He dedicated his life to inspiring young entrepreneurs with the knowledge and wisdom gained over a lifetime of business success. For nearly a decade, through a combination of his many hours of student lectures, mentorships and philanthropic support, Dr. Lavin fostered meaningful learning experiences for students.

**RESOLVED**, by the Board of Trustees of the California State University, that the Entrepreneurial Management Center at San Diego State University, be named the Leonard H. Lavin Entrepreneurial Management Center. (RIA 09-12-05)

**Naming of a Facility –San Diego State University**

Mr. Ashley provided background information about the proposed facility naming. Charles W. Hostler pledged \$3 million to establish an endowment in the College of Arts and Letters to support the Hostler Institute, area studies, and other international initiatives.

Ms. Roush stated that she is pleased to recognize the generosity and leadership of Charles W. Hostler. Mr. Hostler has been an inspiration to students, sharing his knowledge and wisdom gained over a lifetime as a soldier, scholar, businessman, diplomat, and philanthropist.

**RESOLVED**, by the Board of Trustees of the California State University, that Storm Hall West Building E, at San Diego State University, be named the Charles W. Hostler Building. (RIA 09-12-06)

**Naming of a Academic Entity – San Diego State University**

Mr. Ashley introduced the proposed naming of the Zahn Center. The naming recognizes Irwin Zahn's gift of \$700,000 which funded the construction of an on-campus business incubator as well as the hiring of an executive director and operational funding.

Ms. Roush described the relationship that Mr. Zahn has cultivated with the campus for over 40 years. Mr. Zahn founded Autosplice in 1954, developing the distribution of industrial stapling machines into a worldwide manufacturer of connectors for application in electronics, industrial, medical, automotive, telecom and consumer markets. Zahn's vision and gift has inspired change and innovation throughout the campus, in local venture capital and economic development circles. His gift supports academic and student enrichment programs for generations of young innovators.

**RESOLVED**, by the Board of Trustees of the California State University, that the business incubator at San Diego State University be named the Zahn Center. (RIA 09-12-07)

Ms. Roush applauded the efforts of the campus president, Dr. Elliot Hirschman, and Mary Ruth Carleton, vice president for university relations and development, for the recognition of these three distinctive contributors and supporters of San Diego State University and the surrounding community.

**Naming of a Facility – California Polytechnic State University, San Luis Obispo as the Warren J. Baker Center for Science and Mathematics**

Mr. Ashley stated that the proposed facility naming recognizes Dr. Warren J. Baker's accomplishments as president of Cal Poly San Luis Obispo for 31 years.

Dr. Jeffrey Armstrong, president of California Polytechnic State University, San Luis Obispo, stated that construction is underway and expected to be completed by fall 2013. The six-story center will be the second largest academic building on campus, next to the Robert E. Kennedy Library. The building is designed to provide all Cal Poly students with a foundation in science – the bedrock of the university’s polytechnic curriculum. Its plentiful lab and research space will support Cal Poly’s *Learn by Doing* philosophy and further improve the university’s focus on providing education in the science, technology, engineering, and mathematics (STEM) disciplines.

Chancellor Reed remarked on the vision of Dr. Baker, and commended the naming of the Warren J. Baker Center for Science and Mathematics as a fitting tribute to Dr. Baker’s tireless work to improve higher-education infrastructure and focus on STEM disciplines.

**RESOLVED**, by the Board of Trustees of the California State University, that the Center for Science and Mathematics at California Polytechnic State University, San Luis Obispo be named the Warren J. Baker Center for Science and Mathematics. (RIA 09-12-08)

#### **Recognition of Recipients of the 2012-2013 William Randolph Hearst/CSU Trustees’ Award for Outstanding Achievement**

Chancellor Reed began his presentation by stating each year the California State University Board of Trustees provides scholarships to high-achieving students who have overcome profound personal hardships to attain an education from the California State University. These students have superior academic records and also provide extraordinary service to their communities. Their talent, determination, and transformative life experience help build and sustain California’s future.

These distinguished awards are funded by personal contributions from the CSU trustees, staff, friends of the university and endowments. Endowments have been established by the William Randolph Hearst Foundation, Trustee Emeritus Ali C. Razi, Trustee Emeritus Murray L. Galinson, Trustee William Hauck, Chancellor Charles B. Reed, the Stauffer Foundation and the Haworth Family Trust. Additional named scholarships have been funded by Southwest Airlines and CSU Foundation board member Mr. Ronald Barhorst.

Chancellor Reed introduced and thanked the CSU Foundation’s Board of Governors present to share in this occasion: Mr. Ronald Barhorst, president of ING Financial Advisers, who serves as chair of the CSU Foundation Board of Governors; Trustee Emeritus Ralph Pesqueira, president of El Indio Foods and vice chair of the CSU Board of Governors; Trustee Emeritus Ali C. Razi, president of the Stratham Group and chair of the Hearst/CSU Trustees’ Scholarship Committee; Ms. Shari Slate, chief inclusion and collaboration strategist for Cisco; and Mr. Peter Brightbill, senior director for government relations for Wells Fargo and Company. Chancellor Reed also acknowledged and thanked various members of the CSU Board of Trustees, both current and emeritus, for their special contributions to the Hearst/CSU Trustees’ scholarships.

Dr. Razi expressed his congratulations and thanks to the Hearst recipients who have given us the privilege of sharing in their inspiring success stories. Mr. Barhorst commended Chancellor Reed for his contribution and support of the Hearst/CSU Trustees' scholarships. In 2012, Chancellor Reed received the Theodore M. Hesburgh Award for Leadership Excellence and designated the associated \$20,000 award from TIAA-CREF to establish an endowment in support of these exceptional students. The CSU Foundation Board of Governors added \$130,000 to the endowment in recognition of the chancellor's service to the university. The endowment will support an annual scholarship of \$6,000.

Chancellor Reed recognized Ms. Marilyn Thomas, this year's top-ranking recipient of the Trustee Emeritus Ali C. Razi scholarship, who will receive \$10,000. He also acknowledged Ms. Maija Glasier-Lawson who was selected as the Trustee Emeritus Murray Galinson Scholar for her exemplary community service, and who will receive \$6,000. Additional named scholars receive enhanced awards valued between \$4,000 and \$6,000. The remaining 17 students each receive a \$3,000 scholarship award. In addition, each student receives a technology package from the Sony Corporation valued at \$1,200. Southwest Airlines assisted with travel needs for the students.

The recipients of the 2012-2013 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

*Ms. Shaniece Williams, California State University, Bakersfield*  
*Ms. Chloe Keller, California State University Channel Islands*  
*Ms. Maija Glasier-Lawson, California State University, Chico, Murray L. Galinson Scholar*  
*Ms. Asja D. Hall, California State University, Dominguez Hills*  
*Ms. Loan Thi Kim Nguyen, California State University, East Bay*  
*Mr. Oscar Perez, California State University, Fresno*  
*Ms. Diem Hoang, California State University, Fullerton*  
*Ms. Dannisha Denise Battle, Humboldt State University*  
*Ms. Serena Do, California State University, Long Beach*  
*Ms. Toni Gonzalez, California State University, Los Angeles*  
*Mr. Stevan L. Edgcombe, California Maritime Academy*  
*Mr. José F. Hernández, California State University, Monterey Bay*  
*Ms. Corie Lee Loiselle, California State University, Northridge*  
*Mr. Anthony Green, California State Polytechnic University, Pomona, Charles B. Reed Scholar*  
*Ms. Katrina Currie, California State University, Sacramento*  
*Ms. Tessy Pumacchua, California State University, San Bernardino*  
*Ms. Cassandra Cook, San Diego State University, Southwest Airlines Scholar*  
*Ms. Marilyn Thomas, San Francisco State University, Ali C. Razi Scholar*  
*Ms. Erin Enguero, San José State University, William Hauck Scholar*  
*Ms. Brieana Higley-Anderson, California Polytechnic State University, San Luis Obispo*  
*Ms. Dominica M. Ranieri, California State University San Marcos*  
*Ms. Beatriz Alcazar, Sonoma State University, CSU Foundation Board of Governors Scholar*  
*Ms. Erin Bell, California State University, Stanislaus*

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of a Facility—California State University, Fresno**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

#### **Summary**

This item will consider naming the new poultry education facility at California State University, Fresno as the Foster Farms Poultry Education and Research Facility.

This proposal, submitted by CSU Fresno, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities including approval by the system review panel and the campus senate.

#### **Background**

Foster Farms is a family-owned company with a 70-year legacy of poultry farming in California. Founded in 1939 by Max and Verda Foster. Foster Farms began operations on an 80-acre farm near Modesto, California. Today Foster Farms is led by Ron Foster, Max and Verda's grandson, and has grown to become the most recognized brand of poultry in the Western United States.

The company raises all chicken sold in California on private ranches throughout the state, allowing its chicken to be delivered fresh to stores within 48 hours or less.

Foster Farms is a member of several agricultural groups, including the California Poultry Federation. The company's commitment to food safety, biosecurity, environmental responsibility, animal welfare and its employees has resulted in multiple accolades including the California Integrated Waste Management Board's Waste Reduction Award, Goodwill Large Employer of the Year Award, Governor's Environmental and Economic Leadership Award and Public Officials for Water and Environmental Reform Award.

Foster Farms supports many regional groups and organizations including food banks, libraries, youth sports programs, 4-H and FFA groups, family centers and outdoor education programs. Foster Farms partners with Second Harvest Food Bank in Manteca and the Merced County Food

Ins. Adv.  
Agenda Item 2  
November 13-14, 2012  
Page 2 of 2

Bank to underwrite "Food 4 Thought" an incentive-based school program addressing two fundamental community issues – hunger and education. This state-of-the-art educational facility is an important addition to the Jordan College of Agricultural Sciences and Technology that will allow students to perform in-depth research, participate in hands-on learning and gain skills in one of the leading agricultural industries.

A 2009 report by the American Meat Institute says poultry is one of the fastest-growing segments in California's agricultural industry, contributing nearly 25,000 direct jobs to the state.

The 16,000 square-foot building, now under construction, is scheduled to open in spring semester 2013. It will house an eco-friendly research and training center that replicates professional poultry production for students and faculty in the Jordan College of Agricultural Sciences and Technology. The new unit will have advanced temperature control and monitoring systems, along with ultra-efficient LED lighting optimized for poultry production.

This facility is made possible by a gift to CSU Fresno from Foster Farms, which is engineering, designing and constructing the building, as well as providing ongoing program support.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Poultry Education Facility in the Jordan College of Agricultural Sciences and Technology at CSU Fresno be named the Foster Farms Poultry Education and Research Facility.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### **Naming of a Facility—California State University, Fresno**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

#### **Summary**

This item will consider naming the new research building in the Jordan College of Agricultural Sciences and Technology (JCAST) at California State University, Fresno as the Jordan Research Center.

This proposal, submitted by CSU Fresno, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities including approval by the system review panel and the campus Senate.

#### **Background**

The generosity of the Jordan Family includes a recent \$29.4 million gift for facilities and research in the College of Agricultural Sciences and Technology. CSU Fresno proposes to design and construct a new dedicated research building with donor funding. This three-story building will support collaborative research initiatives being conducted within the Jordan College of Agricultural Sciences and Technology, the Lyles College of Engineering and the College of Science and Mathematics. The first floor of this building will have dry labs and project space for researchers and graduate students in addition to a training room. The second and third floors will contain wet labs along with required support and storage areas. The floor plan is being designed for flexibility depending upon the number of research projects being conducted.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the new research building in the Jordan College of Agricultural Sciences and Technology at CSU Fresno be named the Jordan Research Center.