

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 12:00 p.m., Tuesday, January 26, 2021  
Virtually via Teleconference

Jean P. Firstenberg, Chair  
Douglas Faigin, Vice Chair  
Diego Arambula  
Adam Day  
Anna Ortiz-Morfit  
Romey Sabalius  
Lateefah Simon

- Consent**
- Discussion**
1. Approval of Minutes of the Meeting of November 17, 2020, *Action*
  2. Naming of the George and Judy Marcus Hall for Liberal and Creative Arts – San Francisco State University, *Action*
  3. Annual Report on Donor Support for 2019-2020, *Action*

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

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

**November 17, 2020**

**Members Present**

Jean P. Firstenberg, Chair  
Douglas Faigin, Vice Chair  
Adam Day  
Romey Sabalius  
Lateefah Simon

Lillian Kimbell, Chair of the Board  
Timothy P. White, Chancellor

Trustee Firstenberg called the meeting to order.

**Approval of Minutes**

The minutes of September 22, 2020 were approved as submitted.

**Naming of the Anna W. Ngai Alumni Center – California State University, Long Beach**

The committee approved the proposed resolution (RIA 11-20-08) on consent that the Alumni Center at California State University, Long Beach be named the Anna W. Ngai Alumni Center.

**Naming of Lamden Hall – San Diego State University**

The committee approved the proposed resolution (RIA 11-20-09) on consent that the Education and Business Administration Building at San Diego State University be named Lamden Hall.

**\*PLEASE NOTE: Due to the Governor's proclamation of a State of Emergency resulting from the threat of COVID-19, and pursuant to the Governor's Executive Orders N-25-20 and N-29-20 issued on March 12, 2020 and March 17, 2020, respectively, all members of the Board of Trustees may participate in meetings remotely, either by telephonic or video conference means. Out of consideration for the health, safety and well-being of the members of the public and the Chancellor's Office staff, the November 17-18, 2020 meeting of the CSU Board of Trustees was conducted entirely virtually via Zoom teleconference.**

**Naming of The Milt and Debbie Valera Resilient Scholars Program and Valera Hall – California State University, Northridge**

Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the \$11 million gift by Milt and Debbie Valera to establish several endowments to support various programs and scholarships, including programs for emancipated and former foster youth; the Mike Curb College of Arts, Media and Communication; the Michael Eisner College of Education; the Nazarian College of Business and Economics; the College of Humanities; The Younes and Soraya Nazarian Center for the Performing Arts; and the Delmar T. Oviatt Library.

Cal State Northridge President Dianne Harrison and Chancellor White shared the impact of the gift and thanked the Valeras for their generosity and contributions to the university. Mr. and Mrs. Valera shared videotaped remarks expressing their appreciation.

The committee recommended approval by the board of the proposed resolution (RIA 11-20-10) that the Resilient Scholars Program at California State University, Northridge be named as The Milt and Debbie Valera Resilient Scholars Program, and that University Hall at California State University, Northridge be named Valera Hall.

**Naming of the Swanson Beach Volleyball Complex – California Polytechnic State University, San Luis Obispo**

Mr. Ashley reported that the proposed naming recognizes the \$1.3 million pledge by William and Cheryl Swanson to support the beach volleyball facility's construction, equipment and program.

Cal Poly San Luis Obispo President Jeff Armstrong and Chancellor White shared the impact of the gift and thanked the Swansons for their generosity and commitment to the university. Mr. Swanson shared videotaped remarks expressing his appreciation.

The committee recommended approval by the board of the proposed resolution (RIA 11-20-11) that the beach volleyball facility at California Polytechnic State University, San Luis Obispo be named the Swanson Beach Volleyball Complex.

**Naming of the William and Linda Frost Center for Research and Innovation – California Polytechnic State University, San Luis Obispo**

Mr. Ashley reported that the proposed naming recognizes the pledge of more than \$32 million by William and Linda Frost for the facility's construction and instruments, of which \$20 million was part of the Frosts' historic \$110 million gift in 2017. The four-story complex will be nearly

two-and-a-half acres and feature configurable classrooms; conference rooms; faculty offices; hands-on learning programs; and cutting-edge laboratory space for undergraduate research for the College of Science and Mathematics; the College of Agriculture, Food and Environmental Sciences; and the College of Liberal Arts.

Cal Poly San Luis Obispo President Jeff Armstrong and Chancellor White shared the impact of the gift and thanked the Frosts for their historic generosity. Mr. and Mrs. Frost shared videotaped remarks expressing their appreciation.

The committee recommended approval by the board of the proposed resolution (RIA 11-20-12) that the Science and Agriculture Teaching and Research Complex at California Polytechnic State University, San Luis Obispo be named the William and Linda Frost Center for Research and Innovation.

#### **Naming of the Boswell Agricultural Technology Center – California Polytechnic State University, San Luis Obispo**

Mr. Ashley reported that the proposed naming recognizes the pledge of more than \$10 million by James W. Boswell, both privately and through the Boswell Foundation, and honors his father, James G. Boswell. The center will facilitate research and discovery in state-of-the-art laboratories to educate tomorrow's leaders in food innovation and experiential design.

Cal Poly San Luis Obispo President Jeff Armstrong and Chancellor White shared the impact of the gift and thanked Mr. Boswell and his family for their generosity.

The committee recommended approval by the board of the proposed resolution (RIA 11-20-13) that the agricultural center at California Polytechnic State University, San Luis Obispo be named the Boswell Agricultural Technology Center.

#### **Naming of the Jack and Felicia Cashin Expressive Technology Studios – California Polytechnic State University, San Luis Obispo**

Mr. Ashley reported that the proposed naming recognizes the \$2 million gift from James Cashin, Jr. and Felicia Cashin for the first facility at Cal Poly devoted exclusively to the promotion of interdisciplinary collaboration between the sciences, arts and technology.

Cal Poly San Luis Obispo President Jeff Armstrong and Chancellor White shared the impact of the gift and thanked the Cashins for their generosity. Mr. and Mrs. Cashin shared videotaped remarks expressing their appreciation.

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The committee recommended approval by the board of the proposed resolution (RIA 11-20-14) that the Expressive Technology Studios at California Polytechnic State University, San Luis Obispo be named the Jack and Felicia Cashin Expressive Technology Studios.

Trustee Firstenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the George and Judy Marcus Hall for Liberal and Creative Arts – San Francisco State University**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Lynn Mahoney  
President  
San Francisco State University

#### **Summary**

This item will consider naming the newly-constructed liberal and creative arts building as the George and Judy Marcus Hall for Liberal and Creative Arts (Marcus Hall).

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, including approval by the system review panel and the campus academic senate.

#### **Background**

The proposed naming of the facility recognizes the transformative gift of \$25 million made possible by alumni George and Judy Marcus to the College of Liberal and Creative Arts at San Francisco State University. George and Judy met while growing up in the Potrero Hill neighborhood of San Francisco and started dating while students at San Francisco State University. Always community-focused, they are considered Bay Area luminaries, and have forged unique paths in business, community leadership and philanthropy.

The Marcuses' love of their alma mater is evident in their leading role and partnership in the university's growth and success. Judy Marcus has served on the board of SF State's Foundation for many years. George Marcus is an emeritus member of the CSU Board of Trustees and a current member of the CSU Foundation's Board of Governors. Together the couple are the university's largest donors, and since 1999 have contributed over \$31 million to several areas on campus including athletics, the arts, humanities, the Guardian Scholars program, The Willie L. Brown Jr. Fellowship and several scholarship funds.

George Marcus's entrepreneurial approach has manifested in his professional life as well as in philanthropy. His family migrated from Greece when he was a child, and like over 37% of SF State's student body, his was the first generation in his family to graduate from college. Armed with a bachelor's degree in economics, which he completed in two and a half years, he founded Marcus and Millichap in 1971, a real estate development, investment and brokerage firm that now has offices in 39 states. According to a 2011 profile of Mr. Marcus in *Palo Alto Online*, his business success has been largely due to his iconoclastic approach and his energy, vision and drive.

Judy Marcus is a fourth-generation San Franciscan and a former physical education teacher. She is a current board member of the San Francisco State University Foundation, where she has served for more than a decade. She is the former board president of the Community Services Agency (CSA), and an active leader with the Peninsula Humane Society, Montalvo Arts Center and Avenidas Senior Center.

This request to name the new liberal and creative arts building in honor of George and Judy Marcus in recognition of their support is in keeping with the CSU policy that states that "facilities and properties may be named for individuals or for organizations responsible for substantial gifts benefiting the California State University in honor of significant contributions".

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the new liberal and creative arts building at San Francisco State University be named the George and Judy Marcus Hall for Liberal and Creative Arts (Marcus Hall).

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Annual Report on Donor Support for 2019-2020**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Lori A. Redfearn  
Assistant Vice Chancellor  
Systemwide Advancement

#### **Summary**

This item presents information on donor support to the California State University from July 1, 2019 to June 30, 2020. Section 89720 of the Education Code requires that an annual gift report be submitted to the California Joint Legislative Budget Committee and the California Department of Finance.

A full report is available at <http://www.calstate.edu/donorsupport>.

#### **Overview**

In 2019-2020, the California State University secured over \$641 million in new gift commitments and more than \$408 million in gift receipts, with both figures once again surpassing previous all-time highs.

Thirteen campuses had increases in giving. The CSU also had a 47% increase in gifts from individual donors.

#### **Gifts Received**

Another record year of support underscores the confidence that donors have in the power of the CSU to propel the state of California forward and create positive change in our communities. Donors' generosity resulted in over \$408 million in new gifts and pledge payments received for 2019-2020. Of that total 2%, or \$8.7 million, was unrestricted.

Endowments grew by over \$94 million in new contributions, which will provide support in perpetuity. More than half of endowment gifts are designated to scholarships.



For long-term capital projects, campuses received over \$43 million for major facility construction and renovation.

Donors designated \$222 million for current use which included:

- \$72.2 million for faculty support and academic enrichment
- \$41.6 million for public service programs
- \$34.1 million for student scholarships
- \$15.4 million for athletics
- \$6.9 million for equipment and facility improvements
- \$52.2 million for additional university priorities

Donors committed an additional \$40.1 million in irrevocable deferred gifts.

### **Performance Benchmarking**

Gift receipts are the national standard used by the Council for Advancement and Support of Education to compare fundraising results across universities. National peer groups are based on classification groups developed by the Carnegie Commission on Higher Education.

Among public master's institutions across the nation, CSU campuses in the top twenty for fundraising include: San Luis Obispo (first), Monterey Bay (second), Long Beach (fourth), Fullerton (fifth), Sacramento (eighth), Northridge (12<sup>th</sup>), San Francisco (16<sup>th</sup>) and San José (18<sup>th</sup>). San Diego State ranked first among high research activity (R2) public doctoral institutions. Fresno State ranked second among public doctoral institutions with moderate research activity (R3). Cal Maritime ranked first among maritime academies.

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Annual Report on Donor Support for 2019-2020 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.