

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 9:35 a.m., Wednesday, July 24, 2024
Glenn S. Dumke Auditorium

Leslie Gilbert-Lurie, Chair
Jean Picker Firstenberg, Vice Chair
Mark Ghilarducci
Jonathan Molina Mancio
Yammilette Rodriguez
Jose Antonio Vargas

Consent 1. Approval of Minutes, *Action*

Discussion 2. Naming of the Habbas Law Athletics Center at San José State University, *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**

May 21, 2024

Members Present

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

Wenda Fong, Chair of the Board
Mildred García, Chancellor

Trustee Ortiz-Morfit called the meeting to order.

Approval of Minutes

The minutes of March 26, 2024, were approved as submitted.

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

Greg Saks, vice chancellor, external relations and communications, reported that the proposed naming recognizes a significant gift from John and Virginia Madden and the Madden family to Cal Poly San Luis Obispo to support construction of the John Madden Football Center. This 33,000-square-foot facility was planned together with NFL Hall of Fame Coach Madden and the Madden Family and will serve the daily needs of the Cal Poly football program as well as a recruitment feature to bring top-quality student-athletes to campus.

Inst. Adv.
Agenda Item 1
July 22-24, 2024
Page 2 of 2

Cal Poly President Jeff Armstrong shared the impact of the Madden Family's generosity and the legacy of alumnus John Madden. Coach Madden's son, Mike Madden, shared a videotaped message expressing his thanks on behalf of the family for seeing his father's dream through to completion.

The committee approved the proposed resolution (RIA 05-24-04) that the football center at California Polytechnic State University, San Luis Obispo be named the John Madden Football Center.

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

Vice Chancellor Saks shared that the naming recognizes the \$60 million gift from the Robert N. Noyce Trust to Cal Poly San Luis Obispo to create the Noyce School of Applied Computing within the College of Engineering. The first of its kind in the CSU and the UC, this school will merge three departments: electrical engineering, computer engineering, and computer science and software engineering. This gift will provide faculty with additional resources for teaching and applied research as well as scholarship, research, mentoring and paid internship opportunities for undergraduate students.

President Armstrong celebrated the professional and philanthropic legacy of Robert Noyce and the impact of this transformational gift. He shared a message on behalf of Michael Groom, co-trustee of the Robert N. Noyce Trust.

The committee approved the proposed resolution (RIA 05-24-05) that the recently established school at California Polytechnic State University, San Luis Obispo be named the Noyce School of Applied Computing.

Trustee Ortiz-Morfit adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Habbas Law Athletics Center at San José State University

Presentation By

Greg Saks
Vice Chancellor
External Relations and Communications

Cynthia Teniente-Matson
President
San José State University

Summary

This item will consider naming the Spartan Athletics Center at San José State University as the Habbas Law Athletics Center at San José State University.

This proposal, submitted by San José State University, meets the criteria and other 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 proposed naming of the facility recognizes the \$3.3 million commitment by Habbas & Associates (H&A) to San José State University for the Spartan Athletics Center. The request is for a term of 10 years. The arrangement stipulates H&A will contribute \$250,000 annually, with a \$20,000 escalator for a period of ten years, and in return, the university will rename the Spartan Athletics Center the Habbas Law Athletics Center at San José State University for that period. The parties may mutually opt-out after five years. Funds will be used to make improvements, repay the debt service on the building, and maintain the recently opened Spartan Athletics Center (August 2023 opening), which is a first-class facility.

This is a commercial contract, not a gift. Under the terms of a sponsorship agreement, H&A would make payments to SJSU in return for which:

- The Spartans Athletics Center would be referred to on signage at the facility, all printed collateral written and orally as “Habbas Law Athletics Center at San José State University” or “Habbas Law Athletics Center.”
- The University grants to H&A a non-exclusive, royalty-free license during the Term to use “Habbas Law Athletics Center at San José State University,” and any related logos,

including without limitation, any copyrights, trademarks, services marks, trade dress and other intellectual property relating to the same, and any derivatives, modifications or alterations thereof in connection with the name of the Athletics Center and Signage and in connection with mutually agreed-upon promotional activities to promote H&A's identification, affiliation and association with the Athletics Center and the University in its own promotional and marketing materials. The use of the University Marks by H&A is subject to H&A obtaining the University's prior approval.

- H&A may use the designation "Official Partner of San José State University Athletics."
- H&A may use the Athletics Center or other Athletics facilities two (2) times per year, based on availability and approval from the University.
- H&A will receive two (2) annual memberships to the Spartan Golf Complex each year of the agreement.
- H&A will receive one (1) eight (8) person suite located inside the Athletics Center for all San José State home football games at CEFCU Stadium.
- H&A will receive five (5) away game trips during the term of the agreement. The away game trip will include two (2) tickets to the away game, hotel accommodations, and two (2) seats on the team charter, based on availability.
- H&A and the University will equally share the expenses for the initial design, fabrication, and installation of the signage for the Habbas Law Athletics Center. Should H&A request any changes, modifications, or alterations after the initial signage installation, H&A will be responsible for the costs of the new signage.

Habbas & Associates Law was founded in 1988 by Omar Habbas, and has office locations throughout Northern California including San Jose, Oakland, San Francisco, Sacramento, Modesto and Rocklin. Habbas & Associates specializes in personal injury and employment law, and Omar Habbas is recognized as a Super Lawyer, an award granted to the top 5% of all attorneys in Northern California. Omar has also received the AV Preeminent rating 2 years in a row by Martindale-Hubbell Peer Review Ratings™.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Spartan Athletic Center at San José State University be named Habbas Law Athletics Center at San José State University for a period not to exceed ten years from the date of the agreement, and contingent upon receipt of the annual payment and fulfillment of the other terms as stipulated in the sponsorship agreement.