

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 8:45 a.m., Wednesday, May 21, 2025
Glenn S. Dumke Conference Center

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

Consent 1. Approval of Minutes, *Action*
2. Naming of the Cardinale Stadium at California State University Monterey Bay, *Action*

Discussion 3. Naming of the Randall W. Lewis School of Entrepreneurship and Innovation & the Randall W. Lewis Center for Entrepreneurship – California State University, San Bernardino, *Action*

**MINUTES OF THE MEETING OF THE
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**

January 28, 2025

Members Present

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

Mildred García, Chancellor
Jack B. Clarke, Jr., Chair of the Board

Trustee Firstenberg called the meeting to order.

Consent Agenda

The minutes of the November 21, 2024 meeting of the Committee on Institutional Advancement were approved as submitted.

Item 2 – Naming of the Duran Sciences Building – San Diego State University

Greg Saks, vice chancellor, external relations and communications, reported that the proposed naming recognizes the \$20 million cash lead gift by Jessica P. Sarowitz to support capital construction of the proposed sciences building that will be presented to the board for consideration on January 29. If approved, this 79,700-square-foot facility will include state-of-the-art web labs, research space, computer labs, instructional labs, faculty offices and collaborative space for faculty, students, industry partners and the community.

San Diego State President Adela de La Torre highlighted Ms. Sarowitz's philanthropy and relationship with the university and thanked her for her generosity and vision. Her support represents a key step in San Diego State's STEM Forward Initiative as this building will ignite new opportunities for STEM research and innovation.

Chancellor Mildred García expressed gratitude for Ms. Sarowitz’s generous donation that will foster inclusion, collaboration and innovation across the scientific fields. Megan McKenna, director of private giving for 4S Bay Partners, remotely participated in the meeting and shared remarks on behalf of the donor.

The action item was approved by roll call vote with eight in favor (Trustees Gilbert-Lurie, Firstenberg, Guajardo, Molina Mancio, Rodriguez, Vargas, Chair Clarke and Chancellor García), zero opposed, and zero abstentions (RIA 01-25-01).

Item 3 – Donor Support Report for 2023-2024

Vice Chancellor Saks introduced the annual report on donor support for 2023-2024. This past fiscal year, the CSU system received \$626 million in gift commitments and nearly \$448 million in gift receipts—an 8% increase in commitments from the previous year. Donors designated 99% of the gifts to specific programs, scholarships, and facilities across the system, reflecting their passions and priorities. This leaves only 1%, approximately \$4.7 million, as unrestricted and available to campus leadership to address the university’s most pressing needs.

He presented the CSU’s fundraising trajectory over the past 5 years, with campuses raising over \$3 billion in philanthropic support, and shared that 18 universities increased their gift commitments from the previous year.

Melissa Watkins, assistant vice chancellor, systemwide advancement, shared additional highlights from the report, including how donor-designated gifts for current programs were allocated; how the CSU compares to a similar university system (SUNY) and national year-over-year increase trends; and updates on comprehensive campaigns. In addition, the systemwide endowment market value reached a record high of \$2.8 billion.

Cal State San Marcos President Ellen Neufeldt introduced the SWIFT program, which stands for “Scholars in Wellness and Innovation Fast Track.” This innovative accelerated degree program is the result of many partners, inspired by philanthropy, working together to benefit students, the community and the region. The SWIFT program is a shining example of how visionary philanthropy can drive meaningful change. By reducing the time to degree completion, preparing students for the workforce, and providing comprehensive support, this program removes barriers and empowers students to succeed. Graduating hundreds of students in under four years, SWIFT has the potential to significantly transform the labor market and create life-changing workforce opportunities.

This program would not be possible without the visionary support of philanthropic partners. The \$10 million grant from Price Philanthropies reflects a deep commitment to pioneering new approaches to social challenges. Robert and Allison Price are dedicated to the transformative power of education and innovative degree programs, especially in the area of mental health. In addition, Foundation Board Director and Campaign Committee Honorary Co-Chair, Daniel J. Epstein and his wife Phyllis, provided a \$10 million unrestricted matching gift that has already

touched nearly every area across campus. The funds will directly support student scholarships, stipends for internships over the summer and certificate programs to increase students' earning potential. To help give perspective on the impact of this program, President Neufeldt introduced student Karina Dominguez, a senior in the first SWIFT cohort at Rancho Buena Vista High School, who shared her experience.

Trustee Firstenberg thanked Karina Dominguez for sharing her story and congratulated the presidents on their successes. Trustee McGrory shared that the Epsteins and Prices only invest in innovative programs but expect metrics and results. Trustee Fong asked what advancement teams need to grow philanthropy. Vice Chancellor Saks shared the importance of community engagement; the infrastructure, including databases and growing pipelines; professional development and training; and what the CSU can do as a system to support campuses with shared services, such as planned giving. Chair Clarke asked for clarification on restricted and unrestricted funds and why this can never take the place of critical state support. Vice Chancellor Saks responded that donors follow their passions and give to an area of interest rather than to a general fund. As such, there is a legal obligation to follow donor intent, and the CSU takes this stewardship very seriously. Vice Chair Arambula shared that even with the unrestricted funds, the dollars are not split equally between the campuses. He asked about restrictions on endowments. Vice Chancellor Saks replied that there are the same restrictions on endowments as there are on current use gifts—the CSU must follow donor intent. Trustee Lopez remarked that philanthropy is such a small proportion of state support that it will never be able to replace what the CSU needs. Trustee Vargas asked how trustees can support the presidents and the campuses with philanthropy, as well as what is being done as a system. Vice Chancellor Saks shared that the advancement leaders meet on a regular basis to share strategies and best practices. The Chancellor's Office is also looking at shared services for campuses that may not have the personnel for areas like corporate giving. In addition, a survey was sent to the trustees asking to identify potential philanthropic partners. Trustee Gilbert-Lurie questioned how the board can do more to support philanthropy at the campuses and facilitate collaboration at the system level. She presented an idea to work in partnership with the governor and leverage the trustees to bring the state along with the CSU during this critical time. Trustee McGrory pointed out that San Diego State has had success with fundraising because of a significant investment they made in advancement staffing.

The action item was approved by roll call vote with eight in favor (Trustees Gilbert-Lurie, Firstenberg, Ghilarducci, Guajardo, Rodriguez, Vargas, Chair Clarke and Chancellor García), zero opposed, and zero abstentions (RIA 01-25-02).

Trustee Firstenberg adjourned the meeting of the Committee on Institutional Advancement.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Cardinale Stadium at California State University Monterey Bay

Presentation By

Greg Saks
Vice Chancellor
External Relations and Communications

Vanya Quiñones
President
California State University Monterey Bay

Summary

This item will consider naming the Cal State Monterey Bay Stadium as the Cardinale Stadium at Cal State Monterey Bay.

This proposal, submitted by California State University Monterey Bay, 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 rights of the facility recognize the approximately \$12 million in renovations and improvements to premises by the Monterey Bay Football Club (MBFC) partners. The arrangement stipulates MBFC will contribute 20-25% annually of naming rights net proceeds, beginning in 2025 and continuing through 2031, and in return, the university will rename the California State University Monterey Bay stadium as the Cardinale Stadium at Cal State Monterey Bay for a period of seven years. The Monterey Bay Football Club will contribute \$262,382 over this period as well.

This is a commercial contract, not a gift. Under the terms of a naming rights agreement, MBFC would make payments to CSUMB in return for which:

- The stadium would be referred to on signage at the facility as Cardinale Stadium at Cal State Monterey Bay;
- The university will designate MBFC and Cardinale as partners with Cal State Monterey Bay and naming rights partners for the stadium;

Monterey Bay Football Club is a California limited liability corporation headquartered in the Monterey Bay area. MBFC was founded on February 1, 2021, and played its inaugural season in the USL Championship in 2022, led by Ray Beshoff and a group of local investors. The team is a continuation of the former Fresno FC franchise, with Beshoff retaining the franchise rights and relocating it to the Monterey Bay area.

MBFC is committed to elevating the world's game in a region that has long embraced soccer. The matches on the campus of Cal State Monterey Bay will be a place to gather as a community, and the crest will be something that all will want to wear over their hearts.

Joe Cardinale is a visionary automotive industry leader and co-founder of Cardinale Automotive Group, established in 1979 with his brother Tom. With more than 50 years of experience, Mr. Cardinale has guided the company's growth to include multiple dealerships across California, Arizona and Nevada, representing top-tier brands such as Audi, BMW, Nissan and Porsche. His forward-thinking leadership during the 2008 financial crisis pioneered the shift to digital automotive sales, earning the group recognition as California's #1 eDealer in 2013.

Mr. Cardinale is committed to being a positive force across the Monterey Bay region, and founded a nonprofit called Blessed to Serve that provides food, clothing and support to the homeless and underserved. He is also a major supporter of community sports and helped establish the Monterey Bay Football Club. Mr. Cardinale's work across business, charity and athletics reflects his lifelong commitment to building meaningful relationships and uplifting his community.

The soccer stadium on the Cal State Monterey Bay campus is a 6,000-seat soccer-specific venue located in the middle of the Monterey Peninsula. Formerly home to the Fort Ord Warriors, a semi-pro American football team composed of military service members, Monterey Bay Football Club invested over \$11 million in renovations to transition the stadium into its newest era. The home of the Union is lined by the region's iconic Monterey cypress trees and offers the local community a one-of-a-kind professional soccer experience.

RESOLVED, by the Board of Trustees of the California State University, that the Cal State Monterey Bay stadium be named the Cardinale Stadium at Cal State Monterey Bay beginning at execution of agreement and continuing through 2031, and contingent upon receipt of the monthly payments and fulfillment of the other terms as stipulated in the naming rights agreement.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Randall W. Lewis School of Entrepreneurship and Innovation & the Randall W. Lewis Center for Entrepreneurship – California State University, San Bernardino

Presentation By

Greg Saks
Vice Chancellor
External Relations and Communications

Tomás Morales
President
California State University, San Bernardino

Summary

This item will consider naming the School of Entrepreneurship and the Inland Empire Center for Entrepreneurship in the Jack H. Brown College of Business and Public Administration at California State University, San Bernardino as the Randall W. Lewis School of Entrepreneurship and Innovation and the Randall W. Lewis Center for Entrepreneurship.

This proposal, submitted by Cal State San Bernardino, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Academic Entities, including approval by the system review panel and the campus faculty senate. This generous endowed gift and irrevocable estate gift will advance the transformative power of entrepreneurship and innovation by preparing the finest entrepreneurs in the region and state. In addition to supporting the educational mission of the School of Entrepreneurship, the gift will provide the critical investment needed to expand the School of Entrepreneurship to develop the next generation of innovative courses, curriculum and programs, including interdisciplinary initiatives.

Background

The proposed naming of the school and center recognizes the \$6 million contribution by Randall W. Lewis to Cal State San Bernardino's Jack H. Brown College of Business and Public Administration. The endowed gift and irrevocable estate gift will support the first and only School of Entrepreneurship in California's public higher education system. This generous endowed gift and irrevocable estate gift will advance the transformative power of entrepreneurship and innovation by preparing the finest entrepreneurs in the region and state.

Randall W. Lewis is one of four brothers who co-own and lead the Lewis Group of Companies, an Upland-based firm started by their parents, Ralph and Goldy Lewis, in 1955. Mr. Randall serves as Senior Executive Vice President of Marketing, overseeing the sales and marketing operations of the company. Among the nation's largest privately held real estate development companies, the firm focuses on developing mixed-use planned communities and residential subdivisions in California and Nevada.

A graduate of Claremont McKenna College, Randall is regarded as an industry leader in promoting education, healthy living, sustainable development initiatives and the arts.

CSU San Bernardino awarded Randall with an Honorary Doctorate of Humane Letters degree in 2021 in recognition of his nearly 50-year career in the real estate industry, extensive community leadership, philanthropy and significant contributions to the quality of life in the Inland Empire region. Mr. Randall's additional accolades include being named in the Los Angeles Times "West Top 100" list, receiving the California Business Properties Association Champion of the Industry Award, and being inducted into the California Building Industry Association Hall of Fame.

RESOLVED, by the Board of Trustees of the California State University, that the School of Entrepreneurship and the Center for Entrepreneurship be named The Randall W. Lewis School of Entrepreneurship and Innovation and the Randall W. Lewis Center for Entrepreneurship in the Jack H. Brown College of Business and Public Administration at California State University, San Bernardino.