

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 11:30 a.m., Tuesday, July 17, 2012
Glenn S. Dumke Auditorium

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

Consent Items

Approval of minutes of meeting of May 8, 2012

Discussion Items

1. Naming of a Facility—Sonoma State University, *Action*

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

May 8, 2012

Members Present

Glen O. Toney, Chair
Bernadette Cheyne
Steve Dixon
Debra S. Farar
Kenneth Fong
Margaret Fortune
Bob Linscheid, Chair of the Board
Peter G. Mehas
Charles B. Reed, Chancellor

Trustee Toney called the meeting to order.

Approval of Minutes

The minutes of March 20, 2012 were approved by consent.

Naming of a Facility – California Polytechnic State University, San Luis Obispo

Mr. Garrett P. Ashley, vice chancellor university relations and advancement provided background information. The proposed naming recognizes a \$5 million commitment from Leprino Foods, the world's largest producer of mozzarella cheese.

President Armstrong shared information regarding the donor's relationship with the university and the benefits provided by the gift, specifically the creation of an endowed chair in dairy foods who will serve as program director to the new Master's of Professional Studies in Dairy Foods.

RESOLVED, by the Board of Trustees of the California State University, that the Dairy Science building, at California Polytechnic State University, San Luis Obispo, be named the Leprino Foods Innovation Institute.

Council for Advancement and Support of Education Awards

Mr. Ashley introduced this information item which acknowledges eleven CSU campuses and the chancellor's office for their recognition by Council for Advancement and Support of Education

(CASE) District VII in March for outstanding communications and best practices in advancement. He highlighted a few of the projects that were honored with a gold award, the CSU 50th Anniversary campaign and joint advocacy brochure produced by the chancellor's office, CSU Dominguez Hills for its strategic plan and branding guide, CSU Fullerton for its renovation of the alumni lounge, CSU Long Beach for its electronic publication *Inside CSULB*, San Francisco State for *SF State Magazine*, and San Jose State for its campaign newsletter *Acceleration*. Additional honored campuses include Chico, Fresno, Humboldt, Monterey Bay, San Diego, and Sonoma.

Trustee Toney adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility—Sonoma State University

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming one venue at the Donald and Maureen Green Music Center at Sonoma State University as the MasterCard Pavilion (or similar name to be mutually agreed upon).

This proposal, submitted by Sonoma 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.

Background

The proposed naming recognizes a \$15 million sponsorship by MasterCard Worldwide to Sonoma State University's Green Music Center. This commitment would represent the largest ever sponsorship contributed to Sonoma State University.

The Green Music Center complex, currently nearing completion, allows for the integration of performing arts, particularly in the fields of music and dance. This naming opportunity request is being presented by the University for the outdoor music and performing arts pavilion on the northeast side of the Green Music Center Complex, adjoining the Joan and Sanford I. Weill Hall and located on the Joan and Sanford I. Weill Commons. The pavilion will add to the Green Music Center's versatile performing arts venue arrangement by offering an ideal location for larger outdoor performances. Currently in the planning stages, the pavilion will provide the Green Music Center the ability to book an expanded range of performers.

Weill Hall, Schroeder Recital Hall, the Hospitality Center, the Music Faculty Office Building and the surrounding open spaces at the Green Music Center are considered to be the epitome of academic and performing arts excellence not only for the campus, but for the surrounding region as well.

Ins. Adv.
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For more than four decades, MasterCard has been a leading global payments and technology company. MasterCard's global headquarters in Purchase, New York oversee the operations of more than 50 global offices worldwide. The company operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories.

Global corporate responsibility is also at the forefront of the company's commitment to enriching the places in which it operates. MasterCard's community partnerships encourage education, training and technology assistance focused on entrepreneurship and financial literacy.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of the California State University that the Green Music Center outdoor pavilion located on the Joan and Sanford I. Weill Commons at Sonoma State University be named the MasterCard Pavilion (or similar name to be mutually agreed upon).