

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:30 p.m., Tuesday, July 19, 2016
Glenn S. Dumke Auditorium

Silas H. Abrego, Chair
Lateefah Simon, Vice Chair
Douglas Faigin
John Nilon
Maggie K. White

Consent Item

Approval of Minutes of the Meeting of May 24, 2016

Discussion Items

1. Naming of “CEFCU Stadium – Home of the Spartans” – San José State University, *Action*
2. Naming of the Jack H. Brown College of Business and Public Administration – California State University, San Bernardino, *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 24, 2016

Members Present

Steven G. Stepanek, Chair
Silas H. Abrego, Vice Chair
Douglas Faigin
Debra S. Farar
Lou Monville, Chair of the Board
Hugo Morales
Timothy P. White, Chancellor

Trustee Stepanek called the meeting to order.

Approval of Minutes

The minutes of March 8, 2016 were approved as submitted.

Trustee Stepanek recognized the CSU recipients of the 2016 Council for Advancement and Support of Education (CASE) Awards.

Naming of Terry Atkinson Hall – San Diego State University

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes more than \$3 million in contributions by Campanile Foundation Board member Terry Atkinson in the areas of institutional research, athletics, the College of Business and faculty recruitment and retention. The Geography Annex is home to university development staff.

The committee unanimously approved the proposed resolution (RIA 05-16-05) that the Geography Annex at San Diego State University be named Terry Atkinson Hall.

Naming of the Rongxiang Xu College of Health and Human Services and the Rongxiang Xu Bioscience Innovation Center – California State University, Los Angeles

Mr. Ashley reported that the proposed naming of the facility recognizes the \$10 million commitment by Dr. Li Li and Mr. Kevin Lu in memory of Dr. Rongxiang Xu. The future Bioscience Center will feature up to 20,000 square feet of lab space dedicated to bioscience research and collaboration.

2

Inst. Adv.

The committee unanimously approved the proposed resolution (RIA 05-16-06) that the College of Health and Human Services at California State University, Los Angeles be named the Rongxiang Xu College of Health and Human Services, and that the Bioscience Innovation Center at California State University, Los Angeles be named the Rongxiang Xu Bioscience Innovation Center.

Trustee Stepanek adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of “CEFCU Stadium – Home of the Spartans” – San José State University

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming Spartan Stadium at San José State University as “CEFCU Stadium – Home of the Spartans” in connection with a sponsorship agreement.

This proposal, submitted by San José State University (SJSU), 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 \$8 million commitment by Citizens Equity First Credit Union (CEFCU) to SJSU. The sponsorship agreement will be paid over a 15-year term. In return, the university’s Spartan Stadium will be renamed as “CEFCU Stadium – Home of the Spartans” for that period. Funds from the agreement are intended to be used to support and strengthen athletics operations, improve the stadium and other facilities, and allow for the full funding of scholarship commitments for student athletes, among other potential uses.

Under the terms of a sponsorship agreement, CEFCU would make annual payments to SJSU over fifteen years totaling in excess of \$8 million, less costs of signage and potential unrelated business income tax (UBIT) liability, in return for which:

- Stadium would be referred to on signage at the Stadium and on nearby roadways as either “CEFCU Stadium – Home of the Spartans” or “CEFCU Stadium”;
- CEFCU would be the exclusive ATM provider at the Stadium, and SJSU would be precluded from granting further stadium sponsorship to CEFCU competitors;
- CEFCU would have the option to place ATMs at one or more additional locations on campus;
- CEFCU would have the option to sponsor other events at the Stadium;
- CEFCU would provide SJSU student-athletes with financial literacy awareness;
- CEFCU would operate a kiosk near the Stadium;
- CEFCU would have the opportunity to negotiate a retail space on the SJSU campus; and
- CEFCU would receive certain rights to advertising in athletics newsletters and publications, and to seating and tickets at events.

Inst. Adv.
Agenda Item 1
July 19, 2016
Page 2 of 2

The financial commitment from CEFCU would be the fifth-largest university stadium sponsorship among schools in the Group of 5 conferences, and the second largest in the Mountain West Conference.

With assets over \$5.3 billion, CEFCU serves over 314,000 members through 20 central Illinois Member Centers and three Member Centers in Santa Clara County, California; the CEFCU Financial Center; the Money Center 24 ATM Network; CEFCU's website, cefcu.com; CEFCU's Mobile website, m.cefcu.com; the surcharge-free CO-OP ATM Network; and the CU Service Center Shared Branch Network.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that Spartan Stadium be named "CEFCU Stadium – Home of the Spartans" for a period not to exceed fifteen 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.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Jack H. Brown College of Business and Public Administration – California State University, San Bernardino

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the College of Business and Public Administration at California State University, San Bernardino as the Jack H. Brown College of Business and Public Administration.

This proposal, submitted by California State University, San Bernardino (CSUSB), 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 academic senate.

Background

The proposed naming recognizes the \$10 million gift made by Jack H. Brown, who has a long and storied relationship with CSUSB. In 1992, Mr. Brown made a significant gift to the university to name the business and public administration building as Jack H. Brown Hall. In 2005, the California State University Board of Trustees and CSUSB awarded Mr. Brown the honorary degree of Doctor of Humane Letters. This new gift culminates the 50th anniversary of CSUSB and marks the first time in its history that a college will be named after an individual.

The endowed funds from this gift will support academic enrichment and student scholarships in the College of Business and Public Administration (CBPA), helping to attract and retain faculty, facilitate student enrichment, provide for new programs and supplement research. The CBPA is a nationally and internationally respected program that creates a student-centered learning community, preparing students to become productive members in business, government and global society. The CBPA enjoys Association to Advance Collegiate Schools of Business (AACSB) accreditation, the highest standard of achievement for business schools worldwide. Less than five percent of the world's 13,000 business programs have earned AACSB Accreditation. In addition, the Masters in Public Administration program is proud to be accredited by the Network of Schools of Public Policy, Affairs and Administration.

Inst. Adv.
Agenda Item 2
July 19, 2016
Page 2 of 2

As Executive Chairman, Mr. Brown has used his enormous talent and energy building Stater Bros. Markets and, in turn, has contributed greatly to the economic, educational and social wellbeing of Inland Southern California.

A native of San Bernardino, Mr. Brown has served Stater Bros. Markets, the only Fortune 500 Company headquartered in the Inland Empire, for over 36 years. He built Stater Bros. into Southern California's only locally-owned supermarket chain, as well as one of the largest in America. Stater Bros. provides employment to approximately 18,000 people throughout the Inland Empire and Southern California and is celebrating its 80th anniversary this year.

Mr. Brown has been given many significant honors, including being named one of ten recipients of the Horatio Alger Award in 1992. Other awardees that year were former Secretary of State Henry Kissinger and author-poet Maya Angelou. Mr. Brown also received the Sidney R. Rabb Award from the Food Marketing Institute in 2005, the supermarket industry's highest award, and in 2011, the prestigious Patriots Award from the Congressional Medal of Honor Society of the United States.

Mr. Brown has always been a passionate supporter of education and enrichment at all levels, from his involvement as the Founding Chairman of Children's Fund of San Bernardino County, a public-private agency devoted to protecting abused and at-risk children; helping to found the Boys and Girls Club of San Bernardino; mentoring work with students at his alma mater, San Bernardino High School; the creation of the Rose Brown Scholarships at CSUSB; his support of college scholarships for employees of Stater Bros.; and his contributions toward building Jack H. Brown Hall at CSUSB.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the College of Business and Public Administration at California State University, San Bernardino, be named the Jack H. Brown College of Business and Public Administration.