

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 12:45 p.m., Tuesday, May 23, 2017  
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 March 21, 2017

#### Discussion Items

1. Naming of Bookstein Hall – California State University, Northridge, *Action*
2. Naming of Dignity Health Baseball Clubhouse – California Polytechnic State University, San Luis Obispo, *Action*
3. Naming of The Bartleson Ranch and Conservatory – California Polytechnic State University, San Luis Obispo, *Action*
4. Naming of The Swanson Cal Poly Golf Program – California Polytechnic State University, San Luis Obispo, *Action*

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

**March 21, 2017**

**Members Present**

Silas H. Abrego, Chair  
Lateefah Simon, Vice Chair  
Rebecca D. Eisen, Chair of the Board  
Douglas Faigin  
John Nilon  
Maggie K. White  
Timothy P. White, Chancellor

Trustee Abrego called the meeting to order.

**Approval of Minutes**

The minutes of January 31, 2017, were approved as submitted.

Trustee Abrego recognized the CSU recipients of the 2017 Council for Advancement and Support of Education (CASE) Awards.

**Naming of the Lawrence de Graaf Center for Oral and Public History – California State University, Fullerton**

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes the distinguished service and leadership of Lawrence B. de Graaf and his \$1 million gift commitment to support the Center for Oral and Public History at California State University, Fullerton. As a founding faculty member, Dr. de Graaf helped establish the university's history department and curriculum, created the Oral History Program, set up the first campus archive and served as the university's first archivist.

Cal State Fullerton President Mildred García and Chancellor Timothy P. White thanked Dr. de Graaf for over 50 years of work and dedication to the university.

The committee recommended approval by the board of the proposed resolution (RIA 03-17-04) that the Center for Oral and Public History at California State University, Fullerton be named the Lawrence de Graaf Center for Oral and Public History.

Trustee Abrego adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Bookstein Hall – California State University, Northridge**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Dianne F. Harrison  
President  
California State University, Northridge

#### **Summary**

This item will consider the naming of Juniper Hall at California State University, Northridge as Bookstein Hall.

This proposal, submitted by California State University, Northridge, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including consultation with the campus academic senate and approval by the system review panel.

#### **Background**

The proposed naming of Juniper Hall recognizes the recent \$5 million gift by Harvey and Harriet Bookstein to the David Nazarian College of Business and Economics at California State University, Northridge. This gift continues a decade-long history of philanthropic and volunteer commitment from the Bookstein family, elevating CSUN programs and students with new opportunities.

This contribution will be used to establish the Bookstein Voluntary Income Tax Assistance (VITA) Endowment in the Department of Accounting and Information Systems, which will further expand the vital role that CSUN's VITA Clinic plays through its free tax preparation assistance to low-income taxpayers in the community. The VITA Clinic's tax preparation assistance also provides opportunities for students to gain valuable experience as they utilize their education and receive faculty guidance in their service to the community. The gift also creates the Bookstein Distinguished Chair in Real Estate Endowment in the Department of Business Law to provide funding to supplement the compensation of a faculty position in the Real Estate Program and operational funds to support the faculty's research and academic responsibilities. Finally, the gift

establishes the Bookstein Leadership Endowment under the discretion of the dean of the Nazarian College of Business and Economics to provide vital resources to advance the college's strategic programs and activities.

Mr. and Mrs. Bookstein launched their philanthropic support of CSUN with a \$1 million gift, establishing the Bookstein Chair in Taxation in 2005. In 2009, Mr. and Mrs. Bookstein committed another \$1 million in planned giving to further benefit the David Nazarian College of Business and Economics. Mr. and Mrs. Bookstein also helped establish the Bookstein Institute for Higher Education in Taxation. The Bookstein Institute's Low Income Taxpayer Clinic provides free representation to low-income taxpayers each year who face collection, audits and other disputes with the Internal Revenue Service. The Bookstein Institute is a nucleus for education, scholarship and community service by providing high-quality graduate education in taxation for mid-career professionals.

Mr. Harvey Alan Bookstein is a proud CSUN alumnus, graduating from the David Nazarian College of Business and Economics. Mr. Bookstein serves on the board of directors for The University Corporation, CSUN Foundation, and the David Nazarian College of Business and Economics Advisory Board. Mrs. Bookstein is also active in business management with her own firm providing accounting and financial services to a host of clients in southern California.

In 2016, CSUN conferred an honorary doctorate on Mr. Bookstein for his philanthropy, community leadership, achievements in the fields of finance, real estate and accounting, and longstanding support of California State University, Northridge's academic mission.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that Juniper Hall at California State University, Northridge be named as Bookstein Hall.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Dignity Health Baseball Clubhouse – California Polytechnic State University, San Luis Obispo**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Jeffrey D. Armstrong  
President  
California Polytechnic State University, San Luis Obispo

#### **Summary**

This item will consider naming the baseball clubhouse at California Polytechnic State University, San Luis Obispo as the Dignity Health Baseball Clubhouse.

This proposal, submitted by Cal Poly San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees policy on Naming California State University Facilities and Properties, including consultation with the campus academic senate and approval by the system review panel.

#### **Background**

The proposed naming of the baseball clubhouse recognizes the \$1.25 million contribution by Dignity Health, which will provide a substantial amount for the completion of the project.

This contribution will be used for an expanded locker room, state-of-the-art athletic training and physical therapy room, lounge/kitchen area, dressing room for umpires, coaches' offices and study room. Additionally, this contribution will raise the capacity of Baggett Stadium to between 3,250 and 3,500 seats. This enhanced baseball facility will provide our student-athletes with the tools to succeed on the field, and serve as a venue that will assist them in gaining the leadership training and hands-on experiences needed to succeed long after they graduate from Cal Poly.

Headquartered in San Francisco, Dignity Health is the fifth-largest health system in the nation and the largest hospital provider in California. In the San Luis Obispo County region, Dignity Health operates French Hospital Medical Center (FHMC), employing 864 residents countywide. Dignity Health became one of the largest sponsors of Cal Poly Athletics beginning in

2011. Since that time, Dignity Health and Cal Poly Athletics have seen the mutual benefits of a joint relationship continuing long term, to the point where both parties agreed to a ten-year agreement providing Dignity Health with access to premium signage at all Cal Poly Athletics venues.

In addition, a number of collaborative efforts have been developed between the university and FHMC. FHMC President and CEO, Alan Iftiniuk, is currently a member of Cal Poly's Athletic Director's Council. Cal Poly student-athletes have been featured in various community outreach efforts to educate young people in the community on healthy lifestyles and choices. Overall, Dignity Health has been a strong pillar of the San Luis Obispo community for a generation and a proud partner of California Polytechnic State University, San Luis Obispo.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Cal Poly baseball clubhouse at California Polytechnic State University, San Luis Obispo be named as the Dignity Health Baseball Clubhouse.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of The Bartleson Ranch and Conservatory – California Polytechnic State University, San Luis Obispo**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Jeffrey D. Armstrong  
President  
California Polytechnic State University, San Luis Obispo

#### **Summary**

This item will consider naming the Bartleson Ranch at California Polytechnic State University, San Luis Obispo.

This proposal, submitted by California Polytechnic State University, San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Facilities and Properties, including consultation with the campus academic senate and approval by the system review panel.

#### **Background**

This naming recognizes the donation of a 450-acre avocado and lemon orchard valued at \$11.3 million by Jan and Stuart Bartleson. This gift will enable longer-term research projects, provide numerous internship opportunities for students and facilitate income-producing industry partnerships for the college.

Born and raised in Southern California, Stuart Bartleson enlisted in the Navy Seabees in 1942 and served in the South Pacific until the end of World War II. In 1958, Bartleson and his business partner, Slim Minor, came to the Santa Maria Valley as the area grew and developed the first of several housing developments for construction workers and personnel stationed at Vandenberg Air Force Base.

The partners, who formed the Atlantic and Pacific Co., also developed shopping centers, a mobile home park and housing subdivisions throughout the state.

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Jan Bartleson moved to Carpinteria in 1960 and was hired as head of the Carpinteria Chamber of Commerce in 1965. She moved to Santa Maria in 1978 and was a real estate broker and partner in the Point Sal Dunes project in Guadalupe. She later co-developed Casa la Cañada in Lompoc, Bakersfield, Paso Robles and San Bernardino.

Stu and Jan were married for 20 years, upon his recent death in January 2017. Their gift – the Bartleson Ranch – is the largest private land donation within San Luis Obispo County in the university's 115-year history.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Bartleson Ranch at California Polytechnic State University, San Luis Obispo be named as the Bartleson Ranch and Conservatory.



## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of The Swanson Cal Poly Golf Program – California Polytechnic State University, San Luis Obispo**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Jeffrey D. Armstrong  
President  
California Polytechnic State University, San Luis Obispo

#### **Summary**

This item will consider naming the golf program at California Polytechnic State University, San Luis Obispo as the Swanson Cal Poly Golf Program.

This proposal, submitted by California Polytechnic State University, San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Academic Entities, including consultation with the campus academic senate and approval by the system review panel.

#### **Background**

This naming recognizes the \$10 million endowment for the Cal Poly Golf Program by William H. and Cheryl Swanson. This gift will provide thousands of dollars in scholarship support each year to student-athletes in the golf program. In addition, the endowment will provide programmatic support for the golf program including recruitment, travel and equipment. The endowment of the golf program through this gift, as well as associated gifts from other donors, will put the men's and women's golf programs in better positions to contend for conference and national championships. Equally important, golf student-athletes will engage in Cal Poly's signature "Learn by Doing" philosophy, ensuring a lifetime of success. The impact of athletic competition and "Learn by Doing" in the classroom are essential as Mr. Swanson is a product of both unique experiences at Cal Poly San Luis Obispo.

The funds will be used exclusively for the following purposes:

- Student-athlete scholarships, known as the Swanson Cal Poly Golf Scholarship, with a preference to support first-generation college students.

- Programmatic support for the golf program, including but not limited to recruitment, tournaments costs, travel and equipment.

Mr. Swanson is the retired chairman and chief executive officer (CEO) of Raytheon Company. He served as chairman and CEO of Raytheon from January 2004 to March 2014, at which time he stepped down from the role of CEO. He retired from the company in September 2014, finishing a 42-plus year career with the company. Additionally, Mr. Swanson and fellow Cal Poly alumnus Rob Rossi are proprietors of Center of Effort, a winery based in Arroyo Grande, California.

Mr. Swanson graduated magna cum laude from Cal Poly San Luis Obispo in 1972 with a bachelor's degree in industrial engineering – with the assistance of a golf scholarship. He was an Honored Alumnus in Cal Poly's College of Engineering in 1991, and received an honorary Doctor of Science degree from Cal Poly in 2005. His mother, Rosemary Cameron, is a Cal Poly emeritus library assistant from 1964 to 1988.

Mr. Swanson is past member of the Cal Poly President's Cabinet. Upon his retirement from Raytheon, Mr. Swanson began his current tenure as chair of the Cal Poly Foundation and has been a board member of the Foundation since its founding in 2006, previously serving as vice chair. Mr. Swanson also previously served on the College of Engineering's Dean's Advisory Council.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Cal Poly golf program at California Polytechnic State University, San Luis Obispo be named as the Swanson Cal Poly Golf Program.