

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 3:00 p.m., Tuesday, July 23, 2019  
Glenn S. Dumke Auditorium

Jean P. Firstenberg, Chair  
Wenda Fong, Vice Chair  
Debra S. Farar  
Lillian Kimbell  
Hugo N. Morales

- Consent** 1. Approval of Minutes of the Meeting of May 21, 2019, *Action*
- Discussion** 2. Naming of the RND Amphitheater – California State University, Monterey Bay, *Action*  
3. Naming of the Provident Credit Union Event Center at San José 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 21, 2019**

**Members Present**

Jean P. Firstenberg, Chair  
Rebecca D. Eisen, Vice Chair  
Debra S. Farar  
Wenda Fong  
Jack McGrory  
Hugo N. Morales  
Romey Sabalius  
Adam Day, Chairman of the Board  
Timothy P. White, Chancellor

Trustee Firstenberg called the meeting to order.

**Approval of Minutes**

The minutes of January 22, 2019, were approved as submitted.

**Naming of the Shiley CSU Institute for Palliative Care**

Mr. Garrett Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes total commitments of \$6 million by Mrs. Darlene Marcos Shiley and The Shiley Foundation. All newly committed funds will support the CSU Institute for Palliative Care located at California State University San Marcos.

Mrs. Shiley was present, and Cal State San Marcos President Karen Haynes and Chancellor Timothy P. White thanked Mrs. Shiley for her generosity and contributions to the community.

The committee recommended approval by the board of the proposed resolution (RIA 05-19-04) that the California State University Institute for Palliative Care located on the California State University San Marcos campus be named the Shiley CSU Institute for Palliative Care.

### **Naming of the Carolyn Campagna Kleefeld Contemporary Art Museum – California State University, Long Beach**

Mr. Ashley reported that the proposed naming recognizes the \$10 million contribution by Carolyn Campagna Kleefeld to the College of the Arts at Cal State Long Beach. The gift will be used to support the museum through capital improvements that will expand current museum space to include the Carolyn Campagna Kleefeld Gallery, the addition of a print and drawing room, the creation of an endowment for the museum and an endowed scholarship fund.

The committee recommended approval by the board of the proposed resolution (RIA 05-19-05) that the University Art Museum at California State University, Long Beach be named as the Carolyn Campagna Kleefeld Contemporary Art Museum.

### **Naming of the Lam Family College of Business – San Francisco State University**

Mr. Ashley reported that the proposed naming recognizes the \$25 million gift by alumnus Chris Larsen, his spouse Lyna Lam, and RippleWorks to the College of Business at San Francisco State. This gift will be used to create the RippleWorks Endowed Chair for Innovation and Entrepreneurship; the Lam-Larsen Endowed Chair in Financial Technology; and the Lam-Larsen Fund for Global Innovation, which will create five new initiatives: Innovation and Entrepreneurship, Emerging and Developing Economies, Financial Technology, Business and Education Technology, and Workforce of the Future.

San Francisco State University President Les Wong shared a videotaped message from Mr. Larsen and recognized the Larsen and Lam family for their generosity and dedication to the university.

The committee recommended approval by the board of the proposed resolution (RIA 05-19-06) that the College of Business at San Francisco State University be named the Lam Family College of Business.

### **Systemwide and Campus-based Communications**

At the request of Trustee Firstenberg, Mr. Ashley and Mark Woodland, assistant vice chancellor, communications, presented information on the structure and activities of the Communications and Public Affairs team. California State University, Fullerton President Fram Virjee shared how campus communicators work with the Chancellor's Office to tell the CSU story.

Trustee Firstenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the RND Amphitheater - California State University, Monterey Bay**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Eduardo M. Ochoa  
President  
California State University, Monterey Bay

#### **Summary**

This item will consider naming the Amphitheater in the Academic III Building as the RND Amphitheater.

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 of the Amphitheater recognizes the \$4 million irrevocable gift from Robert Nathan Danziger to support the College of Arts, Humanities and Social Sciences collaboration with the Monterey Jazz Festival and an unrestricted fund for the university president's discretion.

Robert Danziger is an accomplished attorney and entrepreneur with a strong love of education, music and the arts. Robert along with his wife, the author Martha Drexler Lynn, are committed to promoting and supporting education, art and music in the community, and this is reflected in the gift designation.

#### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Amphitheater in the Academic III building at California State University, Monterey Bay be named the RND Amphitheater.

## COMMITTEE ON INSTITUTIONAL ADVANCEMENT

### **Naming of the Provident Credit Union Event Center at San José State University**

#### **Presentation By**

Garrett P. Ashley  
Vice Chancellor  
University Relations and Advancement

Mary Papazian  
President  
San José State University

#### **Summary**

This item will consider naming the Event Center at San José State University as the Provident Credit Union Event 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 \$8.1 million commitment by Provident Credit Union (PCU) to San José State University for the Event Center. The request is for a term of 20 years. The arrangement stipulates PCU will contribute \$300,000 annually, with a 3% escalator for a period of twenty years and in return the university will rename the Event Center the Provident Credit Union Event Center at San José State University for that period. The parties may mutually opt out after 10 years or if San José State University leaves the Mountain West Division. Funds will be used to make improvements and renovations to the Event Center. The changes will bring much needed updates to the facility that is approximately 30 years old.

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

- The Event Center would be referred to on signage at the facility and on nearby roadways as either “Provident Credit Union Event Center at San José State University” or “Provident Credit Union Event Center”;
- PCU would place two ATMs on campus, one in the Event Center and one at a to be determined location nearby (PCU will cover installation costs);

- PCU would have the opportunity to sponsor or participate in university events, such as Student Financial Events, Freshman Orientation and Career Day Initiatives;
- PCU would have the opportunity to provide campus with financial literacy awareness clinics at mutually beneficial times on topics such as managing a checking account, electronic banking and debt management;
- PCU would receive a number of co-branded promotional opportunities, including SJSU Alumni Association co-branded dedicated email offer (one per semester); SJSU Alumni Association co-branded direct mail piece (one per year); and SJSU Alumni Association e-newsletter inclusion with sponsored content, messaging and link to dedicated landing page (quarterly);
- PCU would have an opportunity to create and promote a housing affordability program to SJSU faculty;
- PCU would receive various promotional opportunities at events in the Event Center; and
- PCU would receive certain rights to advertising in Washington Square Magazine.

Should Provident Credit Union change its name during the term, PCU would bear the cost of new signage.

Provident Credit Union is the 91<sup>st</sup> largest credit union in the United States (18<sup>th</sup> largest in California). It was established in 1950 to serve the California Teachers Association. Headquartered in the San Francisco Bay Area, Provident Credit Union now serves more than 100,000 members from over 1,200 employer groups and maintains branches throughout California. Provident Credit Union has over \$2.1 billion in assets, over 11% of which are held in reserve. The president of Provident Credit Union, Jim Ernest, is a San José State University alumnus.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Event Center at San José State University be named Provident Credit Union Event Center at San José State University for a period not to exceed twenty 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.