

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:00 p.m., Tuesday, July 15, 2008
Glenn S. Dumke Auditorium

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Carol R. Chandler
Debra S. Farar
Kenneth Fong
A. Robert Linscheid
Craig R. Smith
Glen O. Toney
Kyriakos Tsakopoulos

Consent Item

Approval of Meeting Minutes of May 13, 2008

Discussion Items

1. Naming of a Facility – San Francisco 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 13, 2008

Members Present

Carol R. Chandler, Chair
Craig R. Smith, Vice Chair
Roberta Achtenberg, Chair of the Board
Jeffrey L. Bleich
Debra S. Farar
Kenneth Fong
Melinda Guzman
A. Robert Linscheid
Peter G. Mehas
Charles B. Reed, Chancellor
Glen O. Toney

Approval of Minutes

The minutes of March 11, 2008 were approved.

Naming of an Academic Entity – California State University, Fullerton and California Polytechnic State University, San Luis Obispo, *Action*

Trustee Chandler asked Mr. Richard West, executive vice chancellor and chief financial officer, to present the request to name the Continuing Learning Experience at California State University, Fullerton and the Adult Learning Program at California Polytechnic State University, San Luis Obispo as Osher Lifelong Learning Institutes.

Mr. West stated that the proposed naming recognizes the \$1 million endowments as well as other start-up gifts provided through the generosity of the Bernard Osher Foundation. The Bernard Osher Foundation was established in 1977 by Bernard Osher, who was a founding director of World Savings. The Osher Foundation has most recently pledged \$16 million to provide financial aid to community college students transferring to 15 CSU campuses.

President Gordon stated that CSU Fullerton's Continuing Learning Experience has existed for 30-years and was co-founded by Mr. Leo Schapiro and his wife. President Gordon wished Mr. Schapiro could be here today to witness this recognition; he passed away last October at the age of 102. The program has about 800 active participants. President Gordon expressed his appreciation for support provided by the Bernard Osher Foundation.

President Baker stated that the naming of the Osher Lifelong Learning Institute at Cal Poly, San Luis Obispo recognizes the unique service that the Bernard Osher Foundation provides to bridge

campuses with the learning needs of the mature adult local community. Cal Poly San Luis Obispo has offered lifelong learning opportunities to adults since 1997. The Osher Foundation's support has allowed Cal Poly to greatly expand in San Luis Obispo County. President Baker concluded by expressing his great pleasure to recognize the Bernard Osher Foundation by naming the Osher Lifelong Learning Institute on the campus of Cal Poly.

Trustee Chandler commented that she is very enthused to have visited Osher Lifelong Learning Institutes on several CSU campuses, particularly because she has had the opportunity to see senior citizens who are proud and excited to be involved with the program. She added that the Osher Lifelong Learning Institutes bring senior citizens back to the campuses and gets them engaged with what the CSU is doing. Chair Chandler offered her congratulations to Presidents Gordon and Baker.

The committee recommended approval of the proposed resolution (RIA 05-08-09).

Chancellor Reed asked Trustee Chandler if he could share with the board some additional information regarding the Bernard Osher Foundation. Last week, the Bernard Osher Foundation announced with the Governor in Sacramento, that it would make a \$25 million gift this year to the California community college system, with an additional \$25 million in 2010. These gifts are intended to be matched on a dollar-for-dollar basis, and the Osher Foundation's hope is to have \$100 million for community college scholarships for students who wish to transfer to the CSU. In addition, the Osher Foundation announced last week that they would be giving the California State University \$16 million for 15 of its campuses. Chancellor Reed expressed his deep appreciation for the generosity of the Bernard Osher Foundation.

Commendation – San José State University, *Action*

Trustee Chandler asked Mr. West to present the request to commend Mrs. Phyllis Simpkins for her lifetime of support to San José State University.

Mr. West stated that the commendation recognizes Phyllis Simpkins for her extraordinary personal and financial support to San José State University. Beginning in the 1970's, Phyllis and her late husband Alan Simpkins gave their support to San José State University by spearheading an effort to save the marching band. In the 1990's, the Simpkins' helped establish the Simpkins Stadium Center, the Phyllis Forward Simpkins International Center, and the Alan B. Simpkins Intercollegiate Athletics Administration Building. They were also instrumental in the rebuilding of the Moss Landing Marine Laboratories after the Loma Prieta earthquake.

Mr. West added that Phyllis Simpkins continues to be an advocate for San José State University's academic and athletic programs, and has made a significant bequest through her will to carry on the tradition of giving beyond her lifetime. Mr. West stated that with their long history of giving, Phyllis and Alan Simpkins are the top lifetime benefactors to San José State University, with financial commitments in excess of \$23 million dollars.

President Kassing thanked the Board of Trustees for considering the commendation for Phyllis Simpkins. He stated that Mrs. Simpkins holds a special place in the hearts of San José State University students, faculty, staff, and alumni. Along with her late husband Alan, she has epitomized philanthropy through her tireless commitment and passion for making this world a better place. In 1992, the Simpkins Stadium Center became the first building in the university's history that was entirely funded by private gifts. A former president of San José State's Alumni Association and the President's Advisory Board, Mrs. Simpkins still attends football and basketball games, and visits the campus frequently. He acknowledged that as the university's largest benefactors, Mr. and Mrs. Simpkins have truly been the greatest champions of San José State University. On behalf of the entire campus community, President Kassing expressed deep gratitude and thanks to Phyllis Simpkins for her extraordinary vision, commitment and support of her university.

The committee recommended approval of the proposed resolution (RIA 05-08-10).

Chancellor Reed stated that Phyllis Simpkins and her late husband, Alan, are truly extraordinary individuals. He added that the CSU is honored to have such deeply caring friends who have made the college experience at San José State University so enriched.

Mrs. Simpkins joked that her philanthropy "gives me something to do." She said that her approach to philanthropy has always been that when she sees something that needs to be done, she and Alan would work at it to make it happen. She thanked the Board of Trustees for the honor, and added how much she has enjoyed her lifelong work of philanthropy.

Chancellor Reed presented a framed resolution as a small token of appreciation.

Trustee Chandler adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – San Francisco State University

Presentation By

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the new Creative Arts Center at San Francisco State University as the Mashouf Creative Arts Center in honor of two San Francisco State alumni, Mr. Manny Mashouf and Ms. Neda Mashouf.

This proposal, submitted by San Francisco 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 and the campus academic senate.

Background

The proposed naming of the new Creative Arts Center recognizes the pledge of \$10 million from two individuals, Mr. Manny Mashouf and Ms. Neda Mashouf, to support the creation of a new facility for the College of Creative Arts.

The naming honors two of San Francisco State University's distinguished alumni, each of whom has stepped forward as a visionary leader to champion the university's efforts to raise the private funds necessary to build a new state-of-the-art center for its broadcasting, digital media and performing arts programs.

Mr. Manny Mashouf earned a bachelor's degree in political science in 1966. He went from a small clothing store owner on San Francisco's Polk Street to overseeing *bebe stores, inc.*, a publicly traded company with more than 300 stores in the United States, Canada and Puerto Rico – named one of the fastest-growing small companies in the U.S. by BusinessWeek. Mr. Mashouf was awarded an honorary doctorate of humane letters degree by San Francisco State in June 2008. His son, Karim, received a BA from San Francisco State in 2002.

Ms. Neda Mashouf earned a bachelor's degree in computer science in 1984. She served as a director and vice chair of *bebe stores, inc.* for more than twenty years. Her role and influence of the \$10.9 billion company expanded to merchandising, design, visual merchandising, operations

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and management. Today, Ms. Mashouf is establishing a charitable foundation to further her work in the community. In recognition of her many professional accomplishments, commitment to community work and the University, San Francisco State invited Ms. Mashouf to serve as a founding member of the new San Francisco State University Foundation.

San Francisco State University educates more creative arts students in a wider range of disciplines than any other academic institution in Northern California. More than 8,000 students take courses in the College each year, and its 250 plus exhibits, performances and special events attract an audience of more than 40,000 patrons each year from communities on and off the campus.

Upon completion, the new Creative Arts Center will contain public performance facilities that will significantly enhance hands-on professional training for students, as well as artistic innovation and scholarship by students and faculty. In addition to a 1200-seat theater, the Creative Arts Center will include a 450-seat theater, a 350-seat concert hall, a black box theater, three television studios, a radio station, as well as classrooms, studios, rehearsal halls and other instructional spaces for Music and Dance, Broadcast and Electronic Communication Arts and Theater Arts departments.

The generous support of Mr. Manny Mashouf and Ms. Neda Mashouf will help San Francisco State University plan and build a new facility that will power the arts on the San Francisco State campus, across the state, and beyond for generations to come.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the new Creative Arts building at San Francisco State University be named the Mashouf Creative Arts Center.