

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:30 p.m., Tuesday, September 22, 2009
Glenn S. Dumke Auditorium

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Carol R. Chandler
Debra S. Farar
Kenneth Fong
Linda A. Lang
A. Robert Linscheid
Russel Statham
Glen O. Toney

Consent Item

Approval of Meeting Minutes of May 12, 2009

Discussion Items

1. Naming of a Campus Facility– California State University, San Bernardino, *Action*
2. Naming of a Campus Facility – California Maritime Academy, *Action*
3. Naming of an Academic Entity – San José State University, *Action*
4. Recognition of Recipients of the 2009/2010 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement, *Information*

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

May 12, 2009

Members Present

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

Approval of Minutes

The minutes of March 25, 2009 were approved.

Naming of an Academic Entity – California State University, Fresno

Chair Gowgani asked Garrett Ashley, vice chancellor for university relations and advancement, to present the request to name the College of Agricultural Sciences and Technology, at California State University, Fresno, as the Jordan College of Agricultural Sciences and Technology.

Mr. Ashley stated the proposed naming honors the late Hanabul “Bud” Jordan, his wife, Dee, and his late brother, Lowell for their \$29.4 million gift in support of facilities and research at the College of Agricultural Sciences and Technology. The donation is the largest single cash gift ever received by the university.

President Welty commented that this is an historic gift and a strong testament to the Jordan family’s loyal support to the agricultural college at Fresno State. Bud and Dee Jordan both believed in the importance of agricultural education. Generations of our students will benefit through the Jordan family’s generous donation.

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

Chancellor Reed thanked Mrs. Dee Jordan and the Jordan family for their generous support, which will contribute to the expansion of the college’s current agricultural program and provide students with important real-world experiences to ensure that our graduates are workforce ready.

Mrs. Jordan commented that it is an honor to represent her husband, Bud; his brother Lowell; and their parents, Frank and Mary Jordan, in the naming of Fresno State's college of agricultural sciences and technology. Their gift to the campus will remain as a permanent legacy to the Jordan family. She thanked the California State University for the meaningful tribute, and especially commended Alcidia Freitas-Gomes, Ag One executive director, for her constant support.

California State University African American Initiative

Chair Gowgani asked Mr. Ashley to introduce the report.

Mr. Ashley relayed that the Initiative is an outreach effort that is one step in a multi-tiered effort to improve college readiness, enrollment, and graduation rate of African American students. Mr. Ashley asked the leaders of the Initiative, President Jim Rosser of California State University, Los Angeles; President Horace Mitchell of California State University, Bakersfield; and President Mo Qayoumi of California State University, East Bay, to report on the success and future plans of the Initiative.

President Rosser began with an overview of the African American Initiative and its progress to date. He announced the CSU's plan to: 1) expand its outreach efforts into the Inland Empire, San Diego and the Central Valley to eventually reach 100 churches; 2) expand support for Super Saturday as a college-ready pathway to the CSU; 3) encourage participation in the counselor conferences; and 4) utilize the CSU website as a means for ongoing communication with partners and interested parties for the Initiative. He further explained that the expressed goal of the Initiative is to improve academic preparation of African American high school graduates who have had a historically low college enrollment and graduation rate.

President Rosser also emphasized the importance of CSU's summer algebra institutes. He called upon President Horace Mitchell and President Mo Qayoumi to provide details of the technology-based program in the south and the teacher-based program in the north. The future plan is to scale up the summer algebra institutes in both southern and northern California as a means to pave the way for expansion to other sites.

President Rosser concluded the presentation by thanking the faith based partners, Trustees, members of the CSU Foundation Board of Governors and the legion of CSU volunteers for their leadership in this ongoing Initiative.

Chair Gowgani adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Campus Facility– California State University, San Bernardino

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the new astronomical observatory at California State University, San Bernardino as the Murillo Family Observatory.

This proposal, submitted by California State University, San Bernardino, meets the criteria and other conditions specified in the Board of Trustees Policies 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 astronomical observatory recognizes an \$800,000 contribution by the Murillo family to California State University, San Bernardino. This funding is in support of a \$2.9 million observatory which will be a state-of-the-art teaching center to serve K-16 students, faculty, researchers, and the community at-large. The twin tower facility will provide access for both day and night viewing and will create much needed opportunities for science education and hands-on learning experiences.

This project will impact Teacher Education and K-12 students, and it will provide a facility for independent research by both students and faculty. The California State University, San Bernardino observatory will also serve other regional colleges and schools as a central site for conducting student research projects and scheduling observation field trips for day and night viewing.

The Murillo family is deserving of special public commendation in recognition of its outstanding gift to California State University, San Bernardino and to numerous other regional organizations. The naming also recognizes the family's collective involvement in management of the San Manuel Band of Mission Indians, as well as their individual accomplishments and contributions.

Pauline Murillo was born on the San Manuel Reservation, located in the foothills of the San Bernardino Mountains, and is a deeply respected elder of the San Manuel Band of Mission Indians. She has authored two books that reflect on her family and heritage. She is a frequent

speaker at California State University, San Bernardino and at numerous other venues in the region.

George Murillo, Sr. served in the United States Army with an active duty status from 1952 to 1954 and spent six years in the reserves. Mr. Murillo worked for Santa Fe Railroad for almost 12 years and also worked for Kaiser Steel in Fontana, California for 18 years. George and Pauline Murillo have been married for 57 years.

Lynn "Nay" Valbuena is the daughter of George and Pauline Murillo and is currently serving a two-year term as the vice chairwoman of her tribe. Ms. Valbuena has held many different elected positions within the tribal government, having served four years as a tribal councilwoman and as tribal chairwoman from 1994 to 1996. During her tenure, she was responsible for the tribe's ongoing governmental activities, including the maintenance and operation of reservation water infrastructure and utilities, housing, education and scholarship assistance program, law enforcement issues, EPA standards, road construction and maintenance, and economic diversification and development planning.

Audrey Martinez is also the daughter of George and Pauline Murillo and has served as an elected officer and as a member of the San Manuel Business Committee, assisting with the management of the tribe's tremendous economic growth and diversity during a critical time in its history. In March 2007, she was elected to the office of tribal treasurer. Ms. Martinez also founded Tribal Alliance Productions, a film production company with a focus on Native Americans and their accomplishments.

George Murillo, Jr. is a member of the San Manuel Tribe of Indians and is one of the traditional bird singers; he was born and reared in San Bernardino and attended local schools. He has three children, is a devoted father and spends much of his time with his family. It was George Murillo, Jr. who originally proposed the participation of the Murillo family with the observatory at California State University, San Bernardino.

The Murillo family's generosity made it possible to complete the funding needed for the astronomical observatory, and has the added distinction of providing the matching gift required for the Keck Foundation grant contribution of \$600,000.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the new astronomical observatory at California State University, San Bernardino, be named the Murillo Family Observatory.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Campus Facility – California Maritime Academy

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the newly constructed residence hall at the California Maritime Academy as McAllister Hall.

This proposal, submitted by the California Maritime Academy, meets the criteria and other conditions specified in the Board of Trustees Policies 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 new residence hall recognizes a more than \$1 million contribution by Captain Robert W. McAllister to the California Maritime Academy. When asked about his ongoing financial support of Cal Maritime, Class of 1942 alumnus Captain McAllister responds, “I was very fortunate in many ways. I made good money in a field I loved. It just seemed natural to give back to the school that did so much to help me start my long career as a captain and pilot.”

And what an esteemed career it was.

After graduating and obtaining his United States Coast Guard license as a third deck officer, Captain McAllister immediately boarded the Matson luxury liner *Lurline* for a pair of voyages to and from Hawaii, transporting women, children and the elderly back to the United States mainland soon after Pearl Harbor. With heightened wartime demand for skilled mariners, McAllister rose rapidly, attaining his captain’s license just two years after graduating. He served on seven different Liberty ships, the “workhorses” of the war, and traveled throughout the Pacific, from the Aleutian Islands to Australia and literally around the world. In the months after

the war, he made a pair of voyages from the Gulf to transport American grain to Germany for post-war food relief under the Marshall Plan.

Captain McAllister served as a maritime pilot in the Panama Canal from 1941 to 1975 and during that time shepherded everything from the nuclear-powered United States vessel Savannah to submarines, warships, liners and luxury yachts. Highlights of his career included piloting his first wartime ship, *Lurline*, and later the California Maritime Academy's Training Ship *Golden Bear* during a Canal transit. "I remember coming on the bridge and meeting one of my old instructors. He was really surprised to see me!" said McAllister.

After his retirement, Bob and his wife Edith moved to Florida to live. Following his wife's death in 2001, McAllister honored her memory by establishing the Captain Robert W. and Edith I. McAllister Endowment with an initial gift of \$800,000. Subsequent gifts, including a \$200,000 gift earlier this year, have pushed his total contributions to the California Maritime Academy over the \$1 million mark. McAllister has also formally informed Cal Maritime that he plans to bequeath the balance of his estate, estimated to be in excess of \$500,000, to the Academy upon his death.

Captain McAllister's ongoing generosity has earned him the distinction of being the largest individual donor in Cal Maritime's 80-year history. Not only has he provided a tremendous amount of annual scholarship support for Cal Maritime cadets, he also serves as a role model for those seeking to follow in his footsteps.

"I hope today's students will give similar thought in future years, as they are able, to contributing something back to the school," he added.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the California Maritime Academy's newly built residence hall be named McAllister Hall.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity – San José State University

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming an academic program in the new Science, Technology, Engineering and Mathematics Education (STEM-Ed) center at San José State University as the Jay Pinson Program for STEM-Education.

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

Background

San José State University trains the majority of the K-12 science and math teachers in the Silicon Valley region. Because of financial and spatial restrictions, their ability to provide ongoing professional development for science, technology, engineering and math teachers remains limited. The proposed Jay Pinson Program for STEM-Education, named after Dr. Jay Pinson in recognition of his decades of dedication to the development of STEM-Ed opportunities at the K-12, undergraduate, and postgraduate levels, will bring together programs from three San José State University colleges: science, engineering and education, and will allow for expanded efforts to train and offer continuing professional development for those teaching science, math and pre-engineering to the future scientists, mathematicians and engineers of the region.

The Pinson Program will be housed in the STEM-Ed Center to be built on the ground floor of the Duncan Science Building on the San José State University campus. The center will provide teaching laboratory space for both pre-service teacher training and ongoing professional development, and will also be an on-campus site for distribution of science and math teaching kits and other material to be checked out to teachers, particularly in schools with limited resources for STEM teaching materials.

Initiatives to be brought together under the Pinson Program include the College of Engineering's Project Leadtheway (geared toward training teachers to deliver active learning experiences that will prepare students in grades 7 through 12 for engineering careers), the Bay Area Earth Sciences Initiative (provides K-12 teachers continuing professional development in areas such as geology, climate change and evolution), and the Math Teachers' Circles (a partnership with the American Institute on Mathematics). Bringing all of these efforts together will allow the university to build a critical mass of STEM-Ed programs that will serve as a catalyst for new programs while providing a brand for community and industrial support of STEM-Ed programs and facilitating the collaboration of colleagues from three colleges in the pursuit of external funding.

In 1979, Dr. Pinson was named dean of the San José State University College of Engineering, which was at the time faced with a renovation and expansion plan that the state would not fully fund. Dr. Pinson personally contacted more than 150 CEOs, presidents and directors of corporations, foundations and public organizations to successfully raise more than \$17 million. At \$38 million, the new building was the largest capital project ever undertaken by the California State University system at the time of its construction.

After retiring, Dr. Pinson continued to support fundraising for San José State University, serving on the SJSU Tower Foundation board, which manages all philanthropic gifts to San José State University. He was president of LifeLine Technologies, which developed homeland security products, and president and founder of the Pinson Institute, a technology, business and workforce development consultancy. He also lent his talent and energy to many community organizations including The Health Trust, where he was a trustee. Dr. Jay Pinson died in September 2008.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the STEM-Ed program, at San José State University, be named the Jay Pinson Program for STEM-Education.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Recognition of Recipients of the 2009/2010 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement

Presentation By

Charles B. Reed
Chancellor

Ali C. Razi
Trustee Emeritus, CSU Board of Trustees

Summary

Each year, the California State University Board of Trustees provides scholarships to high achieving students who have demonstrated financial need and overcome profound personal hardships to attain an education from the California State University. These students have superior academic records and are also providing extraordinary service to their communities.

Background

The William Randolph Hearst/CSU Trustees' Awards for Outstanding Achievement are funded by personal contributions from the CSU Trustees, friends of the university, and endowments established by the William Randolph Hearst Foundation, Trustee Emeritus Ali C. Razi, Trustee Emeritus Murray L. Galinson and the Haworth Family Trust. Since its inception, one hundred and eighty-one students have received this distinguished award. For the third year in this award's history, we are able to give one student from each of the 23 CSU campuses a Hearst/CSU Trustees' Award.

Two exceptionally talented and dedicated students are the recipients of Trustee Emeritus Ali C. Razi awards, due to the personal generosity of Dr. Razi. The students named the Ali C. Razi Scholars will receive \$10,000 scholarships. Dr. Razi served as a California State University Trustee from 1996-2001. He revived the scholarship program during his tenure on the Board of Trustees and has led the effort to expand the program to assist more students.

In addition, two students have been selected as Trustee Emeritus Murray L. Galinson Scholar. In May 2007, Dr. Murray L. Galinson, Trustee Emeritus of the CSU Board of Trustees, endowed a scholarship to recognize the recipient of the Hearst/CSU Trustees' Award who best exemplifies extraordinary public service to his or her home or university community. The California State

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University Foundation Board of Governors honored his commitment to students by naming the distinction as the Trustee Emeritus Murray L. Galinson Scholar. The students honored this year will be given \$6,000 scholarships.

The remaining nineteen students will each receive a \$3,000 scholarship award.

The recipients of the 2009/2010 William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement include:

Ms. Araciel Juarez, California State University, Los Angeles, Ali C. Razi Scholar
Mr. Phi Nguyen, Humboldt State University, Ali C. Razi Scholar
Ms. Suzanne Pullen, San Francisco State University, Murray L. Galinson Scholar
Mr. Daniel L. Cole, California State University, Fullerton, Murray L. Galinson Scholar
Ms. Lauren Jacobs, California State University, Bakersfield
Mr. Josué Magaña, California State University, Channel Islands
Ms. Ger Thao, California State University, Chico
Ms. Scarlett Aufmann, California State University, Dominguez Hills
Mr. Andre L. Wilson, California State University, East Bay
Mr. Travis Tubandt, California State University, Fresno
Ms. Tanisha Washington, California State University, Long Beach
Ms. Katherine Ruth Brookshier, California Maritime Academy
Ms. Linnea Hoffman, California State University, Monterey Bay
Ms. Megan Amanda Saraceni, California State University, Northridge
Ms. Alisa Savanna Carithers, California State Polytechnic University, Pomona
Mr. Ramon Gabriel Figueroa, California State University, Sacramento
Ms. Nancy E. Calderón, San Diego State University
Ms. Angelina Loyola, San José State University
Mr. Phong V. Dang, California Polytechnic State University, San Luis Obispo
Ms. RosaAngelica Vogel, California State University, San Marcos
Mr. Jordon M. Williams, Sonoma State University
Ms. Rachel Grider, California State University, Stanislaus