

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 1:00 p.m., Tuesday, May 19, 2015
Glenn S. Dumke Auditorium

Steven M. Glazer, Chair
Douglas Faigin, Vice Chair
Debra S. Farar
Margaret Fortune
Hugo N. Morales
J. Lawrence Norton
Steven G. Stepanek

Consent Items

Approval of minutes of meeting of March 25, 2015

Discussion Items

1. Naming of an Academic Program—San Diego State University, *Action*
2. Naming of a Facility—California State Polytechnic University, Pomona, *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 25, 2015

Members Present

Douglas Faigin, Acting Chair
Roberta Achtenberg
Debra S. Farar
Margaret Fortune
Lou Monville, Chair of the Board
Hugo N. Morales
J. Lawrence Norton
Steven G. Stepanek
Timothy P. White, Chancellor

Trustee Faigin called the meeting to order.

Approval of Minutes

The minutes of January 27, 2015, were approved with one correction. Trustee Hugo Morales was not in attendance at that meeting.

Naming of an Academic Entity – San Diego State University

Mr. Garrett P. Ashley, vice chancellor for university relations and advancement, reported that the proposed naming recognizes Susan and Stephen Weber, and the \$1 million contribution by Darlene Shiley, Trustee for the D-D Shiley Trust. The gift will be used to fund scholarships for students enrolling in the Honors College and, as available, will provide faculty fellowships for exceptional faculty who lecture in the Honors College.

The committee unanimously recommended approval by the board of the proposed resolution (RIA 03-15-03) that the Honors College at San Diego State University, be named The Susan and Stephen Weber Honors College.

Naming of a Facility – California State University, Long Beach

Mr. Ashley reported that the proposed naming recognizes the \$1.4 million irrevocable bequest by Bob and Barbara Ellis to the California State University, Long Beach College of Education. This bequest will fund a scholarship endowment in support of College of Education credential students.

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Dr. Marquita Grenot-Scheyer, Dean of the College of Education, and Chancellor White thanked Mr. and Mrs. Ellis for their generous support.

The committee unanimously recommended approval by the board of the proposed resolution (RIA 03-15-04) that the ED-1 Building at California State University, Long Beach, be named the Bob and Barbara Ellis Education Building.

Naming of a Facility – California State University, Sacramento

Mr. Ashley reported that the proposed naming recognizes combined gifts of \$375,000 in cash, securities and real estate as well as an \$8.1 million bequest gift intention by Leslie and Anita Harper. The current gift helped contribute to the success of CSU Sacramento's Alumni Campaign by providing resources that will be used to support scholarships, programs and the center.

The committee unanimously recommended approval by the board of the proposed resolution (RIA 03-15-05) that the Alumni Center at California State University, Sacramento, be named The Leslie and Anita Harper Alumni Center.

Trustee Faigin adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Program– San Diego State University

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the Brazil Program at San Diego State University the J. Keith Behner and Catherine M. Stiefel Brazil Program. This proposal, submitted by San Diego State University, meets the criteria and other conditions specified in the Board Policy on Naming California State University Academic Entities, including approval by the system review panel and the campus university senate.

Background

Catherine M. Stiefel graduated from San Diego State in 1992 with a bachelor of science degree in accounting. She had a successful 20-year accounting career at Deloitte, Science Applications International Corporation, and Petco. J. Keith Behner graduated from San Diego State in 1971 with a bachelor of arts degree in political science. He most recently served as planning director for the community of Rancho Santa Fe. They both have philanthropic interests in positively impacting education in the local community through scholarships and mentoring. In 2010, they contributed \$100,000 to Barrio Logan College Institute, an organization that promotes higher education for underserved students through after-school programs.

The proposed naming of the Brazil Program recognizes an additional \$2.5 million dollar commitment from J. Keith Behner and Catherine M. Stiefel. In 2013, J. Keith Behner and Catherine M. Stiefel launched the Brazil Program with a gift of \$325,000. The Brazil Program, located in the Center for Latin American Studies in the College of Arts and Letters, seeks to become a national leader in Brazilian Studies by emphasizing the key areas of research that differentiate San Diego State from other university programs and that highlight our faculty expertise. This will be accomplished by creating focused event programming and expanding academic programs. The gift will allow for research specialization in the areas of health, environmental science, international business and urban development, while also allowing for growth in other areas of research inquiry as new faculty and students enter the Brazil Program.

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Furthermore, the College of Arts and Letters intends to develop a minor in Brazilian Studies, emphasis in Brazil, at the undergraduate and graduate levels and a professional certificate in Brazilian Studies. The strategy is to create a program that features the components of research, academics, outreach and collaboration.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Brazil Program at San Diego State University, be named The J. Keith Behner and Catherine M. Stiefel Brazil Program.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Facility – California State Polytechnic University, Pomona

Presentation by:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming one half of building 73 of the expansion project for The Collins College of Hospitality Management at California State Polytechnic University, Pomona as the Marriott Learning Center.

This proposal, submitted by Cal Poly Pomona, 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 leadership and generosity of The J. Willard and Alice S. Marriott Foundation's \$2,059,000 investment in the expansion of The Collins College of Hospitality Management. In 2011, the Marriott Foundation was one of the lead donors with their \$2 million pledge. The expansion at The Collins College of Hospitality Management is designed to meet the needs of the rapidly expanding college. Behind the walls of building 73 are innovative learning spaces that promote an interactive, high-tech education. The portion of the building pertaining to this naming consists of two undergraduate flexible classrooms, an exterior arcade/colonnade, a grab-n'-go café with a portion of the student commons, and one set of restrooms.

The Marriott Foundation was established in 1966 by the late Alice and J. Willard Marriott. The Marriotts founded the Marriott Corporation (which became Marriott International in 1993), the parent company of one of the largest hospitality, hotel and food service companies in the world. Their son, John Willard Marriott, Jr., is the current executive chairman of Marriott International.

Under the current direction of J.W. Marriott, Jr. and Richard E. Marriott, the Marriott Foundation is dedicated to helping youth secure a promising future, especially through education on the secondary and higher education levels, mentoring and youth leadership programs. Equally important are organizations that help provide relief from hunger and disasters, support people

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with disabilities, and create gainful employment opportunities for vulnerable youth and adults. For over two decades, the foundation has been a lead supporter of innovative hospitality programs within colleges and universities across the United States.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that The Learning Center at The Collins College of Hospitality Management at California State Polytechnic University, Pomona be named the Marriott Learning Center.