

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 2:15 p.m., Tuesday, July 13, 2021  
Virtually via Teleconference

Jean P. Firstenberg, Chair  
Douglas Faigin, Vice Chair  
Diego Arambula  
Debra S. Farar  
Anna Ortiz-Morfit  
Christopher Steinhauser

- Consent** 1. Approval of Minutes of the Meeting of January 26, 2021, *Action*
- Discussion** 2. Naming of The KPBS Conrad Prebys Media Complex – San Diego State University, *Action*
3. Naming of Prebys Stage – San Diego State University, *Action*
4. Naming of the CSU Shiley Haynes Institute for Palliative Care, *Action*

**MINUTES OF THE MEETING OF  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of the California State University  
Office of the Chancellor  
Glenn S. Dumke Auditorium\*  
401 Golden Shore  
Long Beach, California**

**January 26, 2021**

**Members Present**

Jean P. Firstenberg, Chair  
Douglas Faigin, Vice Chair  
Diego Arambula  
Adam Day  
Anna Ortiz-Morfit  
Romey Sabalius  
Joseph I. Castro, Chancellor  
Lillian Kimbell, Chair of the Board

Trustee Faigin called the meeting to order.

**Approval of Minutes**

The minutes of November 17, 2020, were approved as submitted.

**Naming of the George and Judy Marcus Hall for Liberal and Creative Arts – San Francisco State University**

Mr. Ashley reported that the proposed naming recognizes the transformative \$25 million gift by George and Judy Marcus. The gift established the George and Judy Marcus Funds for Excellence in the Liberal Arts, which endowed two new faculty chairs in the Creative Writing Department and two in the School of Cinema. The funds also support the renewal of facilities, as well as faculty and student research through the George and Judy Marcus Awards for Faculty and Student Research.

**\*PLEASE NOTE: Due to the Governor's proclamation of a State of Emergency resulting from the threat of COVID-19, and pursuant to the Governor's Executive Orders N-25-20 and N-29-20 issued on March 12, 2020 and March 17, 2020, respectively, all members of the Board of Trustees may participate in meetings remotely, either by telephonic or video conference means. Out of consideration for the health, safety and well-being of the members of the public and the Chancellor's Office staff, the January 26-27, 2021 meeting of the CSU Board of Trustees was conducted entirely virtually via Zoom teleconference.**

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San Francisco State President Lynn Mahoney, Lieutenant Governor Eleni Kounalakis and Chancellor Joseph I. Castro shared the impact of the gift and thanked the Marcuses for their ongoing generosity and service to the university. Mr. and Mrs. Marcus shared videotaped remarks expressing their appreciation.

The committee recommended approval by the board of the proposed resolution (RIA 01-21-01) that the new liberal and creative arts building at San Francisco State University be named the George and Judy Marcus Hall for Liberal and Creative Arts (Marcus Hall).

### **Annual Report on Donor Support for 2019-2020**

Mr. Ashley reported that the CSU had another record-breaking year with \$641 million in gifts commitments, surpassing the previous record by 13%. In addition, gift receipts totaled \$408 million, which was 10% more than last year. He thanked the campus advancement teams for their resolve, adaptability and creativity in responding to the pandemic and budgetary challenges.

Ms. Lori Redfearn, assistant vice chancellor for systemwide advancement, presented additional highlights from the donor report and shared information on how campuses adapted to emerging needs over the last fiscal year.

The committee recommended approval by the board of the proposed resolution (RIA 01-21-02) that the Annual Report on Donor Support for 2019-2020 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance.

After the presentation, Trustee Faigin acknowledged the many CSU alumni who participated in last week's inauguration.

Trustee Faigin adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of The KPBS Conrad Prebys Media Complex – San Diego State University**

#### **Presentation By**

Larry Salinas  
Vice Chancellor  
University Relations and Advancement

Adela de la Torre  
President  
San Diego State University

#### **Summary**

This item will consider naming the KPBS building at San Diego State University as The KPBS Conrad Prebys Media Complex at Copley Center.

This proposal, submitted by San Diego 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 million contribution by The Conrad Prebys Foundation for KPBS's comprehensive campaign - Building on Trust: The Campaign for KPBS. The gift will be used to update and expand the KPBS facilities and technology.

Through this innovative expansion, KPBS is entering a historical transition that will pave the way for a bright future. It has moved from being only a TV and radio station to a multi-media organization, and the intersection of on-demand content has created a paradigm shift in the way it conducts business. The Campaign for KPBS is creating the opportunity to stay relevant, reach new audiences and engage coming generations.

Mr. Conrad Prebys believed in the power of philanthropy and gave generously to many causes he felt passionate about. One of these passions was supporting local drama, education, and arts and culture at KPBS. Mr. Prebys had a long history of philanthropy towards KPBS and supported the station with several major gifts while he was alive and even after his passing, in 2016, through support of his foundation.

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**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the KPBS building at San Diego State University be named as The KPBS Conrad Prebys Media Complex at Copley Center.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Prebys Stage – San Diego State University**

#### **Presentation By**

Larry Salinas  
Vice Chancellor  
University Relations and Advancement

Adela de la Torre  
President  
San Diego State University

#### **Summary**

This item will consider naming the Second Stage Theatre of the new Performing Arts District at San Diego State University as Prebys Stage.

This proposal, submitted by San Diego 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 Second Stage Theatre recognizes a \$6 million dollar grant awarded by The Conrad Prebys Foundation for the development of San Diego State University's new Performing Arts District and a new theatre for student productions and rehearsals.

Mr. Conrad Prebys was a significant supporter of SDSU and previously through his personal giving and estate donated close to \$25 million to the university to support students, including the Prebys Creative and Performing Arts endowed scholarship. To ensure his vision extended beyond his life, Mr. Prebys created The Conrad Prebys Foundation to perpetuate his commitment to philanthropic endeavors in San Diego. SDSU applied during the Foundation's inaugural grant making cycle and was awarded a capital building grant to support the performing arts.

This grant is a transformational gift that will provide for a state-of-the-art venue that facilitates excellent training and performance opportunities for SDSU students and faculty, as well as a quality performing arts experience for the greater community.

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SDSU's vision is to offer the highest quality performance training, visual, digital and other opportunities to all students regardless of need. The visual and performing arts professional schools at SDSU believe in the power of art to heal, to reaffirm and to drive social change. While SDSU's College of Professional Studies and Fine Arts strives to develop a talented, diverse and effective workforce for the arts, a major impediment to performing arts education is the speed of change in technologies, software, hardware and performance modalities. The \$6 million-dollar award allows SDSU to invest in technology for a 'mobile-first' generation; to train for, develop and create custom content for students and industry partners in performance, music, film, television and gaming.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Second Stage Theatre of the Performing Arts District at San Diego State University be named Prebys Stage.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

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

#### **Presentation By**

Larry Salinas  
Vice Chancellor  
University Relations and Advancement

Ellen Neufeldt  
President  
California State University San Marcos

#### **Summary**

This item will consider naming the CSU Shiley Haynes Institute for Palliative Care, a multi-campus collaborative, located at California State University San Marcos.

This proposal, submitted by CSU San Marcos, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Schools, Colleges, Programs, and Other Academic and Non-Academic Units, including approval by the system review panel.

#### **Background**

The proposed naming of the academic institute recognizes cumulative commitments of \$6 million by Mrs. Darlene Marcos Shiley and The Shiley Foundation, of which \$4.9 million has been received.

Mrs. Shiley's support is in line with one of her larger philanthropic priorities—healthcare—as well as pays tribute to her late husband, Donald P. Shiley. Mr. and Mrs. Shiley personally experienced the benefits of palliative care as Mrs. Shiley cared for her husband when his health declined. After Mr. Shiley's passing in 2010, Mrs. Shiley remained dedicated to ensuring that his legacy of philanthropy continued. Mrs. Shiley has dedicated herself to creating a culture of philanthropy across various sectors in San Diego County including arts, higher education, community services, and health and scientific research.

At the request of Mrs. Shiley in 2019 as part of her most recent gift to the Institute, CSU San Marcos agreed to pursue adding President Emerita Karen Haynes' name to the Institute to honor her years of campus leadership. Following the requisite two-year waiting period post retirement for an individual who has served the CSU in an administrative capacity, Mrs. Shiley affirmed with current CSU San Marcos President Ellen Neufeldt that she desired to continue pursuing adding Dr. Haynes' name to the Institute name.



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**Recommended Action**

**RESOLVED**, by the Board of Trustees of the California State University, that the California State University Shiley Institute for Palliative Care located on the California State University San Marcos campus be named the CSU Shiley Haynes Institute for Palliative Care.