

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 2:45 p.m., Tuesday, November 17, 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 September 22, 2009

1. Naming of a Campus Facility– California State University, San Bernardino, *Action*

Discussion Items

2. Naming of a Campus Facility – California Polytechnic State University, San Luis Obispo, *Action*
3. Naming of a Campus Facility – California State University, Chico, *Action*

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

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

September 22, 2009

Members Present

George G. Gowgani, Chair
Peter G. Mehas, Vice Chair
Jeffrey L. Bleich, Chair of the Board
Carol R. Chandler
Debra S. Farar
Kenneth Fong
A. Robert Linscheid
Charles B. Reed, Chancellor
Russel Statham
Glen O. Toney

Approval of Minutes

The minutes of May 12, 2009 were approved by consent as submitted.

Naming of a Facility – California State University, San Bernardino

Trustee Gowgani asked Mr. Garrett P. Ashley, vice chancellor for university relations and advancement, to present the request to name a new astronomical observatory, at California State University, San Bernardino, as the Murillo Family Observatory.

Mr. Ashley related that the proposed naming acknowledges Mr. and Mrs. George and Pauline Murillo, and their three children: Lynn, Audrey and George Jr., for their \$800,000 gift in support of the University and the College of Natural Sciences. Their contribution provides the required matching funds for other grants received by CSU San Bernardino, making it possible for the campus to construct a \$2.9 million high-tech astronomical observatory that will serve as an independent research facility for students and faculty, as well as a central science education site for other regional colleges and schools.

President Karnig commented that the Murillo's gift would provide a great opportunity for students to come to the campus and get a feel for the texture of science in an area of the state where not only is the college attendance rate lower than other areas, but interest in science is also minimal. The observatory will be of enormous value to the region as it will be the only facility that exists between Big Bear and the Griffith Park Observatory. President Karnig also provided background information on each member of the Murillo family and spoke of their involvement

with the San Manuel Band of Mission Indians, a tribe that has been extremely generous to CSU San Bernardino.

The committee recommended approval of the proposed resolution (RIA 09-09-06).

Chancellor Reed thanked the Murillo family for their generous support of the College of Natural Sciences by providing a gift that will tremendously influence the number of students who study science and math. He shared that the facility will be a state-of-the art teaching center that will create the much needed resources for science education and hands-on learning experiences.

Mrs. Pauline Murillo expressed her family's gratitude for this honor and iterated her expectation that her grandchildren and great grandchildren will also receive lots of use from the observatory.

Chancellor Reed and Chair Bleich presented the Murillo family with a resolution certificate recognizing the commendation.

Naming of a Facility – The California Maritime Academy

Trustee Gowgani asked Mr. Ashley to present the request to name a new residence hall, at the California Maritime Academy, as the McAllister Residence Hall.

Mr. Ashley stated that the facility naming recognizes Captain Robert McAllister, a 1942 graduate of the Academy, for his contributions to the California Maritime Academy, which started with an initial endowment of \$800,000 and has resulted in subsequent donations totaling in excess of \$1 million. Mr. McAllister is the largest individual donor in Cal-Maritime's 80-year history.

President Eisenhardt commended Mr. McAllister on his 45-year career in maritime service and for the generosity shown by him and his wife Edith in support of the California Maritime Academy. He revealed that it was Mr. McAllister's desire to give back to the institution that he credits for giving him his leg up in life. The McAllisters' final contribution to the Academy will be over \$2 million.

The committee recommended approval of the proposed resolution (RIA 09-09-07).

Naming of an Academic Entity – San José State University

Trustee Gowgani asked Mr. Ashley to present the final action item, a request to name an educational program, at San José State University, as the Jay Pinson Program for STEM-Education.

Mr. Ashley related that the naming request recognizes the late Dr. Jay Pinson, a former Dean of the university's College of Engineering department, for his leading efforts toward the development of Science, Technology, Engineering and Mathematics Education (STEM-Ed)

opportunities for students at the K-12, undergraduate and postgraduate levels. The program will expand San José State University's efforts as the leader in training the majority of K-12 science and math teachers by providing continuing professional development opportunities for teachers of future scientists, mathematicians and engineers in the Silicon Valley region.

President Whitmore commended Dr. Jay Pinson's efforts to elevate the university's engineering program to stand among the best in the nation. He relayed that Dr. Pinson served as the dean of the College of Engineering at the university for 15 years and is well-remembered for his outstanding fundraising efforts for the university and for his promotion of science education among K-12 students. In 1979 Dr. Pinson initiated a \$38 million building project in which he was able to successfully solicit more than \$17 million from private sector donations to complete one of the largest capital projects in the university's history at that time. After retiring, Dr. Pinson established a summer engineering academy, now called the Tech Academy in Silicon Valley, on the San Jose State University campus to help middle- and high school-age students explore and improve the skills needed to pursue college-level work in engineering, technology and science. The proposed STEM-Ed program will help keep Dr. Pinson's vision alive and moving forward.

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

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

With distinct pleasure, Trustee Gowgani asked Chancellor Reed to present the item to recognize the recipients of the William Randolph Hearst/CSU Trustees' Award for Outstanding Achievement.

Chancellor Reed took a moment to introduce and thank the CSU Foundation's Board of Governors present to share in this occasion: Mr. Ron Barhorst, President of ING Financial Advisers and Chair of the Board; Dr. Ali Razi, President of the Stratham Group, and CSU Trustee Emeritus, and Chair of the Hearst/CSU Trustees' Scholarship Committee; and Mr. John Molina, Chief Financial Officer of Molina Healthcare, Inc. and CSU Board of Governors member. Chancellor Reed also acknowledged and thanked various generous members of the Board of Trustees, both current and emeritus, who made special contributions to the Hearst/CSU Trustees' scholarships (names listed in program).

Chancellor Reed requested that Dr. Razi join him at the podium. Chancellor Reed stated that 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 at the California State University.

Chancellor Reed noted that the CSU achieved a milestone two years ago, a milestone that had been a dream of Dr. Razi's for the past ten years: the Board of Trustees was able to award a scholarship to a student from each of the 23 California State University campuses. Chancellor Reed thanked everyone who made possible the realization of Dr. Razi's dream, and added that

this year the CSU will again be able to award Hearst/CSU Trustees' scholarships to each of the 23 CSU campuses. In addition this year, the selection committee selected two top-ranking recipients as Trustee Emeritus Ali C. Razi Scholars, and these students will receive the highest award offered - \$10,000. The top two scholarships are due to the personal generosity of Dr. Razi and some of his long-time supporters. Chancellor Reed added that there are also two recipients who exemplify the greatest commitment to community service who have been selected as Trustee Emeritus Murray Galinson Scholars, and these students will each receive \$6,000 scholarships, thanks to CSU Trustee Emeritus Galinson. The remaining 19 recipients will each receive a scholarship of \$3,000.

Dr. Razi expressed his congratulations and thanks to the Hearst recipients who have given us the privilege of sharing in their success stories. He stated that they all signify the kind of students that CSU empowers, and he commended CSU Trustees, staff and faculty for the important role that they played in providing the students with this opportunity. Dr. Razi also thanked Trustee Murray Galinson for his contributions. He acknowledged Chancellor and Mrs. Reed, for their continued support, and in particular, their generous donation that made it possible this year for two students to receive Ali C. Razi scholarships.

Chancellor Reed introduced Ms. Araciel Juarez and Mr. Phi Nguyen, the two Trustee Ali C. Razi Scholars, and Ms. Suzanne Pullen and Mr. Daniel Cole, the two recipients of the Trustee Murray L. Galinson scholarships, to share a little about their journey to the CSU as well as some attributes of their fellow awardees.

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 Hoffmann, 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

Each scholarship recipient was presented a certificate in recognition of their award.

Chancellor Reed then invited Mr. Mike Abary, Senior Vice President of Sony's Information Technology Products Division, to the podium for a special surprise presentation. Mr. Abary announced that Sony is launching its new educational scholarship program across the United States, in partnership with Intel, in an effort to advance teaching and learning through technology. They chose to make the announcement of this new nationwide program today at the CSU because the CSU is the largest higher education system in the United States; Sony's headquarters are located here in California (San Diego); and because of Mr. Abary's own personal connection to the CSU as an alumnus of California State University, East Bay.

Mr. Abary explained that Sony's two award components are to recognize financially disadvantaged students throughout the United States and the junior tenure tract faculty at these institutions. Sony has decided to make this an annual instructional and research equipment award for the next five years, giving to various campuses throughout the country.

Each scholarship recipient was presented a new Sony VIAO laptop computer, web cam and Sony Walkman.

Trustee Gowgani adjourned the meeting.

AMENDED

Action Item

Agenda Item 1

November 17-18, 2009

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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 and Background

California State University, San Bernardino requests a technical change to a previously approved naming of a campus facility. The Board of Trustees approved the naming of the Robert V. Fullerton Art Museum on January 25-26, 1994 (RIA 01-94-03). Mr. Fullerton was a long-time member of the CSU San Bernardino Foundation board, funded an endowed scholarship and provided the lead gift of \$250,000 for construction of an art museum. The requested change proposed by Mr. Fullerton recognizes the contributions of his first wife.

The following resolution is recommended for approval:

RESOLVED, By the Board of Trustees of The California State University, that the museum facility at CSU San Bernardino be designated the Robert and Frances Fullerton Museum of Art.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of a Campus Facility– California Polytechnic State University, San Luis Obispo

Presentation By

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming Building “D” in the Construction Innovations Center within the College of Architecture and Environmental Design (CAED) at California Polytechnic State University, San Luis Obispo as the Simpson Strong-Tie Materials Demonstration Laboratory.

This proposal, submitted by California Polytechnic State University, San Luis Obispo, 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 executive committee.

Background

An understanding of the vast array of available materials is fundamental to understanding the variety of construction processes used today. As an integral part of the Construction Innovations Center, the proposed Simpson Strong-Tie Materials Demonstration Laboratory will provide an interdisciplinary “heart” for materials exploration and experimentation to support instruction and related research within the CAED. All five disciplines in the college share the commonality of materials knowledge and application, whether in designing, planning, or specifying. This lab will serve as a shared learning environment where the usage of materials can be explored across disciplines.

As the premier structural connector manufacturer in the United States, Canada, Asia, and Europe, Simpson Strong-Tie’s international reputation in the construction and engineering industry is unparalleled. Since the founding of Simpson Strong-Tie in 1956 by the five original employees, the company has grown to over 2,000 employees. Known for its team-oriented approach to customer service, the company has shown a continuous dedication to the pursuit of excellence, such as that demonstrated by their commitment to ISO 9001 Standards.

Cal Poly San Luis Obispo has a long-standing partnership with the company because of their support of the campus's academic programs and the employment opportunities they have provided for its graduates. For many years, Simpson Strong-Tie has generously donated financial resources and time to the CAED, providing scholarships to the future professionals of the industry, sponsoring the annual student-coordinated Structural Engineers of California Forum, providing references to the college's Media Resource Center, and sponsoring the annual Simpson Strong-Tie Symposium on campus for students, faculty and practitioners.

Cal Poly is particularly proud of the contributions of Cal Poly alumni who are employed at Simpson Strong-Tie, such as Ricardo Arevalo, a 1985 architectural engineering graduate. Simpson Strong-Tie is one of the few corporate examples of a company that cuts across the boundaries of most of the departments in CAED by impacting engineers, architects, and constructors. Together they have helped create unique design responses to the seismic challenges of building in California and other earthquake zones around the world. Cal Poly looks forward to the continued and expanded recruitment by the company of its graduates and the interaction of Simpson Strong-Tie representatives with students in the classroom and faculty on advisory boards. Interactions such as these serve a vital role in keeping the college current with the profession.

The Construction Innovations Center, which is currently unnamed, is comprised of four separate sections: buildings A, B, D, and the Harriet and Charles Luckman Hall. Building D is a high-bay, open front lab, comprised of 5,000 square feet on the main level and a 2,000 square foot mezzanine; totaling 7,000 square feet of available lab, storage, and demonstration gallery spaces. It is located immediately adjacent to buildings A and B of the Construction Innovations Center where departmental labs, classrooms, and offices are housed.

In recognition of Simpson Strong-Tie Company, Inc.'s generous founding gift of \$500,000 that was highly instrumental in securing the total private support for this building, Building D, shall be permanently named the Simpson Strong-Tie Materials Demonstration Laboratory.

The name will be prominently displayed on the outside of the building consistent with campus signage standards. It is agreed that this name will remain as long as the facility is utilized in support of the educational mission of the CAED.

The CAED already has several private support partners acknowledged with named spaces in this project. The basic "footprint" for this building is roughly equivalent in size and financial contribution to the other privately supported spaces, in terms of significance for donor recognition. It is also fitting that this particular facility be named in this way because of its intended instructional use by all CAED majors, as well as opportunities for additional interdisciplinary interactions with the larger university community.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that Building “D” in the Construction Innovations Center within the College of Architecture and Environmental Design at California Polytechnic State University, San Luis Obispo be named the Simpson Strong-Tie Materials Demonstration Laboratory.

AMENDED

Action Item

Agenda Item 3

November 17–18, 2009

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COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity – California State University, Chico

Presentation By:

Garrett P. Ashley
Vice Chancellor
University Relations and Advancement

Summary

This item will consider naming the Museum of Anthropology, at California State University, Chico as the Valene L. Smith Museum of Anthropology.

This proposal, submitted by California State University, Chico, 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 executive committee.

Background

The Museum of Anthropology was established in 1970 at California State University, Chico, to support the Department of Anthropology's unique and innovative museum training program. The museum's mission is to promote respect and appreciation for human cultural diversity through a variety of interdisciplinary approaches. The museum accomplishes this by its commitment to training students for future careers in museums and cultural heritage management and through community outreach in Northern California. Today, the Museum of Anthropology continues to function as a multifaceted educational facility for students in the Museum Studies Program. The Museum Studies Program at CSU, Chico is one of the few museology programs in the United States, where students conceive, research, design and install exhibits as part of their formal training, as well as gain hands-on experience in museum collections management and other areas of museology.

The Museum of Anthropology, along with its curricular component, also supports community education programs and a vibrant elementary school summer camp and school tours program that serve more than 3,000 students. Additionally, the museum supports an interdisciplinary curricular component that reaches more than 400 CSU, Chico and Butte College students.

This proposed naming of the Museum of Anthropology honors Dr. Valene Smith for her \$3.3 million commitment to the museum to fund operational, program, and capital expenditures. Dr. Smith's professional life bears testimony to her teaching motto, *learn by doing; teach by being*. Her long tenure as a professor of anthropology at CSU, Chico has inspired countless students and pioneered a new facet of anthropology in the area of anthropology of tourism.

Valene Lucy Smith was born on February 14, 1926 in Spokane, Washington to Ernest and Lucy Smith. In 1946 she earned a Bachelor of Arts degree in geography from UCLA. With her new degree in hand, Dr. Smith decided to shift her role from student to teacher, accepting a position in earth sciences at Los Angeles City College in 1947. Shortly following her teaching appointment, Smith completed a Master's of Art in geography from UCLA. While teaching at City College, she became interested in travel and the study of tourism related to its anthropological consequences, and in 1953 was awarded the Fulbright Professor at the University of Peshawar, Pakistan.

Following the completion of her Ph.D. in anthropology from the University of Utah, Salt Lake City in 1967, she accepted a teaching position in anthropology from CSU, Chico, where she taught until 1998 and holds emeritus faculty standing. During her years of research and teaching, it is commonly believed that Dr. Smith invented the study of anthropology of tourism, and over a period of 40 years, she has earned numerous awards, including Outstanding Educator of America, three times; Outstanding Professor, California State Colleges and Universities; and Outstanding Educator. Similarly, Dr. Smith is a pioneer in her field, serving as a six-time United States delegate to the International Geographical Union Tourism Commission and as a founding member and chair of the International Academy for the Study of Tourism and the International Commission of Anthropological and Ethnographic Sciences. She has organized multiple international symposia, produced anthropological videos, and has authored more than 50 publications in her field. Dr. Smith is a member of the American Anthropological Association, Society for Applied Anthropology, Society of Woman Geographers, and the American Fulbright Association.

Dr. Smith has a long history of financial support to the Museum of Anthropology and CSU, Chico. She recently made a testamentary commitment to the Museum of Anthropology totaling more than \$3.3 million, bringing her overall past and future contributions to the Museum of Anthropology to more than \$4.6 million.

Dr. Smith currently resides in Chico, where she lives a very active lifestyle of community service, travel, teaching, and philanthropy. She currently serves on the CSU, Chico University Foundation Board of Governors. Dr. Smith is a truly amazing woman, and her impact is felt throughout the world.

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Museum of Anthropology at California State University, Chico, be named the Valene L. Smith Museum of Anthropology.