

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 2:10 p.m., Tuesday, March 22, 2022
Glenn S. Dumke Auditorium

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

- Consent**
- Discussion**
1. Approval of Minutes of the Meeting of January 25, 2022, *Action*
 2. Naming of the James and Judy Rodriguez Watson College of Education – California State University, San Bernardino, *Action*
 3. Naming of the Mary Levin School of the Arts – California State University, Los Angeles, *Action*
 4. Naming of Premier America Credit Union Arena – California State University, Northridge, *Action*
 5. Naming of the Edward (Ted) Taylor and Joanne Taylor Science and Engineering Building - California State University, Monterey Bay, *Action*
 6. Honorary Naming of the Ellen Ochoa Pavilion – San Diego State University, *Action*
 7. Honorary Naming of the Charles B. Bell Jr. Pavilion – San Diego State University, *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 25, 2022

Members Present

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

Joseph I. Castro, Chancellor
Lillian Kimbell, Chair of the Board

Trustee Firstenberg called the meeting to order.

Approval of Minutes

The minutes of November 9, 2021 were approved as submitted.

Naming of Snapdragon Stadium – San Diego State University

Larry Salinas, interim vice chancellor of university relations and advancement, introduced the request to name Snapdragon Stadium at San Diego State University (SDSU). Mr. Salinas shared that the naming would secure a sponsorship agreement with Qualcomm Technologies, Incorporated in recognition of Qualcomm's consumer-facing premier mobile platform brand, Snapdragon.

SDSU President de la Torre spoke of how the 15-year partnership between SDSU – a research powerhouse and transborder university – and Qualcomm – an international technology corporation

***PLEASE NOTE: As authorized by Assembly Bill No. 361 and Executive Order N-1-22 issued by Governor Newsom, all members of the Board of Trustees participated in this meeting 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 24-26, 2022, meeting of the CSU Board of Trustees was conducted entirely virtually via Zoom teleconference.**

– represents the joining of forces of two of San Diego’s strongest Institutions. Qualcomm Inc, Chief Marketing Officer, Don McGuire, expressed his appreciation to the Board of Trustees for their support of this partnership. Chancellor Castro provided commemorative remarks.

The committee approved the proposed resolution (RIA 01-22-01) that the new multi-use stadium at San Diego State University, SDSU Mission Valley be named as Snapdragon Stadium

Annual Report of Donor Support for 2020-2021

Mr. Salinas presented the annual report of donor support for 2020-2021. He stated that this past fiscal year the California State University system received more than \$634 million in charitable gift commitments, which is equivalent to the record high set the previous year. Additionally, he noted that seventeen campuses achieved increases in receipts from the last year, despite the disruption and hardship many faced due to the pandemic.

Ms. Lori Redfearn, assistant vice chancellor for systemwide advancement, presented additional highlights from the donor report and shared information on the status of several philanthropic campaigns happening at various campuses.

The committee recommended approval by the board of the proposed resolution that the Annual Donor Report for 2020-2021 be adopted for submission to the California Joint Legislative Budget Committee and the California Department of Finance (RIA 01-22-02).

Trustee Firstenberg adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the James and Judy Rodriguez Watson College of Education – California State University, San Bernardino

Presentation by:

Larry Salinas
Interim Vice Chancellor
University Relations and Advancement

Tomás Morales
President
California State University, San Bernardino

Summary

This item will consider naming the College of Education at California State University, San Bernardino (CSUSB) as the James and Judy Rodriguez Watson College of Education.

This proposal, submitted by Cal State San Bernardino, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Academic Entities, including approval by the system review panel and the campus academic senate.

Background

The proposed academic naming recognizes the \$8.4 million contribution by James and Judy Rodriguez Watson to Cal State San Bernardino's College of Education. The endowed gift and irrevocable estate gift will support student scholarships and establish a new Center for STEM Education. The STEM Center will be the hub for outreach to underserved populations in the region through the teacher preparation program, with investment in career training and career readiness in the STEM fields for K-12 students. The STEM Center will include a Model STEM Exploratorium and a Teacher Residency program. The gift will also support Project Impact, a new program in the college, to recruit and prepare underrepresented teachers in K-12 education. Additionally, the gift will enhance the Watson Literacy Center's efforts in the Inland Empire by adding to the existing endowment. The naming gift will help to attract and retain faculty, facilitate student success, and supplement research in perpetuity.

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James “Jim” Watson is the president and CEO of Watson & Associates, a private commercial real estate development firm based in Seal Beach, CA. Judy Rodriguez Watson serves as senior vice president alongside Jim at J.R. Watson & Associates Development Corporation and is an ardent supporter of education and the arts. Jim graduated from San Jose State University and worked as a real estate appraiser before launching his own company in 1972. Judy received her bachelor's in psychology and social behavior from the University of California, Irvine.

Jim and Judy Watson have been friends, donors, and advocates for CSUSB since 2003. Jim is a former chair of the CSUSB Philanthropic Foundation Board (2012-2013), where he also served as a member of the executive committee. In recognition of their outstanding accomplishments in business and philanthropy, Jim and Judy were awarded the CSU honorary doctorate of humane letters in 2010 and 2015 respectively.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the College of Education at California State University, San Bernardino be named as the James and Judy Rodriguez Watson College of Education.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Mary Levin School of the Arts – California State University, Los Angeles

Presentation by:

Larry Salinas
Interim Vice Chancellor
University Relations and Advancement

William A. Covino
President
California State University, Los Angeles

Summary

At its meeting of January 27, 2022, the Executive Committee of Academic Senate voted to approve the establishment and naming of the Mary Levin School of the Arts in the College of Arts and Letters at California State University, Los Angeles. The university respectfully requests approval for establishing and naming the Mary Levin School of the Arts.

This proposal, submitted by California State University, Los Angeles, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Academic Entities, including approval by the system review panel and the campus academic senate.

Background

The proposed naming of the Mary Levin School of the Arts recognizes the \$10 million irrevocable estate gift from Mary Levin Cutler. This school proposes to house the departments of Art, Music, Television, Film, and Media Studies (TVFM), Theatre and Dance, and the Ronald H. Silverman Fine Arts Gallery. This gift is the largest gift in the history of Cal State LA, and “We Are LA: The Campaign for Cal State LA.” Mary Levin Cutler’s generosity to the University is underscored by her philanthropy and propelled the Campaign over the \$96 million mark. Mary has established three named endowments in addition to donating her extensive musical instrument collection to the University.

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Mary Levin Cutler, 88, received the Cal State LA Tribute to Excellence award and was the recipient of the 2005 Arts and Letters Distinguished Alumna award. She received her Bachelor of Art in Music Education in 1955 from Cal State LA and received her Master of Art in Music from the University of Southern California. She has lectured in ethnomusicology at Cal State LA, the United Nations Association, and various schools and organizations. She is also a singer who has performed at the Hollywood Bowl as well as with the Brentwood-Westwood Symphony Orchestra, La Mirada Symphony, and programs of classical and popular music in various venues. She is a member of Club 100 of the Music Center, past chair for Young Artists International, former president of the LA Concert Opera Association, and a two-time candidate for City Council of Beverly Hills (1988 and 1994). Mary currently sits on the Board of Directors for the American Youth Symphony and is Founding Chairman of the iPalpiti Artists International Inc.

Singing, playing the violin and performing has always been her inspiration. Both the sound of the human voice and the violin, as well as other string instruments, have always had a special place in her heart. Mary's intent is that her philanthropy and the establishment of the *Mary Levin Cutler Distinguished Professorship in the Vocal Arts* and the *Mary Levin Cutler Visiting Artist Concert Series* provide others the same opportunity to enjoy music and elevate the vocal arts and artistic performance at Cal State LA. Her wish is to enrich and inspire the lives of many Cal State LA students, the University and the greater community.

"I believe in education. It opens the door of opportunity. We need the Arts in our lives, otherwise life would be so drab. We all have talents, and we should use those talents to enhance our lives and the lives of others.

I hope my bequest will impact students for years to come, and that my life in the Arts will inspire others to do the same. It makes for a wonderful life." – Mary Levin Cutler

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the School of the Arts in the College of Arts and Letters at California State University, Los Angeles, be established and named the Mary Levin School of the Arts.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of Premier America Credit Union Arena – California State University, Northridge

Presentation by:

Larry Salinas
Interim Vice Chancellor
University Relations and Advancement

Erika D. Beck
President
California State University, Northridge

Summary

This item will consider naming the California State University, Northridge Matadome as the Premier America Credit Union Arena.

This proposal, submitted by California State University, Northridge, 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

California State University, Northridge (CSUN) and Premier America Credit Union (PACU) are entering into a ten-year strategic partnership. Premier America Credit Union is a member-owned credit union headquartered in Chatsworth, California. Founded in 1957, Premier America has nearly 100,000 members. PACU's Chief Executive Officer, Rudy Pereira is a CSUN graduate (Class of 1985).

PACU will be making a multi-million-dollar investment (\$8.3 million over ten years) with CSUN. In addition to the naming of the Premier America Credit Union Arena, the investment will support departments and programs across the University including Student Affairs, the Alumni Association, the Soraya Center for the Performing Arts, and Athletics. A Campus Activity Fund will be set aside annually to provide Premier America Credit Union the flexibility to engage campus communities through a variety of events, activities, and educational opportunities.

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PACU and CSUN share similar missions to support the residents of the larger Los Angeles basin. This innovative relationship fulfills a mission aligned goal for CSUN to find new, entrepreneurial ways to support its educational mission.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the Matadome on the campus of California State University, Northridge be named as the Premier America Credit Union Arena.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of the Edward (Ted) Taylor and Joanne Taylor Science and Engineering Building - California State University, Monterey Bay

Presentation by:

Larry Salinas
Interim Vice Chancellor
University Relations and Advancement

Eduardo M. Ochoa
President
California State University, Monterey Bay

Summary

This item will consider naming the proposed Academic 4 Building at California State University, Monterey Bay the Edward (Ted) Taylor and Joanne Taylor Science and Engineering Building at California State University, Monterey Bay.

This proposal, submitted by California State University, Monterey Bay (CSUMB), 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 campus academic senate.

Background

The proposed naming of the facility recognizes the \$10 million gift commitment by Bruce Taylor and Taylor Farms. The gift will be used for the construction of the proposed new Science and Engineering Building. The building will accommodate growth and enrollment for students and launch the Engineering program.

Bruce Taylor is a community philanthropist recognized for his support in local youth programs, health care and education. As a third-generation agriculture businessman, Bruce founded Taylor Farms in 1995 with a vision “to create healthy lives through product offerings, processes, and people”.

Taylor Fresh Foods is the largest supplier of fresh-cut salad products in the United States. The company operates worldwide, with nine production facilities in North America and operations in

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Australia and New Zealand. Taylor Farms employs over 20,000 people and maintains a strong local presence which includes spearheading the revitalization of downtown Salinas.

An innovator and business leader, Bruce Taylor has also supported the College of Education at CSUMB with a gift of \$1 Million for the Monterey Institute for English Learners program and professorship. In 2019, he was awarded an honorary doctorate in Science from CSUMB.

Bruce Taylor wishes to name the Science and Engineering Building in honor of his parents. His generosity, leadership, business acumen and commitment to social impact are known throughout the community and region. CSUMB is proud to count him among our strongest supporters and friends.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the proposed Science and Engineering Building at California State University, Monterey Bay be named as the Edward (Ted) Taylor and Joanne Taylor Science and Engineering Building at California State University, Monterey Bay.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Honorary Naming of the Ellen Ochoa Pavilion – San Diego State University

Presentation by:

Larry Salinas
Interim Vice Chancellor
University Relations and Advancement

Adela de la Torre
President
San Diego State University

Summary

This item will consider the honorific naming the West Commons building on the campus of San Diego State University the Ellen Ochoa Pavilion for a period of 15 years.

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

Through the campus-wide strategic planning process, a goal was identified to prioritize equity and inclusion in everything we do, with a target to increase representation of diverse communities across the campus. As such, President de la Torre formed an honorary naming task force comprised of the university history curator, the vice president for University Relations and Development, the vice president for Student Affairs and Campus Diversity, and three members each from The Campanile Foundation, Associated Students, the University Senate, and San Diego State alumni. The purpose of the task force was to recommend to the president four unranked honorary names to be placed on two preselected campus buildings for a period of 15 years, at which time the selected naming may be eligible for continuation or a new name will be selected.

Following a public call for nominations, 25 proposals were provided to the task force for consideration in honorably naming two buildings on the San Diego State University main campus. Members of the task force rated the nominations and engaged in a robust discussion before presenting four unranked names to the president for her consideration.

Dr. Ellen Ochoa is a distinguished San Diego State University alumna and veteran NASA astronaut. She earned an undergraduate physics degree in 1980 from San Diego State University and later earned her master's and doctoral degrees in electrical engineering from Stanford University. In 1995, she was honored by San Diego State University as Distinguished Alumna of the Year and, in 2019, she received an honorary Doctor of Science degree in recognition of her role in space exploration and her commitment to education.

Dr. Ochoa's accomplishments have earned both national and international recognition. She is the first female Hispanic astronaut to go into space and its first Hispanic director of the Johnson Space Center and second female leader. Dr. Ochoa was inducted into the United States Astronaut Hall of Fame in 2017 and has been recognized with NASA's highest award, the Distinguished Service Medal, and the Presidential Distinguished Rank Award for senior executives in the federal government. She is a fellow of the American Association for the Advancement of Science and the American Institute of Aeronautics and Astronautics, serves on several boards, and is former chair of the Nomination Evaluation Committee for the National Medal of Technology and Innovation.

Dr. Ochoa continues to make a lasting impact at San Diego State University serving as an inspirational role model for today's youth, particularly females and underrepresented minorities who aspire to have careers in science, technology, engineering and math (STEM). She is a true beacon of inspiration who will influence future students to break barriers while working for the benefit of humanity – expanding scientific knowledge, supporting technology advancement, collaborating with international partners, and inspiring people around the world. In addition, Dr. Ochoa has selected the College of Engineering's Femineer Program, which seeks to inspire women to pursue STEM education and careers, for a \$100,000 endowment in her name from the Gordon and Betty Moore Foundation, where she serves on the board of trustees, a legacy that will impact the lives of students at San Diego State for years to come.

The West Commons building, located on the main campus at San Diego State, serves as a highly frequented gathering space for faculty, students and staff. The proposed honorary naming of the Ellen Ochoa Pavilion recognizes the impact she has had and will continue to have at San Diego State University. The visible honorary naming would serve as a reminder for students of all backgrounds to break through barriers and reach for the stars.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the building currently known as West Commons on the campus of San Diego State University be named the Ellen Ochoa Pavilion for a period of 15 years.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Honorary Naming of the Charles B. Bell Jr. Pavilion – San Diego State University

Presentation by:

Larry Salinas
Interim Vice Chancellor
University Relations and Advancement

Adela de la Torre
President
San Diego State University

Summary

This item will consider honorarily naming the East Commons building on the campus of San Diego State University the Charles B. Bell Jr. Pavilion for a period of 15 years.

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

Through the campus-wide strategic planning process, a goal was identified to prioritize equity and inclusion in everything we do, with a target to increase the representation of diverse communities across the campus. As such, President de la Torre formed an honorary naming task force comprised of the university history curator, the vice president for University Relations and Development, the vice president for Student Affairs and Campus Diversity, and three members each from The Campanile Foundation, Associated Students, the University Senate, and San Diego State alumni. The purpose of the task force was to recommend to the president four unranked honorary names to be placed on two preselected campus buildings for a period of 15 years, at which time the selected naming may be eligible for continuation or a new name will be selected.

Following a public call for nominations, 25 proposals were provided to the task force for consideration in honorably naming two buildings on the San Diego State University main campus. Members of the task force rated the nominations and engaged in a robust discussion before presenting four unranked names to the president for her consideration.

Dr. Charles Bell had an ambitious and notable college career having been the first African American to receive both master's and doctorate degrees from the University of Notre Dame. He continued to have an illustrious career as a world-class mathematician-statistician in academia and became known as one of the leading African American mathematicians of the 20th century.

In 1958, Dr. Bell became the second African American professor hired at San Diego State University, thus one of the rare Black professors at a predominantly white campus in that era. He remained at San Diego State until 1966 and then returned to the campus in 1981 as a professor of mathematical sciences until he retired in June, 1992.

Throughout his life, Dr. Bell was interested and active in African American affairs. He chaired the Minority Statisticians Committee of the American Statistical Association, and in 1968, he worked with African mathematicians in Mombasa, Kenya. In 1969, he helped develop courses in mathematics for teachers in Nigeria, and in 1975, he gave a workshop for Black undergraduates at Tulane. His accomplishments earned great recognition, including election as a Fellow of the American Statistical Association and the Institute of Mathematical Statistics, and as a Fulbright Fellow.

Dr. Bell leaves a lasting legacy at San Diego State University through the Charles Bell Faculty Scholar position, named for SDSU's first tenured Black faculty member. Individuals who are awarded this honor support students through the development of their academic success plans; work collaboratively with campus and community partners to further the vision of the Black Resource Center and the mission of San Diego State; and advance efforts to improve the retention, graduation and success of Black and African American students.

A hub for students, faculty and staff, the East Commons building is highly visible and centrally located on the San Diego State main campus at the end of Centennial Walkway next to the bookstore. The honorary naming of the Charles Bell Pavilion warrants special public recognition to broaden the knowledge among the campus community of who Charles "Chuck" Bell, Jr. was and to foster his important legacy in the retention, graduation, and success of Black and African American students at San Diego State University.

Recommended Action

The following resolution is recommended for approval:

RESOLVED, by the Board of Trustees of the California State University, that the East Commons building on the campus of San Diego State University be named the Charles B. Bell Jr. Pavilion for a period of 15 years.