

## AGENDA

### COMMITTEE ON INSTITUTIONAL ADVANCEMENT

**Meeting:** 4:20 p.m., Tuesday, May 24, 2022  
Glenn S. Dumke Auditorium

Jean Picker Firstenberg, Chair  
Douglas Faigin, Vice Chair  
Diego Arambula  
Maria Linares  
Anna Ortiz-Morfit  
Yammilette Rodriguez  
Christopher Steinhauser

- Consent**
- Discussion**
1. Approval of Minutes of the Meeting of March 22, 2022, *Action*
  2. Naming of Richard R. Rush Hall – California State University Channel Islands, *Action*
  3. Naming of the Stater Bros. Markets Online Degree Completion Program for the Bachelor of Arts in Administration in the Jack H. Brown College of Business and Public Administration – California State University, San Bernardino, *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**

**March 22, 2022**

**Members Present**

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

Steve Relyea, Acting Chancellor  
Lillian Kimbell, Chair of the Board

Trustee Firstenberg called the meeting to order.

**Approval of Minutes**

The minutes of January 25, 2022 were approved as submitted.

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

Larry Salinas, interim vice chancellor of university relations and advancement, introduced the request to name the James and Judy Rodriguez Watson College of Education at California State University, San Bernardino (CSUSB).

Mr. Salinas shared that the generous \$8.4 million will benefit STEM education for underrepresented communities and help recruit and prepare underrepresented teachers working in K-12 education. The funds will also be used to enhance an existing endowment, which supports the Watson Literacy Center.

CSUSB President Tomás Morales celebrated the Watsons' background and accomplishments. He discussed their ties to CSUSB, education and the local community. He also provided additional information about the support this gift will provide to CSUSB students and faculty.

Acting Chancellor Relyea spoke about the Watsons' commitment to higher education and the lasting impact this gift will have upon the lives of students. Mr. and Mrs. Rodriguez Watson provided remarks about the importance of giving back to the community and promoting diversity in higher education.

The committee approved the proposed resolution (RIA 03-22-03) that the College of Education at California State University, San Bernardino be named as the James and Judy Rodriguez Watson College of Education

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

Mr. Salinas presented the naming request by California State University, Los Angeles (CSULA) to name the Mary Levin School of Arts in the College of Arts and Letters. Ms. Levin's gift of \$10 million, bringing her total giving to \$14 million, makes her the most generous single donor in Cal State Los Angeles history.

CSULA President William Covino spoke about Ms. Levin's historic donation, which includes a collection of over 150 musical instruments from around the world. He also shared how this gift would transform the lives of the university's students.

Acting Chancellor Relyea credited Ms. Levin, a CSULA alumna, for her visionary generosity and her lifelong commitment to the arts. Ms. Levin spoke of her dedication to the arts and the honor she felt being able to provide this gift to CSULA.

The committee approved the proposed resolution (RIA 03-22-04) to name the Mary Levin School of the Arts at California State University, Los Angeles.

### **Naming of Premier America Credit Union Arena - California State University, Northridge**

The naming of the Premier America Credit Union Arena (PACU) was introduced by Mr. Salinas. He shared that an investment of \$8.3 million for naming rights for a period of 10 years would be used towards supporting athletic events, the performing arts, and financial literacy programs throughout the California State University, Northridge (CSUN) campus.

CSUN President Erika Beck provided remarks detailing the areas on campus that would benefit from this investment. She also stated that the strategic partnership with PACU is in alignment with the CSU's approach toward students' academic success. President Beck thanked PACU Chief

Executive Officer and CSUN alumnus, Rudy Pereira, for being an outstanding example of what alumni will do for the region, state, and nation.

The committee approved the proposed resolution (RIA 03-22-05) to name the Matadome the Premier America Credit Union Arena for a period of 10 years.

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

Mr. Salinas presented the naming requesting for the Edward (Ted) Taylor and Joanne Taylor Science and Engineering Building at California State University, Monterey Bay (CSUMB). This sizable gift of \$10 million provided to CSU Monterey Bay by Bruce Taylor and Taylor Farms will provide students with hands-on learning opportunities in the fields of science and education.

CSU Monterey Bay President Eduardo Ochoa lauded Bruce Taylor's background as a businessman, community leader and philanthropist. He also shared that Mr. Taylor had previously gifted CSUMB with one million dollars for the Monterey Institute for English Learners program and professorship.

Mr. Taylor provided a video statement sharing information about his background, Taylor Farms, and his desire to name the Science and Engineering Building after his parents, Ted and Joanne Taylor. In his video message, Mr. Taylor expressed his intention to help improve education rates in Monterey County through the impact of this gift.

The committee approved the proposed naming of the Edward (Ted) Taylor and Joanne Taylor Science and Engineering Building at California State University, Monterey Bay. (RIA 03-22-06).

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

The honorary naming of the Ellen Ochoa Pavilion at San Diego State University (SDSU) was introduced by Mr. Salinas. He noted Dr. Ochoa's accomplishments as a veteran NASA astronaut and her numerous educational degrees.

SDSU President Adela de la Torre provided an overview of the campus wide strategic planning process goal of prioritizing equity and inclusion by increasing representation of diverse communities across the campus. An honorary naming task form was created to identify naming opportunities for pre-selected buildings on campus for a period of 15 years. Dr. Ochoa was selected for this honor, based on her background as an accomplished SDSU alumna, NASA astronaut, and leader in aeronautics. Dr. Ochoa was the first Hispanic female astronaut to go into space, the first Hispanic director of the Johnson Space Center and it's second female leader.

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The committee approved the proposed resolution (RIA 03-22-07) to name the Ellen Ochoa Pavilion at San Diego State University for a period of 15 years.

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

Mr. Salinas presented the honorary naming of the Charles B. Bell Jr. Pavilion at SDSU. Mr. Salinas spoke of Dr. Bell's legacy as one of only two African American faculty at SDSU during his initial term of service as a professor of mathematics from 1958 to 1966. A leading statistician, Dr. Bell was a prolific writer who traveled the world conducting research and teaching students the wonders of mathematics.

President de la Torre shared that Dr. Bell was nominated by the honorary naming task force and selected due to the legacy and impact of his scholarly work in mathematics, his barrier breaking status as an African American professor on a predominately white campus during the era in which he served, as well as his international influence developing courses in mathematics for teachers in Mombasa, Kenya and Calcutta, India.

The committee approved the proposed resolution (RIA 03-22-08) to name the Charles B. Bell Jr. Pavilion at San Diego State University.

Trustee Firstenberg adjourned the meeting.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of Richard R. Rush Hall – California State University Channel Islands**

#### **Presentation by:**

Steve Relyea  
Executive Vice Chancellor and Chief Financial Officer  
Office of the Chancellor

Richard Yao  
President  
California State University Channel Islands

#### **Summary**

This item will consider naming University Hall at California State University Channel Islands (CSUCI) as Richard R. Rush Hall.

This proposal, submitted by California State University Channel Islands, 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 extraordinary contributions made by President Emeritus Richard R. Rush as the founding President of CSUCI, which include a long list of milestones and accomplishments related to growing the campus in service to students as well as his personal philanthropic contributions totaling \$220,000. This proposal also honors the request made by several donors who have made a cumulative total of \$888,000 in philanthropic contributions and gift commitments of which they are requesting be recognized in this way.

President Emeritus Rush became president of California State University Channel Islands in June 2001. As head of the 23rd and newest campus in the California State University system, President Rush hired the faculty and senior administrative staff and oversaw the creation and development of the University's strategic, academic and physical master plans, the budget and financial structure, infrastructure and road improvements, the acquisition of adjacent land, as well as

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successfully leading the university's efforts to achieve initial Accreditation from the Western Association of Schools and Colleges (WASC) and re-accreditation in 2015.

**Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that University Hall at California State University, Channel Islands be named as Richard R. Rush Hall.

## **COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

### **Naming of the Stater Bros. Markets Online Degree Completion Program for the Bachelor of Arts in Administration in the Jack H. Brown College of Business and Public Administration – California State University, San Bernardino**

#### **Presentation by:**

Steve Relyea  
Executive Vice Chancellor and Chief Financial Officer  
Office of the Chancellor

Tomás Morales  
President  
California State University, San Bernardino

#### **Summary**

This item will consider naming the Online Bachelor of Arts Degree in Administration Completion Program as the Stater Bros. Markets Online Degree Completion Program for the Bachelor of Arts in Administration in the Jack H. Brown College of Business and Public Administration for a period of five years.

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

#### **Background**

The proposed naming of the academic program recognizes the \$2.5 million contribution by Stater Bros. Markets headquartered in San Bernardino, California. Stater Bros. Markets was founded in the Inland Empire and has served Southern California families for 85 years. Stater Bros. Markets operates 170 supermarkets in seven counties throughout Southern California and has approximately 18,000 employees with annual sales of over 4 billion.

This historic partnership between Stater Bros. Markets and CSUSB will have a major impact in providing access to a high-quality educational programming and opportunities to increase the college attainment rates of the residents of the Inland Empire. The Inland Empire comprised of Riverside and San Bernardino counties has a population of 4.5 million residents but less than 20 percent of the residents have a bachelor's degree.



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This new and self-support program offered through the California State University, San Bernardino Jack H. Brown College of Business and Public Administration and the College of Extended and Global Education commits to a flexible, fully online, asynchronous format. The degree completion program creates a pathway for Stater Bros. Markets to provide significant educational opportunity to its employees as well as the residents of the Inland Empire to earn a Bachelor of Arts degree in Administration.

The gift will provide resources to support the academic program and provide academic advising and support to students to help them successfully complete their degree.

The naming for the academic program is not attached to the awarded degree or displayed on diplomas.

### **Recommended Action**

The following resolution is recommended for approval:

**RESOLVED**, by the Board of Trustees of the California State University, that the Online Bachelor of Arts Degree in Administration at California State University, San Bernardino be named as the Stater Bros. Markets Online Degree Completion Program for the Bachelor of Arts in Administration in the Jack H. Brown College of Business and Public Administration.