

CSULB – University Resources Council  
Meeting Minutes – May 7, 2019  
USU 306 from 1pm to 3pm

Members Present: Robert Blankenship, Dave Whitney, Praveen Soni, Claudia Plaza, Ali Rezaei, Henry Wu, Mimi Kim, Ted Kadowaki, Bryan Crockett, Kevin Johnson, David Hernandez, Karen Roos, Chris Beyer, Marianne Hata, Ferdinand Arcinue, Rosario Yeung-Lindquist, Carrie Hernandez, Terie Bostic, Kelly Janousek

Guests Present: Vice Provost Dhushy Sathianathan, Vice President Scott Apel

Meeting called to order at: 1:03

1. Approval of the Agenda – Meeting of May 7, 2019

approved

2. Approval of the minutes – Meeting of March 5, 2019 and April 16, 2019

March 5 minutes:

approved

April 16 minutes

amendment, approved as amended.

3. Announcements, if any

no announcements

4. Election of 2019 – 2020 URC Chair, Vice Chair and Secretary in sequence

Chair: Praveen Soni nominated and elected

Vice Chair: Kevin Johnson nominated and elected

The election of the Secretary position postponed until the first meeting of Fall 2019.

5. CSU and CSULB Budget information and updates – AVP Ted Kadowaki

We are still waiting to hear something definitive about the budget. We may hear that in a week or so.

6. Presentation on CSULB's 'Economic Impact Analysis' at 1 pm – Vice Provost Dhushy Sathianathan

Bound handout.

Economic Impact Study: The study tries to define the economic impact of the university in our region, that is, Long Beach, LA County, and Orange County.

Three-part analysis: direct, indirect, induced; each part further divided by Long Beach, LA County, and Orange County.

Impact: \$1.53 billion. For every dollar the state gives us, we impact approximately nine dollars.

Approximately 750 CSULB graduates own businesses in LA and Orange counties.

The goal is to use the study as a baseline to see what we're doing AND to communicate our impact to others in the region.

Question: Will there be a copy of this in the university library archive?

Answer: Sure.

Question: Are other CSUs doing this?

Answer: CSUN did a similar study recently. They are also similar to CSULB size-wise.

Question: Who receives this volume?

Answer: It is our internal document. It is also useful for legislators and the Long Beach Port, for example.

7. Presentation on 'Corporate Partnerships' at 1:30 pm – Vice President Scott Apel

Corporate Partnerships. Handout.

\$60,000.

Corporate partnerships don't have to mean big advertisements all over campus. But it also doesn't mean money falling from the sky.

Corporate partnerships should align with our values. These are not gifts. They are not sponsorships. They are partnerships in which both parties benefit.

There are three parts on campus seeking corporate partners: UR&D, Athletics, Alumni.

All CSUs are resource-starved. CSUN is ahead of us in this process. Phase 1: Asset Identification and Valuation. 3-4-month process.

One of the trustees is particularly interested in this.

Question: You didn't use the term "discretionary" did you?

Answer: We don't really have discretionary funds.

Question: Do you have a specific goal.

Answer: There is a value to our logo. But we have other goals. The goal is really establishing relationships.

Question: How much autonomy do colleges have to establish business relationships.

Answer: Some things are university-wide, the logo for example. But college relationships with businesses are possible. The College of Engineering has a relationship with Boeing, for example.

But we could also enhance those relationships.

Question: Who decides which values are good or bad? Who makes those value decisions?

Answer: The president ultimately makes those decisions, with influence from the VPs.

8. Adjourn

Meeting adjourned at: 2:16.