April 11, 2011

TO: GRETCHEN BOLAR
VICE CHANCELLOR, FINANCE AND BUSINESS OPERATIONS

FM: MARY GAUVAIN, CHAIR
RIVERSIDE DIVISION

RE: CAMPUS NAMING – MaryLu Clayton Rosenthal Dance Studio

The Executive Council met on April 11, 2011 and unanimously endorsed the proposal by Dean Stephen Cullenberg to name room 300 located on the third floor of the Arts Building as the MaryLu Clayton Rosenthal Dance Studio.

The naming will be reported in the May 24, 2011 Division meeting.

CC Dean S. Cullenberg
   Campus Space Manager Pippert
March 16, 2011

Chair Gauvain  
Academic Senate

RE: Campus Naming Committee – Room Naming Opportunity

Dear Mary:

As Chair Designee of the UCR Committee on Naming Campus Properties, Programs and Facilities, I am requesting the review and approval by the Academic Senate Executive Council for this naming opportunity.

- **MaryLu Clayton Rosenthal Dance Studio** is the proposed name for room 300 located on the third floor of the Arts Building. This naming opportunity has been recommended by the Dean, College of Humanities, Arts and Social Sciences, Stephen Cullenberg.

Please review the attached request and summary details. This proposed name needs approval by the Academic Senate before it is endorsed by the Campus Naming Committee. Please respond with your recommendation by Friday April 1, 2011.

Sincerely,

[Signature]

Gretchen Bolar  
Vice Chancellor

Attachments

xc: Vice Chancellor Hayashida  
Dean Cullenberg  
Assistant Vice Chancellor Smith  
Executive Director Ehlers  
Senior Director Shultz  
Campus Space Manager Pippert
SUMMARY INFORMATION

Proposed Name: MaryLu Clayton Rosenthal Dance Studio
In the College of Humanities, Arts and Social Sciences

Building and Room Background:
- Official Building Name: Arts Building
- Building Name (12-byte): ARTS
- Capital Asset Account Number: P5411
- Building Basic Gross Square Feet: 106,658 gsf
- Location: UCR Core Campus
- Room Number: 300
- Room Assignable Square Footage: 1,791 asf

Description: Distinguished Professor Robert Rosenthal and the Rosenthal family would like to honor the memory of their wife and mother, MaryLu Clayton Rosenthal. An immediate cash gift for $100,000 will name the dance studio in recognition of MaryLu. In addition to the one time gift a MOU has been established for 3 Endowed Funds: The MaryLu Clayton Rosenthal Endowed Dance Scholarship Fund, The MaryLu Clayton Rosenthal Endowed Theater Fellowship Fund, and The MaryLu Clayton Rosenthal Endowed Fellowships and Scholarships in Music Fund.

See attached Background Information.

Gift Amount: $100,000
Gift Agreement: 03/14/2011

Floor Plan:
Date: March 15, 2011

To: Gretchen Bolar, Vice Chancellor of Financial & Business Operations

Cc: Peter Hayashida, Vice Chancellor of University Advancement  
    Stephen Cullenberg, Dean, College of Humanities, Arts and Social Sciences  
    Marie Schultz, Senior Director of Development, College of Humanities, Arts and  
    Social Sciences

From: Zachary A. Smith, Assistant Vice Chancellor of Development

Subject: MaryLu Clayton Rosenthal Dance Studio Naming Approval

Dear Gretchen,

In accordance with approved UCR policy, I am forwarding the *MaryLu Clayton Rosenthal Dance Studio* Naming Packet for your review.

This packet includes:

- Initial Request for Approval to Name/Establish a Property, Program or Facility for the MaryLu Clayton Rosenthal Dance Studio
- Memorandum of Understanding between Robert Rosenthal and the UC Riverside Foundation, which includes background information on MaryLu Rosenthal

Please copy me on any memos and/or responses regarding this request. Should you have any questions or need any additional information, feel free to contact me at extension 26302.

Sincerely,

Zachary A. Smith, Ph.D.
Assistant Vice Chancellor of Development

Attachment
INITIAL REQUEST FOR APPROVAL TO NAME/ESTABLISH A PROPERTY, PROGRAM OR FACILITY

This form is to help review gifts for compliance with academic plans and priorities, and to facilitate campus review procedures for namings.

Upon completion of this request form, the Dean/Unit Head forwards it for signature to the Associate Vice Chancellor, Development and Vice Chancellor, University Advancement. The Associate Vice Chancellor, Development or designee will submit the request, with draft gift agreement and supporting documentation to the Executive Vice Chancellor and Provost and Vice Chancellor for Academic Planning & Budget for campus review. If approved for recommendation, the EVC&P’s Office follows the appropriate procedure for Naming of Properties, Programs and Facilities.

I. Background Information:
   A. Submitted by:
      Name: Dean Stephen Cullenberg

      Title, College/Unit: Dean, College of Humanities, Arts and Social Sciences

   B. Type of Gift and Comments:
      This is a current use cash gift of $100,000 to rename the small dance studio room 300 in the Arts building (ARTS 300) in the College of Humanities, Arts and Social Sciences.

   C. Proposed name (if any, involving gift): MaryLu Clayton Rosenthal Dance Studio

   D. Honorific naming (no gift involved):

   E. Proposed use(s):
      Dance studio room 300 is used by the Department of Dance for classes and periodic performances in accordance with CHASS’s academic and research mission.

II. Academic Information: (please attach explanation)
   A. Academic Justification: Explain how the proposed gift or endowment fits into the College/Unit’s Academic Plan.

      The College of Humanities, Arts and Social Sciences (CHASS), in accordance with UCR policy, will rename the dance studio room 300 in the Arts Building (ARTS 300) to the MaryLu Clayton Rosenthal Dance Studio.

      The mission of the College of Humanities, Arts, and Social Sciences (CHASS) is focused on high level research and scholarship, teaching undergraduate students, and training graduate students for professional life. The naming gift from Professor Rosenthal will be a current use cash gift for the performing arts (music, dance, theater) and will provide additional resources in support of the academic and teaching mission of the college.
B. Resources: Describe the resources that will be necessary to support the proposed Property/Program/Facility (e.g., other funding.) Please refer to the College/Unit Academic Plan as appropriate.

    No additional resources are needed. ARTS 300 is an existing dance studio housed in the CHASS Arts Building that opened its doors to students during the 2001-02 academic year.

II. Contribution Information:
A. Total amount of private funds expected to be committed: $100,000.
B. Form of private contribution (s):

    Outright Gift IRA rollover (Date: March 2011.)

C. Source(s) of private contribution(s):

    | Donor(s)                        | Amount(s) |
    |---------------------------------|-----------|
    | Distinguished Professor Robert Rosenthal | $100,000 |

E. Will this gift/pledge be anonymous (donor requests no publicity)? No
IV. College/UCR/UC Commitment:

A. Will any additional college, campus-wide or system-wide resources be sought/required (e.g., space, special facilities, equipment, etc.)? How will they be funded?

No additional campus resources will be needed

B. If Property, Program or Facility, has consultation with appropriate campus/UC entities occurred? ____________________________________________
(Attach supporting documents.)

IV. College/Unit/Faculty Consultation
This naming has been reviewed by and received approval from the faculty of the Department of Dance in the College of Humanities, Arts and Social Sciences affected by the named building, etc.

Submitted by:

[Signatures]

Dean Stephen Cullenberg, College of Humanities, Arts and Social Sciences

[Date]

Joel B. Munson, Associate Vice Chancellor, Development

[Date]

Peter Hayashida, Vice Chancellor, University Advancement

[Date]

Send completed request form with:
- draft gift document and
- any supporting information

to Associate Vice Chancellor, Development, 257A Highlander Hall, Campus.
MEMORANDUM OF UNDERSTANDING
between Robert Rosenthal and
the UC Riverside Foundation

I. INTRODUCTION
Robert Rosenthal ("Donor") and the Rosenthal family wish to honor the memory of their beloved wife and mother, MaryLu Clayton Rosenthal, through a current use gift and bequest to the UC Riverside Foundation. The bequest will ultimately create three endowed funds to support students in the performing arts in the College of Humanities, Arts and Social Sciences ("CHASS"). In addition, the Donor also wishes to make an immediate cash gift of $100,000 from the payout of an IRA to name the small dance studio room 300 in the CHASS Arts Building in MaryLu’s honor.

The family feels that it is an honor and pleasure to memorialize MaryLu Clayton Rosenthal with this endowment. She was a wife, mother, grandmother, and dear friend who always loved to sing and dance. She was a great reader and, as those lucky enough to receive her correspondence knew, a great writer.

In childhood recital photographs, MaryLu wears flouncy skirts and an enormous grin, tap shoes shining in a silvery nitrate glow. Two generations later, still dancing, teaching classes, patiently correcting her granddaughter’s paddle rolls in the backyard gazebo, MaryLu’s grace, creativity, and humor were enhanced by her unassuming style. Audiences admired the clarity of her taps, her subtle, jazzy improvisations and, when she inevitably stepped back to encourage her students, it often took a moment for them to snap back to reality. MaryLu’s dancing was transporting and nostalgic, but never outdated: just classic.

MaryLu played violin and guitar, but her comfort zone was around the piano; every day, she could be found flipping pages of the antique sheet music her own mother had collected, filling the house with melody, singing Gershwin and Porter and Rodgers and Hammerstein. It’s a universal truth that the kitchen is the heart of the house, and since MaryLu was the heart of the family, her piano was, appropriately and for years, in the kitchen. A former classroom teacher, librarian and a life-long learner, MaryLu’s home was lined with books on film, history, art and architecture, novels both humorous and mysterious, from Regency to Noir. She read them all, loaned many, bought the family more, and deeply respected good writers. She rarely admitted that she was one of them, but MaryLu’s letters, cards (often watercolors she’d done herself), and emails were smart, witty, sensitive tokens of cultural breadth, down-home wisdom, and maternal care; many were kept and reread and will continue to inspire us.

It is the family’s hope that, with these scholarships, MaryLu’s spirit will also continue to inspire the dancers, musicians, and writers who, she taught so many to believe, make the world more beautiful, interesting, and worthwhile. The family would like to share her legacy with others as generously as she shared her love, talent, and patience with them.
II. PRIORITY, NAMING, AND PURPOSE OF ENDOwed FUNDS

Donor intends to name the U.C. Riverside Foundation, a California non-profit corporation, Riverside, California, 92521, as a beneficiary of certain retirement accounts following his death, and wishes that any funds received by the Foundation from this bequest (or from other gifts made by Donor and directed for this purpose) be used to establish three endowed funds ("Endowed Funds") as described below. The gift should be divided among the three funds as described below:

A. The MaryLu Clayton Rosenthal Endowed Dance Scholarship Fund
   It is Donor's desire that an endowed undergraduate scholarship be established at the University of California, Riverside. Therefore, an endowed fund to support the scholarship, called the MaryLu Clayton Rosenthal Endowed Dance Scholarship Fund will be created. It is the Donor's wish that one-fourth (25%) of the total gift will be directed to this fund. This scholarship fund will support an undergraduate student in the department of dance who demonstrates both academic merit and financial need under the direction of the Dean of the College of Humanities, Arts and Social Sciences.

B. The MaryLu Clayton Rosenthal Endowed Theater Fellowship Fund
   It is Donor's desire that an endowed graduate fellowship be established at the University of California, Riverside. Therefore, an endowed fund to support the fellowship, called the MaryLu Clayton Rosenthal Endowed Theater Fellowship Fund will be created. It is the Donor's wish that one-fourth (25%) of the total gift will be directed to this fund. This scholarship fund will support a graduate student in the Theater department working on his/her MFA (Master of Fine Arts) in creative writing and writing for the performing arts under the direction of the Dean of the College of Humanities, Arts and Social Sciences. The fund recipient should demonstrate both academic merit and financial need.

C. The MaryLu Clayton Rosenthal Endowed Fellowships and Scholarships in Music Fund
   It is Donor's desire that an endowed graduate fellowship and/or undergraduate scholarship in music be established at the University of California, Riverside. Therefore, an endowed fund to support the fellowships and/or scholarships, called the MaryLu Clayton Rosenthal Endowed Fellowships and Scholarships Fund will be created. One-half (50%) of the total gift will be directed to this fund. This scholarship and fellowship fund will support either a graduate student or undergraduate student in the department of music and in any given year can be directed to two fellowship recipients or two scholarship recipients or a combination of one fellowship and one scholarship at the discretion of the Dean of the College of Humanities, Arts and Social Sciences. Both recipients should demonstrate academic merit and financial need.
The Donor understands that the UCR minimum for an endowed fund is $25,000. If the amount distributed to the UC Riverside Foundation (together with any other gifts made by the Donor for the purposes of this document) is insufficient to establish all the Endowed Funds outlined above, the UC Riverside Foundation shall create as many of the Endowed Funds as possible with the funding available, in the following order of priority:

1) The MaryLu Clayton Rosenthal Endowed Fellowships and Scholarships in Music Fund to create one scholarship or one fellowship at the Dean’s discretion.

2) The MaryLu Clayton Rosenthal Endowed Dance Scholarship Fund

3) The remainder to be added to the The MaryLu Clayton Rosenthal Endowed Fellowships and Scholarships in Music Fund to create the second scholarship or fellowship in music at the Dean’s discretion.

If, in the judgment of the Chancellor of UCR, changed circumstances substantially interfere with the designated use of any Endowed Fund, then the Chancellor may use the funds to further the mission of UCR as s/he determines to be consistent with Donor’s interests and intentions and University and UCR policies.

III. NAMING GIFT
It is the Donor’s additional wish to make an immediate gift of $100,000 to name the small dance studio room 300 in the Arts Building in the College of Humanities, Arts and Social Sciences. The small dance studio will be renamed the MaryLu Clayton Rosenthal Dance Studio. The $100,000 gift will be used to support the performing arts (music, dance and theater) at the discretion of the Dean of the College of Humanities, Arts and Social Sciences. The naming of the small dance studio shall be governed by the University of California’s Policy of Naming University Properties, Academic and Non-Academic Programs and Facilities.

IV. ADMINISTRATION OF FUNDS
The Funds’ expendable distributions will be determined periodically under the terms of the Endowment Expenditure Policy as established by the UC Riverside Foundation. Total return earned by the Endowed Funds in excess of the amount approved for distribution shall be retained in fund principal to protect the funds from the effects of inflation and to allow for growth. Any unexpended distributions from the previous year may be combined with that of the current year for spending purposes or added to fund principal.

The principal of any fund created under this document may be combined with other funds for investment purposes.

Fiduciary responsibility for governance and investment of the funds is vested in the UC Riverside Foundation Board of Trustees.
As is customary with universities and other non-profit organizations across the country, a one-time gift fee is applied to each gift in order to provide essential support to UCR's advancement program. The Donor understands that the fee is currently 5%. After the one-time fee has been satisfied, administrative fees will be charged in accordance with UCR policy. This fee will come from the income that is earned on the principal of the funds and will not further reduce the amount of the gift.

V. STEWARDSHIP
An endowed fund in the Arts is a testament to the value the Donor places on scholarship and creative academic achievement. If any of the Endowed Funds listed in section II are created during his lifetime, the Donor will receive periodic stewardship reports from the University. The Donor agrees that he and MaryLu may be recognized in University communications as the creators of the funds established in accordance with this document. Donor's intentions shall be established when this Memorandum has been reviewed, signed, and dated by the Donor.

Robert Rosenthal, Donor

Date

Stephen Cullenberg,
Dean, College of Humanities, Arts and Social Sciences

Date

Joel B. Munson, UC Riverside Foundation

Date