March 5, 2011

TO:       GRETCHEN BOLAR
           VICE CHANCELLOR, FINANCE AND BUSINESS OPERATIONS

FM:       MARY GAUVAINE, CHAIR
           RIVERSIDE DIVISION

RE:       PROPOSED CAMPUS NAMING

The Executive Council, at their meeting held on February 27, 2012 unanimously approved the following:

- **INNOVATION ECONOMY CORPORATION**: Proposed name for the Nano Electrochemical System Laboratory (NESL) located on the floor of the Bourns College of Engineering

- **UC RIVERSIDE TRACK FACILITY**: Proposed naming for the newly renovated track facility

These names will be added to the May 29, 2012 Division agenda for information.

CC  Dean R. Abbaschian
February 16, 2012

Chair Gauvain  
Academic Senate

RE: Campus Naming Committee

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.

- *UC Riverside Track Facility* is the proposed name for the newly renovated track facility. This naming opportunity has been recommended by the Director of Athletics, Brian Wickstrom.

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 Monday, March 12, 2012.

Sincerely,

Gretchen S. Bolar  
Vice Chancellor  
Finance and Business Operations

Attachments

xc: Executive Director Ehlers  
    Campus Space Manager Murdock  
    Director Wickstrom
SUMMARY INFORMATION

UCR: NAMING CAMPUS PROPERTIES, ACADEMIC AND NON-ACADEMIC PROGRAMS, AND FACILITIES

Proposed Names: *UC Riverside Track Facility*

Building Background:
- Project Name: Track Facility
- Location: UCR Core Campus

Description: The Department of Athletics is requesting a formal naming of the newly renovated track facility as part of a branding campaign to increase name recognition of UC Riverside Athletics.

See attached Background Information.

Site Map:
January 5, 2012
Gretchen Bolar, Vice Chancellor
Finance and Business Operations
Chair, Campus Naming Committee
University of California, Riverside
Hinderaker Hall 4118
Riverside, CA 92521

Dear Vice Chancellor Bolar,

The purpose of this communication is to solicit the support of the Campus Naming Committee in finalizing the name of the new Track Facility on the University of California, Riverside campus. Could you and the committee please consider approval of the name: UC Riverside Track Facility?

As you know the Department of Athletics has kicked off a branding campaign. The purpose of this campaign is to increase name recognition of UC Riverside Athletics, both locally and nationally. By increasing the identity of the Athletics program and all facilities on the UC Riverside Campus identified with the Athletics program, this will make it easier to get “outsiders” engaged in our programs and allow people on and off campus to identify with UC Riverside. Even three blocks from our campus, the letters UCR get confused with Riverside Community College. So this will help with clearly identifying our facilities with our campus.

The recently completed track facility on our campus will allow UC Riverside Athletics to host college, high school and Junior Olympic track meets. If we have the opportunity to bring all of these participants to our campus, we should try and build that brand identity each time someone comes to campus, drives by the facility or reads about an event happening on our campus.

Since there are very few publications that have the name of the track facility listed in them, there should be minimal expense associated with this new name. Most of the changes will take place online and any future publications could be updated before they are printed.

Thank you for your consideration. Please let me know if you have any questions.

Sincerely,

[Signature]

Brian Wickstrom
Director of Athletics