



Item: II

August 20, 2014

SUBJECT: APPROVAL OF NAMING OF UNIVERSITY ELEMENTS

PROPOSED BOARD ACTION

Approve naming the field at FAU Stadium "Howard Schnellenberger Field."

BACKGROUND INFORMATION

This summer an anonymous donor made a substantial donation to the stadium fund. The donor directed that the proceeds from the gift be used to support the costs of the stadium and requested that the gift be recognized by naming the field after Howard Schnellenberger. There are no other conditions associated with the gift.

In accordance with University and Foundation policies concerning naming rights, the anonymous gift provided a significant contribution to the cost of the stadium. Florida Statutes section 1004.28(5)(a) requires the University and the Foundation to protect the identity of donors who wish to remain anonymous.

Howard Schnellenberger is one of the most transformative coaches in college football history. He started his career under Paul "Bear" Bryant at the University of Alabama and served as coordinator for Don Shula and the Miami Dolphins in 1972, the only perfect season in NFL history. He then became head football coach at four universities. His many successes as a collegiate head coach included leading the University of Miami football team to its first national championship in 1983.

Coach Schnellenberger launched the football program at Florida Atlantic University in 1998. Under his leadership, the Owls became the fastest program in NCAA history to register its first win over a Division I-A opponent and the youngest program ever to receive a bowl invitation. Coach Schnellenberger led the Owls to the NCAA Division I-AA national semifinal game and to two Division I-A bowl game victories.

Along with his teams' immediate successes on the field, Coach Schnellenberger tirelessly promoted the idea of an on-campus stadium to increase support for the program, attract new students to the University, and develop a more traditional residential campus environment on the Boca Raton campus. This goal was a key complement to the Board of Trustees' directive to transform the Boca Raton campus into a first choice residential campus. In 2011 his vision was fulfilled as FAU hosted its first game in the FAU Stadium. Coach Schnellenberger retired as head coach at the end of 2011 season.

IMPLEMENTATION PLAN/DATE

Upon approval, a marquee element indicating “Howard Schnellenberger Field” will be installed in the southwest corner of the FAU Stadium adjacent to the current statue of Howard Schnellenberger, and two signs indicating “Howard Schnellenberger Field” will be placed on walls adjacent to the field of play to be displayed on FAU Football game days. The installation of these elements will be concluded in time for a special ceremony at the first home football game on September 13, 2014.

FISCAL IMPLICATIONS

The cost of the signage and installation will be approximately \$32,000. The amount of the anonymous donation far exceeded this cost and provided a significant contribution to the overall cost of the stadium.

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