

Wednesday, March 24, 2010

SUBJECT: APPROVAL TO NAME THE WALKWAY FROM DADE AVENUE TO PARKING GARAGE 2 "DIVERSITY WAY" ON THE BOCA RATON CAMPUS.

PROPOSED BOARD ACTION

Provide approval to name the walkway between Dade Avenue and Parking Garage 2 on the Boca Raton Campus Diversity Way.

BACKGROUND INFORMATION

In 2009, representatives from Communications and Marketing, Facilities, and Student Government came together to identify projects geared toward increasing visibility of diversity and school spirit at Florida Atlantic University.

In Student Government's effort to promote this commitment to embracing diversity while simultaneously making school spirit more visible on the Boca Raton campus, the 2009-10 Student Government Executive Administration requested the following:

- The creation of 18 vertical light pole banners to be installed along the walkway from Dade Avenue to Parking Garage #2.
- The naming of the walkway "Diversity Way."

This project will consist of student photographs promoting diversity of groups, clubs, and/or student programs, which will be chosen for the banner images. The selected images will alternate along the walkway. Each of the 18 vertical pole banners will have room for extension banners. Each extension banner will be reserved for 16 in. x 8 in. advertising space, made available to student organizations to promote club/organizations on a semester by semester basis. Front and back images can be purchased on each pole, totaling a maximum of 36 images/advertising spaces.

Each advertising space will cost student groups \$50 to cover the expense of printing and installation. All extension banners will be reviewed and approved by the Senior Vice President for Student Affairs or his/her

designee each academic semester. Student Government reserves the right to request extension banners for special event for short time periods for such activities as Homecoming, SG Elections, etc.

- Student Government has agreed to pay for the installation and replacement of banners.

IMPLEMENTATION PLAN/DATE

Upon approval of the Board of Trustees.

FISCAL IMPLICATIONS

Not Applicable.

Supporting Documentation: February 9, 2010 Request from Student Body President, Map of designated site, and Proposed Banner Images.

Presented by: Dennis Crudele, Interim Sr. Vice President for Financial Affairs
Dr. Charles Brown, Sr. Vice President for Student Affairs

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www.fau.edu/sga

Dear President's Executive Committee:

In fall 2009, President Brogan asked that representatives from Communications and Marketing, Facilities, and Student Government come together in committee to identify projects geared toward increasing visibility of diversity and school spirit at Florida Atlantic University.

In Student Government's effort to promote this commitment to embracing diversity, while simultaneously making school spirit more visible on campus, the 2009-2010 Student Government Executive Administration would like to present the following:

- The creation of 18 vertical light pole banners to be installed along the walkway from Dade Avenue to Parking Garage #2.
- The naming of the project in line with the mission has been called "Diversity Way."
 - Five different student photographs promoting diversity of groups, clubs, and/or student programs will be chosen for the banner images. The five images will alternate along the walkway.
(See attached images)
 - Each of the 18 vertical pole banners will have room for extension banners. Each extension banner will be reserved for 16 in. x 8 in. advertising space, made available to student organizations to promote club/Greek groups. Front and back images can be purchased on each pole, totaling a maximum of 36 images/advertising spaces.
(See attached image)
 - Each advertising space will cost student groups \$50.00 (covers printing & installation)
 - All extension banners will be installed for at least one academic semester.
 - Student Government reserves the right to replace extension banners (on occasion) with special event banners for short time periods (Homecoming, SG Elections, etc.)
- Student Government agrees to pay for the installation and replacement of banners.

We would like to request that the President's Executive Committee approve and recommend to the Board of Trustees the naming of the walkway from Dade Avenue to the end of the walkway leading to Parking Garage #2 on the Boca Raton Campus to "Diversity Way."

Because of limited time, we would like to request that the proposal for "Diversity Way" be reviewed by our Strategic Planning Committee Meeting on February 17, 2010. If approved, we would like to request that the naming is voted on by the Full Board of Trustees at our Emergency Board of Trustees Meeting during the first week of March. Unfortunately, waiting until our Full Board Meeting on March 24th will jeopardize a timely turnaround in receiving submissions for the extension banners as well as a delay in printing and ultimately installation. If the project is approved in the proposed manner, "Diversity Way" could be fully installed by the end of March (worst case scenario). As you can imagine, having the project completed by the end of March will only add to our recruitment process of prospective students visiting campus during the spring.

The naming of "Diversity Way" is a visible way to bring awareness to and promote FAU's commitment to the diversity of students, programs, and clubs on campus. Simultaneously, it increases school spirit through the use of our official FAU Owl Logo. In accordance with our University's Strategic Plan and goal in becoming a "First Choice Institution," I hope that this project can be taken into your consideration.

I appreciate your attention to this matter and welcome any questions that may arise.

Best Regards,

Tiffany Weimar '08
Student Body President, University Trustee
GO OWLS!

FLORIDA *ATLANTIC* UNIVERSITY



D I V E R S I T Y W A Y

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D I V E R S I T Y W A Y

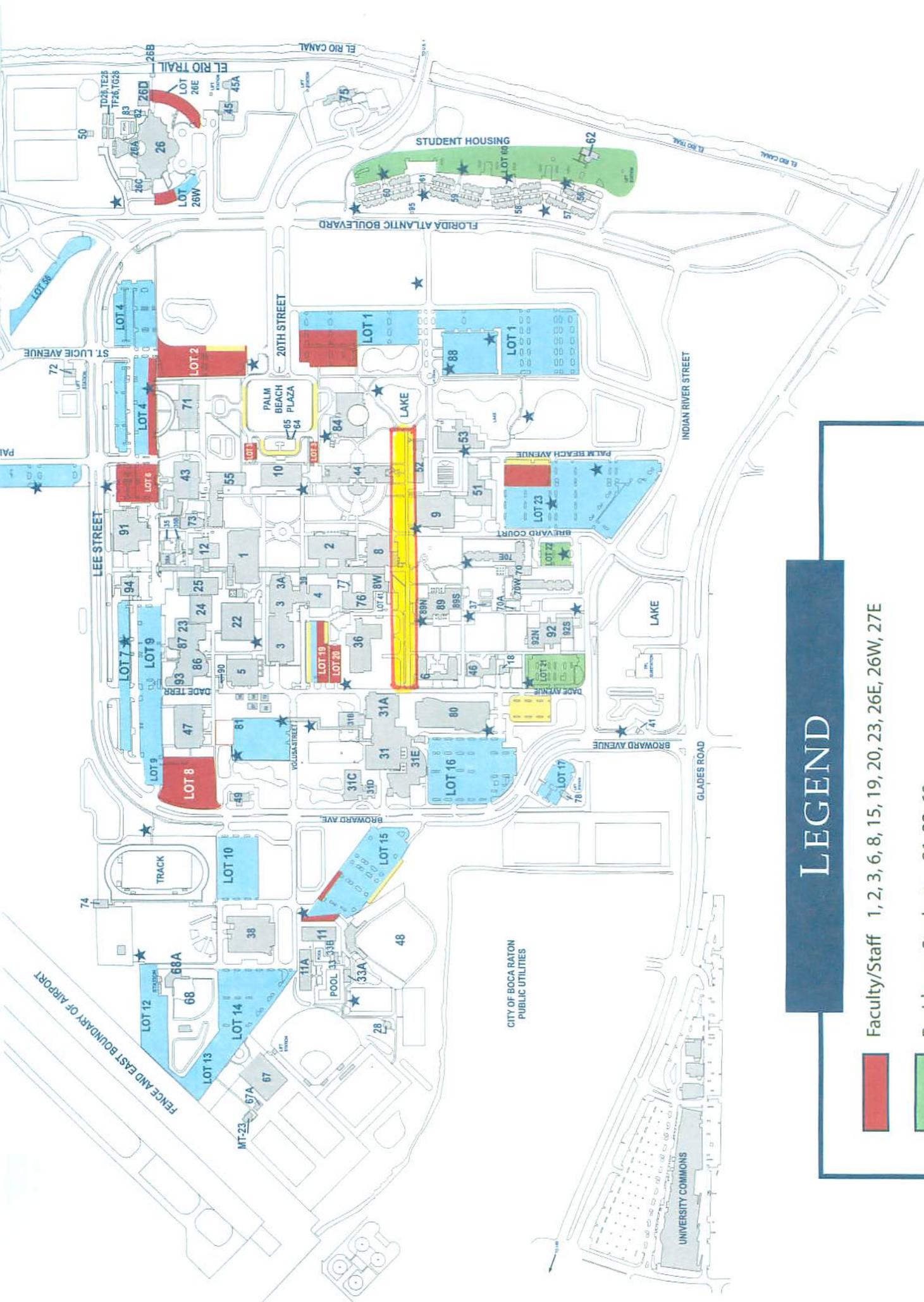
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FLORENDA atlantic UNIVERSITY



D I V E R S I T Y W A Y

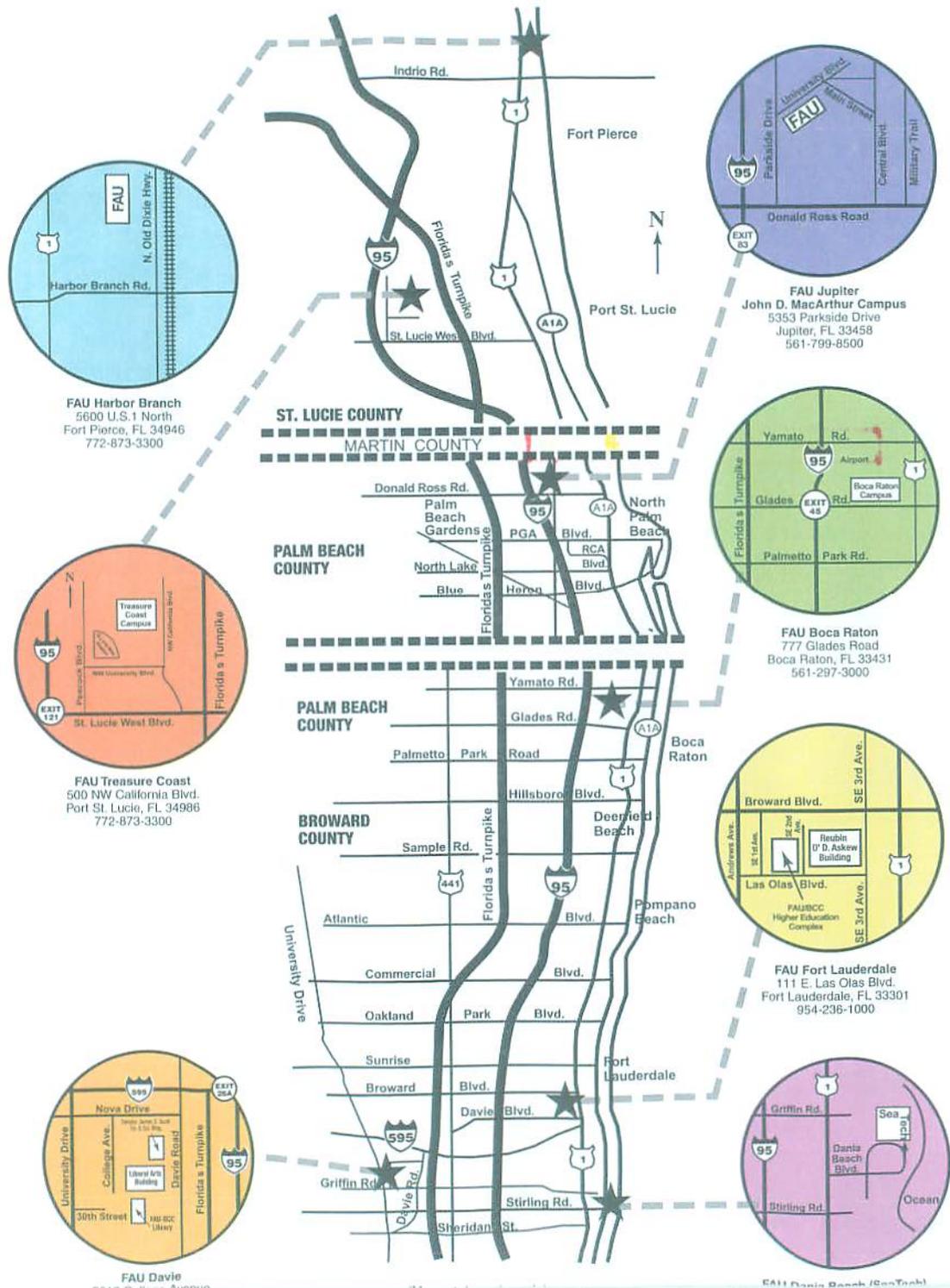
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LEGEND

- Faculty/Staff 1, 2, 3, 6, 8, 15, 19, 20, 23, 26E, 26W, 27E
- Residence Students 21, 22, 60
- All Decal Lots 1, 4, 5, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 23, 27W, 28, 29, 30, 31, 32, 33, 35, 36, 45, 46, 47, 56, 60, 80, 88

FAU LOCATIONS & DIRECTIONS



FAU HARBOR BRANCH

I-95 North/South bound. Exit 138 (Route 614/Indrio Rd.) and go east on Indrio Rd. 3.5 miles to U.S. 1. Turn left (north) and travel one mile north. FAU Harbor Branch entrance is on the right.

FAU TREASURE COAST

I-95 North/South bound. Exit 121 (St. Lucie West) and go east to Peacock Blvd. Turn left on Peacock Blvd. and go north to NW University Blvd. FAU Treasure Coast will be on your right.

FAU DAVIE

I-95 North/South bound. Exit 26 (I-595) and go west to Davie Road. At Davie Road turn left and go south to Nova Drive (2nd light). Turn right on to Nova Drive and go west to College Avenue (1st light). At College Avenue turn left. FAU Davie will be approximately 1 block on left.

FAU JUPITER (John D. MacArthur Campus)

I-95 North/South bound. Exit 83 (Donald Ross Road) and go east to Parkside Drive. Turn left onto Parkside Drive, FAU Jupiter will be on your right.

FAU BOCA RATON

I-95 North/South bound. Exit 45 (Glades Road) and go east. Entrance to Boca Raton will be approximately 1/2 mile on the left (north).

FAU FORT LAUDERDALE

I-95 North/South bound. Exit 27 (Broward Blvd.) and go east approximately 2 miles from I-95, turn right (south) on Andrews Ave, then left (east) on 2nd St., then right (south) onto 2nd Avenue.

FAU DANIA BEACH (SeaTech)

I-95 North/South bound. Exit 23 (Griffin Road) and go east to US 1 (Federal Hwy.). Turn right on US 1 and go south. Make a left on Dania Beach Blvd. and go east following signs to SeaTech (left turn). FAU Dania Beach will be on the left.

FAU Harbor Branch
5600 U.S. 1 North
Fort Pierce, FL 34946
772-873-3300

FAU Treasure Coast
500 NW California Blvd.
Port St. Lucie, FL 34986
772-873-3300

FAU Jupiter
John D. MacArthur Campus
5353 Parkside Drive
Jupiter, FL 33458
561-799-8500

FAU Boca Raton
777 Glades Road
Boca Raton, FL 33431
561-297-3000

FAU Fort Lauderdale
111 E. Las Olas Blvd.
Fort Lauderdale, FL 33301
954-236-1000

FAU Davie
2012 College Avenue

FAU Dania Beach (SeaTech)