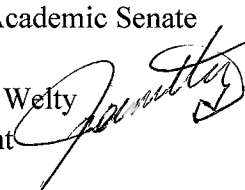


MEMORANDUM

May 23, 2012

To: Dr. Lynn Williams
Chair, Academic Senate

From: John D. Welty 
President

Subject: **Resolution on Rebranding**

I am in receipt of your memorandum which includes the substitute resolution introduced on the Senate floor on May 7, 2012 regarding rebranding.

The resolution asserts that the report on governance, collegiality and responsibility adopted by the California State University in 1985 states in part that. "Collegiality consists of a shared decision making process and a set of values which regard the members of the various university constituencies as essential to the success of the academic enterprise." I could not agree more with this statement, and the University has adhered to this concept since the time I have been on this campus. Indeed many have praised the commitment of the University to shared governance over the last many years.

The policy of the University which was adopted in 1994 after consultation with affected constituencies is that the legal name of the university is California State University, Fresno and Fresno State is the nickname, or abbreviated version of the University Branding addresses how the University presents this policy in practice to effectively identify the University In June 2009, I appointed the Integrated Marketing and Communications Council which consisted of 35 members representing major University constituencies. This council included the Chair of the Academic Senate as a member, as well as two faculty members from the Department of Mass Communications and Journalism and representatives from each School and College. Subsequently, the council engaged a consultant who had worked on similar efforts at the University of Wisconsin-Oshkosh and Florida State University, and received the services of a local professional firm (on a pro bono basis) who specializes in marketing and advertising.

Office of the President

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There were several announcements and invitations issued to the University community to participate in the process and research which would lead to a new brand for the University. In addition, the minutes of the IMCC were published regularly on a University web site.

Seven focus groups were held, and over 2,700 faculty, staff, alumni, and community members participated in these focus groups and in surveys which were conducted. The process was led by Tamyra Pierce, Chair, Mass Communications and Journalism and Jeffrey Scott Agency. After several months of work, the proposed brand was reviewed by the IMCC, a broadly representative group of concerned constituencies. Comments by that group led to changes before the final brand was unveiled to the University group on April 12, 2012. A complete summary of the research and the consultative process used may be found at www.fresnostate.edu/ucomm/brand.

As I listened to the discussion of this resolution on the Senate floor, the major issue seemed to be that the proposed brand may not represent us as a University for those from international communities and other academic groups and individuals. Further concern was expressed that it would be more appropriate to use the seal of the University on reference letters for students and others. Subsequent to this resolution, a study was conducted of 63 Universities with regard to the use of the University seal. Fifty-three of the 63 Universities surveyed have policies which restrict the use of the seal for official use only. Results of the research may be found at www.fresnostate.edu/ucomm/brand/faqs.

The resolution asks that the University “refrain from promoting the new logo and name until the issues voiced by the Academic Senate, students, graduates, and faculty are resolved.” I do not find this proposed action practical since it is virtually impossible to reach total agreement among all constituencies on a logo. However, I do recognize some of the major concerns voiced by the Academic Senate. Therefore, the University seal may be used on stationery for correspondence internationally, and with academic societies, publishers, and for reference letters in addition to official and ceremonial uses such as diplomas, certificates, and commencement programs. Further, a committee has been established to review requests for exceptions to the established guidelines including the use of the seal. This committee, to be chaired by the Associate Vice President for Communications will include two faculty members appointed by the Academic Senate.

I believe my response addresses the major issues expressed by the Academic Senate. I remain committed to working with you collegially in addressing major issues of policy

JDW:mem

CC: Cabinet
Integrated Marketing and Communications Council