



Lake Winnebago Region Restructuring  
Project Decision

<b>Note:</b>	The purpose of Project Decisions is to serve as a record of the agreement of the University leadership to pursue activities, operational processes, and policies that support the “Three Campuses, One University” credo. However, they do not—and cannot—commit the University to allocation of budgetary resources or additional personnel that might be required to pursue them. Such obligations take place through separate processes within UW Oshkosh. As such, the implementation of all Restructuring Project Decisions is always subject to resource availability.
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<b>Originating Work Group or Department:</b>	<b>Naming Work Group; Culture and Identity</b>
<b>Date Submitted for approval:</b>	5-14-19
<b>Decision Title:</b>	University Naming

<b>Recommended Decision</b>
<p>Pending municipal partners support and UW System Board of Regents approval, all three campuses will be identified as a campus of the University of Wisconsin Oshkosh.</p> <p>University of Wisconsin Oshkosh, Fond du Lac Campus          University of Wisconsin Oshkosh, <b>Fox Cities</b> Campus          University of Wisconsin Oshkosh, Oshkosh Campus</p>

<b>Background</b>
<p><i>Previous Recommendations for Decision from Naming Work Group:</i></p> <p>5-15-18: The Naming Work Group recommended temporary modifications to UW-Fond du Lac and UW-Fox Valley logos and tag lines.</p> <p>5-15-18: The Naming Work Group recommended U.S. Dept. of Education names.  <i>These were approved as decisions by the Chancellor and have been implemented pending final naming recommendation and decision</i></p> <p>Spring 2019: A research firm was engaged to gather information which would better develop the university brand. The second goal of the research project was to gather feedback on naming.</p> <p>5-7-19: The Naming Work Group received an overview of the research study findings, both qualitative and quantitative. Based on the insights from the research study and insights gained about external variables, the Naming Work Group reached consensus on this recommendation. All members of the Naming Work Group were present at this discussion.</p>

<b>Budget Implications</b>
The fiscal impact will be evaluated by the Chancellor’s office.

<b>Next Steps</b>	
Request approval of the naming structure from UW System Board of Regents. A preliminary analysis of the phased in cost of signage will be conducted.	
<b>Signatures</b>	Marki O. Rudd

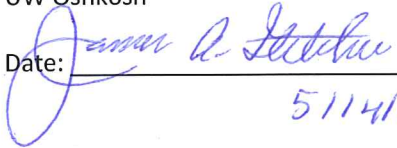
- I accept this recommendation  
 I do not accept this recommendation

Martin Rudd  
 Assistant Chancellor for Access Campuses  
 UW-Fond du Lac and UW-Fox Valley

Date: 05/14/2019

- I accept this recommendation  
 I do not accept this recommendation

Jim Fletcher  
 Vice Chancellor for Finance and Administration  
 UW Oshkosh

Date:   
 5/14/19

- I accept this recommendation  
 I do not accept this recommendation

Andrew Leavitt  
 Chancellor  
 UW Oshkosh

Date:  5/14/19

<b>Comments</b>	