

BOARD OF REGENTS
BRIEFING PAPER

**1. Agenda Item Title: Request to name the new University of Nevada,
Reno Graduate and Family Student Housing project “Aspire at the
University of Nevada, Reno”**

Meeting Date: December 5-6, 2013

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

The Board approved the UNR Graduate and Family Student Housing project at its February-March, 2013 meeting. The project will provide 132 apartments for graduate students and students with families. Following the process outlined in the “Operating Agreement” for naming the complex, the staff of Residential Life and the marketing team for Balfour Beatty Campus Solutions met several times to create a list of potential names. A list of four names was shared with the Graduate Student Association (GSA) at their October 8, 2013 meeting. GSA and the University of Nevada, Reno, along with Balfour Beatty Campus Solutions recommend the Graduate and Family Student Housing project be named “Aspire at the University of Nevada, Reno.”

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

President Marc Johnson requests approval to name the new Graduate and Family Student Housing project “Aspire at the University of Nevada, Reno.”

4. IMPETUS (WHY NOW?):

The project is scheduled to be completed in August, 2014. Marketing materials need to be available as soon as possible.

5. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

- The department of Residential Life, Housing and Food Services worked with the marketing team for Balfour Beatty Campus Solutions to create a list of four possible names to share with GSA for consideration.
- The names were shared with the GSA on October 8, 2013. GSA decided to recommend the name to President Johnson for approval.
- Balfour Beatty has used the name “Aspire” on another campus and it was positively received by students.
- The name identifies its on-campus location and reflects the students’ goal to complete an advanced degree.

6. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

- None

7. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:

- None

8. COMPLIANCE WITH BOARD POLICY:

- Consistent With Current Board Policy: Title #_____ Chapter #_____ Section #_____
- Amends Current Board Policy: Title #_____ Chapter #_____ Section #_____
- Amends Current Procedures & Guidelines Manual: Chapter #_____ Section #_____

X Other: Consistent With Current Procedures & Guidelines Manual: Chapter # 1 Section #2
X Fiscal Impact: Yes_____ No__x__
Explain:_____