

BOARD OF REGENTS BRIEFING PAPER

1. **Agenda Item Title:** Naming of CSN Campuses

Meeting Date: November 2015

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

Early in 2015, the City of North Las Vegas advanced the idea that CSN's Cheyenne Campus should be renamed the "North Las Vegas" campus. In media and at regental meetings, city officials advocated that the change would help with economic development and marketing. In response, the Board of Regents referred the matter to the newly created CSN Institutional Advisory Council (IAC) for further deliberation and for a recommendation to the President, who, in turn, would provide an institutional recommendation to the Board's Community College Committee. This agenda item provides a review of the issue, the IAC recommendation and the President's recommendation.

An ad-hoc campus-naming subcommittee of the IAC considered this matter over many months, receiving input from the community and CSN faculty, staff, and students. It considered issues of cost and naming alternatives; arguments for marketing, branding, and economic development, and survey findings from CSN faculty, staff and students. The subcommittee voted on July 21 to recommend to the IAC the following campus naming policy for CSN's three main campuses and any future campuses:

College of Southern Nevada (City of Jurisdiction) Campus, the Street on which the campus resides

Therefore, under the subcommittee's recommendation, CSN's three main campuses would be named:

- College of Southern Nevada Henderson Campus, College Drive
- College of Southern Nevada Las Vegas Campus, West Charleston Boulevard
- College of Southern Nevada North Las Vegas Campus, East Cheyenne Avenue

This recommendation was presented on September 1 to the IAC. The IAC modified it and adopted the following proposal:

- College of Southern Nevada, City of Henderson, College Drive Campus
- College of Southern Nevada, City of North Las Vegas, East Cheyenne Campus
- College of Southern Nevada, City of Las Vegas, West Charleston Campus

The IAC was also informed that the cost of changing campus monument signs to the

new names would be \$15-17,000 per sign. There are seven monument signs, so the minimum cost estimate is \$105,000. The three cities have declined to provide funding for these costs. Attrition of business cards, stationery and other supplies would result in no additional costs, and existing inventory would be used up prior to re-ordering.

The IAC was also informed that CSN's faculty, staff, and students strongly opposed a name change, principally for reasons of cost, but also because of the 40+ year tradition of the College.

Members of both the subcommittee and the IAC were persuaded that branding of individual campuses would be improved with the name change. A common observation was that the name change would let the respective communities know that they have a community college in their cities.

While well intended, the IAC's recommendation, from a CSN perspective, is problematic:

- CSN is a multi-campus, **state** institution. It neither belongs to a municipality nor is funded, wholly or in part, by a municipality.
- CSN has a history of inclusiveness, allowing, indeed encouraging, students from all parts of southern Nevada, our service area, to take classes at any campus convenient for them. The IAC recommendation introduces a perception of exclusivity.
- The cost to change the name is a considerable sum of money that could be used to meet other CSN needs.
- The proposed name change is divisive—faculty, staff and students have expressed strong opposition twice.
- The proposed name change does not advance CSN's mission or the student success agenda. Students—thousands of them—have no problem finding CSN's campuses on a daily basis. As currently labeled, the campuses are welcoming and vibrant parts of the larger communities they serve.

However, I am satisfied that there is merit to identifying the "place" of the campus to supplement efforts for economic development and community marketing. Therefore, I provide below the institutional recommendation and reasons for it.

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

CSN recommends the following naming model:

Primary level (institutional): College of Southern Nevada

Secondary level (campus): Cheyenne or Henderson or West Charleston Campus

Tertiary level (place or location): North Las Vegas or Henderson or Las Vegas

This model is adaptable should a fourth or future campuses be authorized by the Board.

Further, it is recommended that the name change be made to one dominant monument sign on each campus, keeping costs to about \$30-45,000. Changes to other signs can be made as the signage is renovated or upgraded.

4. IMPETUS (WHY NOW?):

The issue of naming the three main campuses has been raised by the City of North Las Vegas and the City of Las Vegas. The CSN IAC spent considerable time receiving input on the matter and making its recommendation.

5. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

The President's recommendation

- Supplements current names with the "place" of the campus not the jurisdiction
- Preserves the perception of inclusivity – that all students are invited to enroll at CSN.
- Reduces costs.
- Is adaptable as a naming convention for future campuses.
- Respects the traditions of the College and the wishes of faculty, staff and students.

6. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

Consider the recommendations of the IAC

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

Consider the recommendations of the IAC

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 # _____
- Other: _____
- Fiscal Impact: Yes _____ No _____
Explain: _____