

(COPY FOR SENATORS AND EX-OFFICIO MEMBERS)

SUBSTITUTE RESOLUTION on REBRANDING 5/7/2012

Academic Senate

California State University, Fresno

WHEREAS, the name and logo of a university represent that institution and are of great consequence, pride, and importance to the students, graduates, administrators, faculty, and donors; and

WHEREAS, the university name, the university logo, and the university seal belong to the entire university community and not exclusively to the President; and

WHEREAS, the report on governance, collegiality, and responsibility adopted by the Board of Trustees of 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;" and

WHEREAS, the Academic Senate of California State University, Fresno, comprised of senators representing every department, is the principal representative of the faculty; and

WHEREAS, the Academic Senate of California State University, Fresno was not consulted in regard to the name and logo change of the university;

THEREFORE, be it resolved, that the Academic Senate of California State University, Fresno urge the President — in the spirit of shared governance as underscored by the Board of Trustees' 1985 statement — to refrain from promoting the new logo and name until the issues voiced by the Academic Senate, students, graduates, and faculty are resolved.