



CALIFORNIA STATE UNIVERSITY, SACRAMENTO

OFFICE OF THE PRESIDENT

March 15, 2005

California State University, Sacramento
6000 J Street
Sacramento California 95819-6036

MAR 15 2005

MEMORANDUM

TO: Professor Cristy Jensen
Chair, Faculty Senate

Faculty Senate Received
413

FROM: Alexander Gonzalez
President

SUBJECT: University Name Change

After consulting with the Executive Committee of the Associated Students Inc., representatives of the University Staff Assembly, and having been part of the discussion regarding the possible name change for the university that was held by the Faculty Senate, I have decided not to pursue the recommendation forwarded to me by the Branding Committee to change the official name of the university from California State University, Sacramento to Sacramento State University. However, I received a revised recommendation from the Branding Committee that calls for the adoption of "Sacramento State" and "Sac State" as the official university nicknames. In addition, it also recommends that a unique mark be developed for use with these nicknames and that the use of all other names be prohibited. Policies and procedures will be developed to delineate the appropriate use of the official name and seal as well as the nicknames and mark.

I trust this message will allow the Faculty Senate to prepare appropriately for this Thursday's meeting. I will be happy to address the body of the Senate regarding this issue at Thursday's meeting.

AG/kn

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