September 12, 2014

To: The Campus Community

A sea of Warrior red, redux. If you missed last Friday's "University Night" at the Turlock Farmers' Market, you missed great fun. Our campus was exceptionally well-represented, and this year's mix of university people and regional residents was even more impressive. Add to this the opening of "Art Space on Main," a new Department of Art facility (gallery, multi-media room, and BFA lab) at West Main and Broadway, and the University's friendship with the region clearly is becoming one of good cheer and good will.

Our goal is both to make a difference in our region and to enlist the region as our advocate in an era when advocacy is critical to our future. In that vein, we seek clearly and consistently to be positively on people’s minds. Why? We want every K-12 student in the region to view us as a first choice for college. Parents should never worry that their inability to send their children away to college disadvantaged them. Thus, we want the region talking about us, and we want that talk made easy for the region.

I noted in my Annual Address in late August that it is time to take a look at how we are presenting ourselves. We have a great official name and seal. But we lack a direct, consistently used informal name (Cal State Stanislaus? CSU Stanislaus? Stanislaus State? Stan State? CSUS? Other?). We lack a logo that captures who we are and is easily recognized from afar. (I am not referring here to the "Warrior" name and emblem that we employ in more limited sectors of campus life but about a name and logo that crosses all areas of campus.) And we lack a phrase -- a tag line -- that expresses pride and identity and is called easily to mind and repeated in the public sector.
The pursuit of informal name, logo, and tag line will take about a year and hopefully will attract your participation in a process that is simultaneously fun and quite serious. It will reach out to the entire campus community. It will have formal and informal phases. I’d like to kick off the informal segment with an appeal to you: *What do you think we should call ourselves outside our formal designation? What emblem do you envision as the centerpiece of our logo? And what phrase or tag line works for us?*

Please send your thoughts to President@csustan.edu (Subject Line: *Campus Identity*). I’ll report the findings, without attribution, in a few weeks.

Have a nice weekend.

Sincerely,

Joseph F. Sheley
President