

# **ACTION ITEM #1**

## **Facilities Names Recommendation – WSU Pullman Goertzen Communication Addition (Elson S. Floyd)**

TO ALL MEMBERS OF THE BOARD OF REGENTS

**SUBJECT:** Facilities Names Recommendation - WSU Pullman  
Goertzen Communication Addition

**PROPOSED:** That the Board of Regents approve the recommendation to rename the College of Communication Addition building on the WSU Pullman Campus, the Goertzen Communication Addition.

**SUBMITTED BY:** Roger Patterson, Vice President for Business and Finance and Chair of the WSU Facilities Names Committee

**SUPPORTING INFORMATION:** President Floyd established and charged a Goertzen Naming Committee, chaired by Murrow alumna Margo Myers, with developing a recommendation on the best way to honor alumna Kathi Goertzen, the longtime Seattle TV news anchor and Cougar alumna.

After several meetings and a discussion with the dean and faculty representatives from the Murrow College, the Goertzen Naming Committee recommended to President Floyd that the Board of Regents rename the College of Communication Addition building, in honor of Kathi Goertzen.

Upon approval, the WSU Foundation would then launch a campaign to raise funds to support the building, create a Hall of Achievement in the atrium to feature the work of Kathi Goertzen and other notable college alumni, and help equip a state-of-the-art digital convergence lab to be located in the building. This will transform the Goertzen building into the centerpiece of the Murrow program, thus directly benefiting future generations of Murrow students.

The request to rename the facility was forwarded to the WSU Facilities Names Committee, chaired by Roger Patterson. The Committee concurs with the request to rename the building the Goertzen Communication Addition.