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.