



MEMORANDUM

TO: Dr. Michael Stevenson
President
FROM: Warren Gill
DATE: October 27, 2004
SUBJECT: Naming Simon Fraser University campuses

The addition of new named facilities to the downtown campus in recent years has led to the erosion of the identity of Simon Fraser University in the public mind. The campus now comprises Simon Fraser University at Harbour Centre, the Segal Graduate School of Business, the Morris J. Wosk Centre for Dialogue, the Chief Dan George Centre for Advanced Education (at Cathedral Place) and, potentially, the School for the Contemporary Arts. By the terms of our agreement with the owners of the Harbour Centre Complex, we are required to use the name Simon Fraser University at Harbour Centre in connection with that building, but this does not preclude the use of other specific or overarching names.

The question of an appropriate name for the downtown campus was addressed by the Simon Fraser University at Harbour Centre Academic Advisory Committee. This committee was constituted by the Vice President, Academic in May 2003 to evaluate future directions for the downtown campus and reported out in July 2004. The committee noted that given the dramatic growth of SFU activity in downtown Vancouver over the past few years there needs to be a strong identity for the component parts. The committee suggested that collectively Simon Fraser University's downtown presence become known as Simon Fraser University Vancouver (SFU Vancouver). The existing — and new facilities as they came on stream — would be 'buildings' within the campus, just as Robert C. Brown Hall is a component of the Burnaby campus.

This parallels SFU Surrey, which is named for the city, and which may too have, over time, more than one building location (e.g., Central City, XYZ Science Complex).

The question remains as to the identification of the main campus. The university website calls it SFU Burnaby, but other names, such as Burnaby Mountain campus are also in use. Following discussion amongst the Vice Presidents it was suggested that the main campus be simply known as Simon Fraser University. This is the form used in the university calendar, where the campuses are listed as Simon Fraser University, Simon Fraser University at Harbour Centre and Simon Fraser University Surrey, each with a separate street address. With the substitution of Simon Fraser University Vancouver for Harbour Centre I would recommend that this become the official means of identifying the three campuses. The establishment of such standard names is certainly not intended to preclude colloquial usage of terms such as 'downtown' or 'the hill' to describe our various areas of operation.

The determination of the appropriate visual identity for the three campuses awaits the work of a committee that is soon to take up this task. This is particularly pressing for

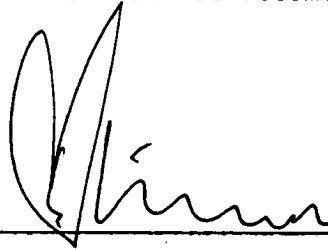
SFU Vancouver and its component parts where the prospect of identity confusion becomes ever greater as we add new named facilities, each with its own logo or word mark.

I propose the following motion for consideration by Senate and the Board of Governors:

*That the official names of the Simon Fraser University campuses be:
Simon Fraser University for the main campus on Burnaby Mountain,
Simon Fraser University Vancouver to encompass activities in downtown
Vancouver and Simon Fraser University Surrey for the Surrey campus.*



I concur and so recommend



Michael Stevenson
President and Vice-Chancellor