

## VII. STANDING COMMITTEES

## B. Finance, Audit and Facilities Committee

Renaming the Fisheries Center to the "Portage Bay Building"RECOMMENDED ACTION:

It is the recommendation of the administration, the Finance, Audit and Facilities Committee, and the University Names Committee that the Board of Regents approve renaming the Fisheries Center to the "Portage Bay Building."

BACKGROUND:

It has repeatedly come up in large and small ways that it is odd to have people coming to a "Fisheries Center" for brain and learning studies. Our specific rationale for this request is as follows:

- 1) On May 24, 2010, we opened a state-of-the-art brain-imaging facility within I-LABS. The brain-imaging technique is called magnetoencephalography (MEG). The entire facility is about a \$7M upgrade to the UW capacities (approximately \$4M from an LSDF award and \$3M from donors). We have 40 interested faculty members who will be using the MEG device. We have remodeled to meet UW and state requirements so that medical patients could participate (e.g., epilepsy patients, children with autism, and others). We are receiving a grant to conduct brain-imaging work with low-income children in the foster-care system. We know from experience that it will be odd to ask patients to come for a brain scan in the "Fisheries Center building." Patients are often nervous about coming in (though the machine is 100% safe) and it is disorienting for them to try to remember appointments for a brain scan in a fish building.
- 2) As you know from the record, I-LABS has the continued financial support from many generous Northwest donors. We often have events, science fairs, and gatherings. It is repeatedly remarked to us by donors that they find it odd that our child development work is occurring in a Fisheries building. It would make more sense to donors and for our publicity that we were in a building with a name that equally represents the various programs utilizing the space: I-LABS, The Autism Center, Radiology, and Fisheries. As such, a location-specific name was recommended: the "Portage Bay Building."
- 3) I-LABS will next year house nine faculty members who have research labs, grad students, and postdoctoral fellows, and we have more than 5,000

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### B. Finance, Audit and Facilities Committee

#### Renaming the Fisheries Center to the "Portage Bay Building" (continued p. 2)

human participants coming through our labs each year. The potential for confusion among this large set of people is great. Every day we confront the problem of “lost participants” who are wandering around the Health Sciences area, because they forgot they were supposed to be going to “Fisheries.” Some of them end up at the new Fisheries building which is just a few blocks away.

#### REVIEW AND APPROVALS

In accordance with University procedures, the University Names Committee, the Provost, and the President have reviewed and approved this request.

#### *Attachments*

1. Renaming Request
2. Letter of Approval from the University Names Committee

**From:** Sandra O. Archibald  
**Sent:** Tuesday, May 18, 2010 11:27 AM  
**To:** AM Borys; Charles E. Chamberlin; ROBERT A. CRITTENDEN; Charles Kennedy; Connie Kravas; Carol S. Niccolls; JoAnn Taricani  
**Cc:** Lorraine Beverly; AM Borys  
**Subject:** RE: status of naming request

After receiving comments from the Committee and discussing the naming issue for ILabs with Dean Cauce, the College has decided to seek permission to rename the Fisheries Center to a more general place name as the Committee recommended and to seek naming of the interior space and signage separately. They are requesting that the name be changed to the Portage Bay Building which I certainly find fitting.

Could you get back to me right away with your responses to this as Dean Cauce would like this to go to the Regents as an "information item."

Thank you.

Sandy

-----Original Message-----

**From:** JEFFREY WALKER  
**Sent:** Tuesday, May 18, 2010 9:47 AM  
**To:** Sandra O. Archibald  
**Cc:** Ana M. CAUCE  
**Subject:** FW: ILABS Building Name Update

Dean Archibald,

Following the recent conversation you and Ana Mari had, I provided Andy Meltzoff and Pat Kuhl with the decision that needed to be made. Below you will note their conclusion and preference to go with a "location" based name: Portage Bay Building.

Please accept my request for this to serve to notify you and the committee about the preferred direction. I reviewed the naming policy and approval process (<http://www.washington.edu/faculty/facsenate/handbook/04-07-10.html>), and it appears that the Regents will need to approve it based upon recommendation from the President. I know there was an inconsistency in the policy for interior spaces, so it is possible we may find the same here.

Thanks again for your ongoing focus to this and the other I-LABS related requests. There is a lot of activity right now.

Best,

Jeff

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**From:** Andrew Meltzoff [meltzoff@u.washington.edu]  
**Sent:** Monday, May 17, 2010 6:22 PM  
**To:** JEFFREY WALKER; Patricia K. Kuhl  
**Cc:** Erica Stevens  
**Subject:** Re: Building Name Update - Need to Talk

Jeff,

Based on the conversation we had last week, you suggested a fork in the road in building naming.

The easier/faster solution you suggested would be to go for a 'location name,' and the harder/slower would be to go for a 'disciplinary' name:

You gave the example of the easier one being "Portage Bay Building". We are happy, in the interest of ease and time, to go with that, so we can get out from under having our children and brain scans happening in a Old Fisheries building.

The harder/slower solution you conveyed was to go with a content name like the 'Interdisciplinary Sciences Building' with the drawback being that we'd need to wait for buy-in broad and wide.

We value time at this point, and the Portage Bay Building sounds quite lovely. It is simple and elegant. We then become the "Institute for Learning & Brain Sciences" within the "Portage Bay Building." Sounds good already. Where do we sign? :)

Thanks for your efforts on this. We think all parties will be pleased. And please also thank Greg, Ana Mari and others who are working so hard to bring this about.

Best,  
Andy

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 Andrew N. Meltzoff  
 Job and Gertrud Tamaki Endowed Chair  
 Co-Director, Institute for Learning and Brain Sciences  
 Professor of Psychology  
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**From:** AM Borys  
**Sent:** Wednesday, May 12, 2010 10:23 AM  
**To:** Charles E. Chamberlin; ROBERT A. CRITTENDEN; Charles Kennedy; Connie Kravas; Carol S. Niccolls; JoAnn Taricani  
**Cc:** Sandra O. Archibald; Lorraine Beverly

F-4.1/207-10  
 7/15/10

**Subject:** status of naming request

Thanks for everyone's consideration of the request from Dean Cauce concerning the Fisheries Center. Among the issues that were raised were:

- Signage solutions to current confusion for I-LABS users
- Consideration of other occupants' views if the building name were as proposed (i.e., the name of one of the users)
- Possible solution to have a neutral or generic name for the building and highlight the I-LABS use in signage
- Setting a precedent that may have unintended consequences
- Consideration of current building names, some that are sole users, some that are merely one of several users, and some that no longer exist at all
- A possible new precedent in distinguishing building naming (an individual or family name) and building identification (what we have called functional naming) and a "rule" for how to determine the proper functional name

For now, there is no way to move this request forward within the time frame originally requested. Given that that is the case, Dean Cauce is re-considering the options. If she opts for a generic building name, she will send another request before May 20<sup>th</sup> in order to get approval and get on the agenda for the June 10 Board of Regents meeting. If she continues to support the original request, she understands that it will take a longer timeline for the Regents (they will need two months). If she resubmits the same request, she will seek agreement from other building users in advance of submitting her request.

So, "stay tuned" for further developments. In either case, there may yet need to be more discussion, and certainly a vote.

Ann Marie

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Ann Marie Borys

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EVANS SCHOOL OF PUBLIC AFFAIRS

UNIVERSITY of WASHINGTON

May 19, 2010

Mark A. Emmert  
President  
301 Gerberding Hall, Box 351230  
University of Washington

Dear President Emmert:

The University Names Committee has reviewed a proposal from College of Arts and Sciences Dean Ana Mari Cauce to re-name the Fisheries Center, which is occupied in part by the Institute for Learning and Brain Sciences (I-LABS.) The building name is a legacy from its original occupants and causes confusion for many visitors to the Institute. It is easily confused with a relatively new building nearby called "Fishery Sciences," and it can seem illogical to newcomers to a neuroscience research center—they may conclude that they are in the wrong place.

The proposed name for the building is neutral with respect to building occupants and uses, as the building is shared with other units. The proposal is to acknowledge that the building is right on the waterfront by calling it the Portage Bay Building.

The committee agrees that a name change makes sense, and supports the choice put forward by Dean Cauce. The University Names Committee has reviewed and approved the proposal. On behalf of the committee, I respectfully ask that you grant this request.

Sincerely,

Sandra O. Archibald  
Dean and Professor  
Chair, Campus Names Committee

Concurrence:

Mark A. Emmert, President

Date

cc: University Names Committee  
V'ella Warren, Box 354998