



TSC BOARD OF TRUSTEES

CALIFORNIA STATE UNIVERSITY, FULLERTON™

Proposal to place “Student Recreation Center” in black acrylic letters with additional lighting on the east side of the SRC.

PRESENTED TO: Titan Student Centers Board of Trustees

MEETING DATE: February 13, 2019

PRESENTED BY: Autumn Vanderhook, Trustee
Aaron Tapper, Director, Titan Recreation

BACKGROUND

The east side of the Student Recreation Center facility has plain large glass windows with no branding relating to the building. With the addition of letters on the blank wall there will be a more appealing visual image for students and visitors who walk past the facility.

PROPOSAL

To use BOT Contingency Funds (1900-8097) to install “Student Recreation Center” in 17.3” black acrylic letters onto the east side of the Student Recreation Center. The font will complement the letters currently installed on the south east corner of the Titan Student Union. Newly installed spotlights from the ground-level planter will highlight the letters for evening campus visitors.

RATIONALE

This proposal is necessary to create more recognition of the Student Recreation Center. When people see a physical name they could potentially be more inclined to learn about the facility and programs in which it provides. By placing the acrylic letters on the east side of the building it will make it easier for those on campus to see the name. While, also make the building more visually appealing. It will be more aesthetic in the sense that the lighting and letters would separate the glass making the building more appealing to the person’s eye.

IMPACT

The SRC Letters will increase the awareness of the facility that ASI provides for the students. The awareness will be due to seeing the name and associating it with the building itself. It will also create a more aesthetically pleasing view for students walking or driving past the building. The increase in lighting would also draw people’s attention to the name of the building potentially enticing them to enter the facility.

BUDGET IMPACT

The total cost of the project will not exceed \$5,000 and the funds would be coming from BOT Contingency (1900-8097). This would include the manufacturing and installation of the letters onto the building and purchase and installation of lighting in the planter.

IMPLEMENTATION TIMELINE

The project will take approximately 6 weeks to carry out. This would include the manufacturing, the scheduling, and the installation of the letters onto the building.

