

## Carlin, Anna

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**From:** Brown, Bev  
**Sent:** Monday, October 31, 2022 1:02 PM  
**To:** Rhodes, Dr. Lyndsay; Carlin, Anna  
**Cc:** Martin, Mike  
**Subject:** Sent on behalf of President Martin re: FGCU Logo

### Sent on behalf of President Martin

To: Lyndsay Rhodes, Faculty Senate  
Anna Carlin, Faculty Senate President  
From: Mike Martin  
Re: Logo

This is to acknowledge receipt of your petition regarding the new logo rollout. I will discuss it with University Marketing & Communications, Cabinet and Board of Trustees leadership.

Two observations: First, we are in a region and among neighbors who have been impacted by one of the most severe natural disasters in recent history. The “recovery” will be long-term. Perhaps the Faculty Senate could discuss how faculty, the Senate itself and FGCU can play a significant role in responding to and learning from this disaster. This seems to me a more profound and pressing issue than a debate about a symbol.

Second, across this university, we hire and empower experts to bring their expertise to the institution and those we serve. We hire biologists to teach and do scholarship in biology. We hire law enforcement professionals to protect and secure our campus. We hire plumbers for their plumbing capability, and so on. We respect the decisions and contributions of those with special expertise.

And we hire marketing/brand experts to promote FGCU in the community and beyond. This is how we arrived at a new logo. I hope campus leaders and the faculty will respect each other’s unique expertise and that of those who serve FGCU in other ways.

I certainly hope and trust the Faculty Senate’s focus is on the essence of shared governance as found in FGCU Shared Governance Policy 2.012 B.4 b) Clarity of Roles: “The central role of the faculty in the institution’s teaching research and service programs, including the assessment of the quality of these activities through peer review.” Or as the Collective Bargaining Agreement states, we work together to “promote the quality and effectiveness of education at Florida Gulf Coast University and to maintain high standards of academic excellence in all phases of instruction, scholarship and service.” I’m sure the members of our Faculty Senate are quite familiar with the American Association of University Professors (AAUP)’s definition of “shared governance” and the roles of faculty in it.

One final note, a chat with one of my predecessors indicated that the Faculty Senate played no role in designing the current logo. It was decided and implemented by the leadership of the time. In this current case Maria Roca, founding faculty member, was fully engaged in the process.

Go Eagles!

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Beverly D. Brown  
Director of Operations | Office of the President



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