

MEMORANDUM

To: Board of Regents
From: Board Office
Subject: Name Change of Office of Public Relations,
University of Northern Iowa
Date: October 9, 2000

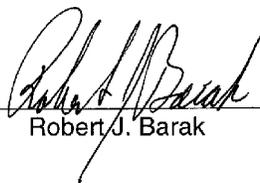
Recommended Action:

Approve request for change in name from Office of Public Relations to Office of University Marketing and Public Relations.

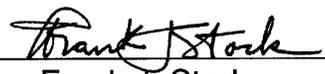
Executive Summary:

The University of Northern Iowa is requesting to change the name of the Office of Public Relations to the Office of University Marketing and Public Relations. With the addition of the new Assistant Vice President for Marketing and Public Relations and the expanding role of the Office, the proposed name better reflects the mission and vision of marketing and public relations at the University.

The proposal has been approved by the Vice President for University Advancement and the University Cabinet. There will be only minor costs associated with this name change.



Robert J. Barak

Approved: 

Frank J. Stork