

To: All Members of the Faculty Senate

Re: Annual Report from the Representative to the University Naming Committee, 2024-25

Date: April 11, 2025

I served as the Faculty Senate Representative to the University Naming Committee in Academic Year 2024-25. The committee was chaired by Philip A. Stamper, Executive Director of Operations in the Office of University Branding, and was composed of fourteen members from across different university offices:

- Sharnnia Artis, Vice President and Chief Diversity Officer, Office for Diversity, Equity, and Inclusion (as then known)
- David Atkins, Executive Director, Brand Development and Licensing, Office of University Branding
- Colby Grant, Director, Administration and Operations, SciTech Campus Executive Office
- Sara Hawes, Director of Operations, Mason Square Administration
- Jessica Hurley, Associate Professor, English and Faculty Senate Representative
- Nance Lucas, Executive Director, Center for the Advancement of Well-Being, College of Humanities and Social Sciences and Chief Well-Being Officer
- Una Murphy, Director of Donor Relations and Stewardship, Office of University Advancement and Alumni Relations
- George Oberle, Director of Center for Mason Legacies, History Librarian University Libraries, and Assistant Professor Department of History and Art History
- Pascal Petter, Associate Vice President, Auxiliary Services and Operations
- Pamela Patterson, Associate Vice President, University Life
- London Poorthunder, Student Government representative
- Philip Stamper, Executive Director of Operations, Office of University Branding (Chair)
- Robert Vay, University Archivist, Special Collections Research, University Libraries
- Tobi Walsh, Assistant Vice President, Capital Strategy and Planning

The Committee met three times in Spring 2025 to discuss the naming of the new Activities Building (currently known as Activities Building), as well as possible future naming opportunities at the RAC expansion. As part of this process, we discussed methods of engagement with stakeholders from communities inside and outside of the university and reached out to several Mason stakeholders for input including Martin Lewis, Assistant Vice President and Director of Intercollegiate Athletics and the constituent group at University Life. In March 2025, we submitted a memo to President Washington proposing that we name the Activities Building The Peak. In April 2025, President Washington responded that he would like to explore further philanthropic activities for naming the building. This is likely to be a year- or multi-year long process. In the meantime, the building will continue to be known as Activities Building.

There are no resolutions or action items to put before the Senate.

Respectfully submitted,

Jessica Hurley

English Department
George Mason University

Appendix:

1. No.
2. We sought input from the President's Office upon completion of our report. The response from the President's office was timely and clear.
3. Since the President's response put a significant delay on any next steps coming from the Committee's work, it would have been useful to have had an understanding of the President's goals at an earlier stage of the process.
4. None (I was not personally involved in any of these communications).