




UNIVERSITY OF FLORIDA

College of Engineering
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February 3, 2005

To: Sheila Dickison
Associate Provost

From: C. R. Abernathy 
Associate Dean for Academic Affairs, College of Engineering

Re: Name Change for the Graduate Engineering Research Center

The College of Engineering maintains a remote campus at Eglin Air Force Base which offers Masters and Doctorate degree programs and courses in Mechanical Engineering, Aerospace Engineering, Electrical and Computer Engineering, and Industrial and Systems Engineering. The faculty at this facility are either adjunct or tenure track in one of the college's departments. The new director of this facility, Dr. Row Rogacki, is in the process of revamping many of the center's programs and processes. As part of this effort, he would like to rename the center from the University of Florida Graduate Engineering Research Center (GERC), to the University of Florida Emerald Coast Research and Engineering Education Facility (REEF). Further justification for this request is given on the following page. This name change is supported by the Dean of the College, and has been approved by the College Curriculum Committee. We now ask for approval by the University Curriculum Committee.

Request to Change Name of a Center/Institute

Over the life of a Center or Institute the need or interest in changing the name may occur. To request such a name change, complete the information below and forward to the Provost's Office PO Box 113175. The name change is contingent upon approval from the Provost.

Center/Institute Original Name:

University of Florida Graduate Engineering and Research Center (GERC)

Proposed New Center/Institute Name:

University of Florida Emerald Coast Research and Engineering Education Facility (REEF)

Brief Explanation for the Name Change:

There are four primary reasons for the name change:

- 1. The current name has been around for thirty years, and it's clear that the name doesn't resonate. There's little evidence of "brand name" recognition except among our closest stakeholders. Otherwise, the campus is anonymous.**
- 2. After speaking with a marketing expert and hundreds of other people, the response is virtually unanimous: the acronym "GERC" is very unappealing!**
- 3. A recent effort to "Rename the GERC" was met with great enthusiasm throughout our local community. Over 120 suggestions were submitted, and the winner was selected by a panel of judges consisting of representatives from the faculty, students, Eglin Air Force Base, the Air Force Office of Scientific Research, and the local Economic Development Council. The judges selected the new name and acronym (REEF) because it is more attractive, and because the new name captures the appeal of our geographic location while highlighting both the research and educational aspects of our mission.**
- 4. Our campus in Shalimar has a significant amount of untapped potential, and we are working with the Dean of the College of Engineering to develop a new business plan to grow our research and educational activities. Changing our name from UFL GERC to UFL REEF gives us a symbolic launching pad to implement our new business plan and a fresh opportunity to improve our effectiveness.**