

**BOARD OF REGENTS
BRIEFING PAPER**

1. AGENDA ITEM TITLE: NSHE Student Logo Design Contest

MEETING DATE: June 7-8, 2018

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

The Nevada System of Higher Education held a student logo design contest for the state's public higher education system to be used as an additional branding tool. The contest was open to current registered undergraduate, graduate, or professional school students attending any of NSHE's eight institutions. Individuals or teams of up to two students were encouraged to submit their original works. Entries were due by Feb. 15, 2018. In April, a selection committee designated by Chancellor Thom Reilly evaluated contest entries based on originality and aesthetic quality and is recommending three finalists to the Board of Regents for selection of the winning entry. The winner will receive a \$2,000 award. The three finalist logos were designed and submitted by:

Vivek Bhardwaj – University of Nevada, Reno
Erwin Carpio – Truckee Meadows Community College
Emily S. Duke – Truckee Meadows Community College

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

The NSHE Student Logo Design Contest Selection Committee requests that the Board of Regents review the three logos selected as finalists by the committee and to choose one logo as the winning submission.

4. IMPETUS (WHY NOW?):

The entry deadline has passed, three finalists have been selected, and the winning entry needs to be chosen in a timely manner.

5. CHECK THE NSHE STRATEGIC PLAN GOAL THAT IS SUPPORTED BY THIS REQUEST:

- Access (Increase participation in post-secondary education)
- Success (Increase student success)
- Close the Achievement Gap (Close the achievement gap among underserved student populations)
- Workforce (Collaboratively address the challenges of the workforce and industry education needs of Nevada)
- Research (Co-develop solutions to the critical issues facing 21st century Nevada and raise the overall research profile)
- Not Applicable to NSHE Strategic Plan Goals

INDICATE HOW THE PROPOSAL SUPPORTS THE SPECIFIC STRATEGIC PLAN GOAL

The new logo will serve to help with marketing for progress on all strategic plan goals.

6. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

7. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

8. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:

9. RECOMMENDATION FROM THE CHANCELLOR'S OFFICE:

10. COMPLIANCE WITH BOARD POLICY:

Logo #1



Logo #2



Logo #3



horizontal



vertical

