

UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

1. **Item:** *E. Cullen Performance Hall Banner (Outdoor)*
2. **Requesting Department:** *University Relations*
3. **Contact Names & Phone Numbers:** *Liz Stephens, 3-8383; Karen Clarke, 3-8335*
4. **Presenter:** *Karen Clarke*
5. **Recommendation/Action:** *Extend the promotion of the institutional banner to remain installed on the exterior of the E. Cullen Performance Hall until May 31, 2013.*

6. Summary:

Last November, the University of Houston received notice that the prominent sports cable network ESPN would be hosting their College GameDay show on the campus grounds. This rare opportunity to promote the university on a national stage prompted the Office of University Relations to submit a request to the Campus Facilities Planning (CFP) Committee, for immediate approval of a '28 x '10 vinyl banner displaying the spirit mark of the interlocking UH, to be temporarily installed for a 30-day period.

Due to the overwhelmingly positive reception from the city, visitors to campus, and the campus community, the CFP Committee granted University Relations permission to extend the display of the UH banner to the end of the spring '12 semester, to be removed no later than Thursday, May 31. In the last year, documented support and admiration of the UH banner has grown exponentially from the above-mentioned groups, which has prompted our department to submit another requisition to extend the promotion of the institutional banner until Friday, May 31, 2013.

7. **Proposed Start Date:** **continuation after May 2012 graduation**
8. **Supporting Documentation Description:**

University Relations

The Office of University Relations develops and provides leadership for the execution of marketing and communication strategies, in support of the university's strategic goals. In addition, providing strategic communications/ marketing planning, advertising, direct marketing and market research for the university.

Vendor

- (Print/Installation/Removal): ABI Digital Solutions
- Dana LaPointe, Account Manager
- 281-701-8855
- www.abidigitalsolutions.com
- "The E. Cullen Performance Hall banner is of high quality, and could last anywhere between 1-3 years based on sun and wind exposure. In 4-6 months, we recommend replacing all zip ties."

Photo of the banner on E. Cullen Performance Hall

