

**Fullerton College**  
**Faculty Senate Student Equity Committee**  
**2012 Recommendation #2**

To: Rolando Sanabria, Faculty Senate President  
Cc: Rajen Vurdien, College President  
From: FC Faculty Senate Student Equity Committee  
Date: November 8, 2012

**Recommendation #2: Campus Signage**

**Rationale:** Campus signage is one of the first images that students, families and the general public have when they are arriving at Fullerton College. We need to provide signage that offers a clear welcome and directional information for everyone to easily reach their destinations. Signage also makes a statement of how the College views campus programs, disciplines, and students. Is campus signage one of importance or obscurity? There is no better time than with the College Centennial approaching to establish our Campus identity with clear signage.

**Background:**

1. The original 2008 Student Equity Plan identified signage as a concern (providing multi-lingual and accessible campus signage).
2. Committee Discussion of March 22, 2012:
  - Use the Centennial Celebration as a stimulus.
    - How is Fullerton College moving into the new century? • What is our Vision?
    - Provide Alumni with an opportunity to help with the signage.
  - Need to reassess how the campus has progressed from the 2008 Equity Plan.
  - Need the banners to come back in the Quad to identify specific information. We had them before the renovation of the 400 building. They need to be kept up-to-date (which was a problem and they need to always hang properly).
  - Possibly get the Graphic Arts Dept./Print Shop to have this as a student project.
  - Have them ready for Fall 2012 (now Fall 2013)
  - We need to look at having an electronic Marquee on the corner of Chapman & Lemon.
  - Have electronic signs at various locations around the campus.
  - Check into the College and District Marketing Plans: we do not see advertising in the media. Need to make FC visible to our community (other colleges & K-12 schools are much more visible).

- Look into "naming" buildings. Even with people who donate for the signage and/or renovations.
- We can do much in small ways that do not necessarily come out of general funds to help students navigate the campus. Let's get something in motion to be ready for Fall 2012 (now Fall 2013).
- Maybe get business to help sponsor a building in putting up signage: i.e. Pearson Publishing Co. for the Math building.
- 900/700 building - possibly get One Stop or other businesses to support the signage for the Discipline area: Automotive, Tech Ed., etc.
- Check the Master Plan to see how signage was addressed and if they took in our original recommendations.

#### **Access to Publicity**

- Inside the campus. Need to have information for the students. Need to work closely with the Associated Students.
- Student Information Walls: Need information areas that are rain/wind protected so clubs and others can make announcements. Make signs easy to read and keep the information walls up-to-date. Possible areas for the new Student Information Walls: 200 building, Library (between the 500 & Library), 1200 building (if there is green space designed outside the Health Center with seating, as well as along the east side of the 400 building the west side of the 1200 building next to the Health Center would be a good location. This would give the Health Center needed exposure as well. The A.S. will look over the campus and come to the next meeting with recommendations for the Student Information Walls (still need a report back).
- 1400 - need signage and seating in the green belt on the west side.
- 2000 need to look at signage and check with the departments.
- Child Development & Educational Studies Department Laboratory School needs signage
- Parking Signs into the Parking Lots identifying what buildings are accessed from those lots.
- the buildings need to have their classrooms/offices renumbered following a logical sequence.

#### **Recommendations:** The Faculty Senate move the following recommendations forward:

1. Electronic signage which would include a Marquee on the corner of Chapman and Lemon and electronic signage at various locations throughout the campus.
2. Creating Student Information Walls
3. Naming the buildings on Campus, as well as re-numbering the buildings and many of the classrooms (there are buildings where the numbering system is makes it difficult to find rooms) - this includes the partnerships with businesses.

4. Directional signage for entering the campus via car and finding the correct parking lot.

**Respectfully submitted by the Faculty Senate Student Equity Committee:**

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Adela López, Faculty/Social Science Division: Ethnic Studies Department  
Carolyn Facer, Faculty/Mathematics & Computer Sciences Division: Math Dept.  
Jose Miranda, Faculty/Technology & Engineering Division: Automotive Dept. (2011-2012)  
Annie Liu, Asian/Pacific Islander Faculty/Staff Association (Humanities Division)  
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Pilar Ellis, Manager of the International Student Center  
Mark Greenhalgh, Dean of Mathematics & Computer Science Division  
Chuck Helms, Classified Representative/Skills Center  
Ricardo Muniz, Student Representative from ICC  
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