

Update and/or create signage, art, and/or murals along Shaw leading up to Fresno State. (Example: Paint a giant mural on the east end of the SMC above the loading dock that says something about 'Welcome to Fresno State!')

CURRENT CHALLENGE:

We need a way to welcome people to campus traveling westbound from Shaw & 41. The Save Mart Center is a big, blank canvas that is not being used. We are missing an opportunity to let all the people who are driving to Yosemite (from Southern California or international locations) know where our campus is and that we have a big, beautiful, new arena in a gorgeous location en route to the mountains. Also, many people still do not know what the Save Mart Center is. SMC employees have personally told me that they still get phone calls asking for the meat or shipping department, and other times people will tell them they thought the building was a warehouse. Additionally, people do not know the SMC is a part of Fresno State's campus, so it's another point of pride we could share. Finally, there is no sign about Fresno State until you get all the way to Maple Ave. when our campus extends to Freeway 41. The "Home of the Bulldogs" text is very small on the building and doesn't necessarily indicate that campus starts there. We are missing a big way of saying, "Hey, this is Fresno State! Welcome to campus!"

PROPOSED SOLUTION:

We should paint a giant mural on the East end of the Save Mart Center above the loading dock that says something about "Welcome to Fresno State!" and possibly has a giant Bulldog. That way, anyone driving along the freeway would see it and know where Fresno State is. The mural could also mention that there are Fresno State sporting events as well as concerts that take place there. The "Home of the Bulldogs" wording is easy to miss as it is now and doesn't really tell people that it's used for sports and events. This would be a fun project because we could turn it into a campus-wide, city-wide, or alumni-wide competition asking for design proposals. By posting it on social media and alerting the media about the competition, we'd also be able to spread the word about what exactly the SMC is and that it's part of our campus. We could also get input from faculty and staff about what exactly it should say, and we could feature our art experts (professors and students), as well as graphic designers, in creating or judging designs. It's a fun way to build Fresno State pride while welcoming visitors and future students.

BENEFITS TO FRESNO STATE:

This is a real opportunity to share our points of pride and let the community know about the great things happening at Fresno State. First, it sets a welcoming tone when visitors arrive and lets them know they've made it to campus and that the Save Mart Center is a part of Fresno State. Secondly, it lets the thousands or millions of people driving by on the freeway know where Fresno State is, that we have beautiful buildings, and a central location. Third, it lets the community know what the Save Mart Center is and offers. Fourth, it spreads Bulldog pride in the Valley, which is always important to University support and fundraising. Fifth, a competition on social media and promotion through traditional media would raise awareness of the University having such an asset on campus and what the venue does. Sixth, we could highlight our own art experts in creating and judging designs. Seventh, it's a perfect project for a team to work on in deciding what input we need in the design, spreading the word of the competition, gathering designs, and getting funding for the mural.

ADDITIONAL INFORMATION: