



THE UNIVERSITY OF MICHIGAN

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MEMORANDUM

TO: President Mary Sue Coleman
FROM: Jim Duderstadt
SUBJECT: Naming of the Media Union

Both Anne and I are deeply honored to have our service to the University recognized by the naming of a building (the Media Union). We are very grateful to you and the Board of Regents for this honor.

In reviewing both University traditions in naming buildings for earlier presidents and discussing the matter with the retired University Planner Fred Mayer and the members of the Provost's staff responsible for the facility, we believe the most appropriate name would be:

the James and Anne Duderstadt Center

(shortened to simply the "Duderstadt Center" on signage). Actually, the building was first conceived of and originally named a "center" (the Integrated Instructional Technology Center) to recognize its multipurpose function. This name would allow the University to continue to identify the building's current role in housing the North Campus Library, the Media Union, and other activities such as performance studios. The title "center" would provide a flexible name that could accommodate future changes in the use of the building and seems consistent with other uses of the term on the campus (including the adjacent Chrysler Center on the North Campus). The University Planner, Media Union, and North Campus Library staffs are supportive of this approach.

November would a good month for a dedication from our viewpoint, since we can easily arrange our commitments to accommodate your calendar and those of the Regents. I might note that this fall also marks our 35th year since arriving at Michigan in 1968 (a fact suggesting a character flaw of immobility as much as it does institutional loyalty).

Thanks again for your effort on this matter, as well as your thoughtful consideration and support of our current roles in the University community. You have made us feel very honored by an institution that has been a very important part of our lives.

JJD:mm