



Item: VI. a.

Tuesday, January 26, 2016

SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS

PROPOSED BOARD ACTION

Approve the Naming of a University Element at FAU College of Engineering and Computer Science.

BACKGROUND INFORMATION

The FAU College of Engineering and Computer Science was established in 1964 with a degree program in ocean engineering, the first of its kind in the nation. As the College has grown to encompass three academic departments and nine technical disciplines, innovation has been a defining characteristic, as exemplified in 2011 when the College opened the first higher education academic building in the State of Florida designed and built to LEED® (Leadership in Energy and Environmental Design) Platinum level standards.

The College has forged a partnership with a similarly innovative Palm Beach County-based company, Bidtellect®. Bidtellect is a global leader in Native Advertising technologies and solutions. Native Advertising is a rapidly expanding segment of digital advertising that creates ads that are so consistent with the content, design, and platform behavior of a webpage that the viewer simply feels they belong on the page. The Bidtellect platform - built from the ground up to accommodate the unique challenges associated with delivery of targeted Native ads across all devices and in all formats -- offers advertisers, agencies and media companies a unique and powerful toolset for Native ad planning, buying, selling and overall management on a single platform.

ACTION REQUESTED

Bidtellect has pledged \$300,000 to support the College. In honor of their generosity, the College is requesting to name a laboratory in the Engineering East Building the "Bidtellect Laboratory." Proceeds from the gift will allow the College to develop and establish curriculum, facilitate laboratory improvements, and provide an annual award to the top Bidtellect Laboratory researcher.

IMPLEMENTATION PLAN/DATE

May-July 2016: Set up the Bidtellect Laboratory with hardware and software equipment so it is fully functional for Academic Year 2016-2017.

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