



FLORIDA ATLANTIC UNIVERSITY

Board of Trustees

Item: VI: c. iv.

Date: Tuesday, August 13, 2024

SUBJECT: APPROVAL OF NAMING UNIVERSITY ELEMENTS

PROPOSED Board ACTION

Approve the naming of the Department of Marketing Office 201, in Fleming Hall (Bldg.24) within the College of Business. The proposed name of the Department of Marketing Office 201, in Fleming Hall (Bldg.24) within the College of Business, will be the “Dr. Eric Shaw Department of Marketing Office”.

BACKGROUND INFORMATION

Donation:

Dr. Eric Shaw has committed nearly \$3,000,000 to FAU, with \$1,480,000 of his estate gift being pledged to fund the Dr. Eric H. Shaw Distinguished Professor of Marketing in the College of Business and the remainder supporting different excellence awards for students. Most of these student excellence awards are already being awarded annually as Dr. Shaw provides a portion of his gift during his lifetime to support the awards. Dr. Shaw’s commitment to excellence in academic achievement is apparent in everything he has given to FAU. His gifts celebrate and elevate outstanding achievement.

Gift Purpose:

The purpose of the portion of his gift being given to the College of Business is to provide financial support for the Dean to supplement and elevate the marketing chair position, which provides the distinguished professor with additional time to mentor faculty, and with a distinguished title to reward excellence.

During his early years as a junior faculty member at FAU, Eugene and Christine Lynn established an Eminent Scholar's Chair in Business, and this chair happened to be a marketing professor. The eminent scholar's role was to mentor junior faculty, and this experience early in Dr. Shaw's career vastly improved his abilities as a teacher and researcher, as well as creating opportunities he would not otherwise have had. Because of this experience Dr. Shaw recognized that excellent students require excellent teachers, and the university requires excellent researchers. Creating a Distinguished Professorship in Marketing will provide a valuable resource devoted to mentoring faculty and creating excellence in the department, which was home to the donor for half a century.

In recognition of Dr. Shaw's giving, we wish to recognize his extraordinary philanthropy by naming the office he occupied for most of his career at FAU the Dr. Eric Shaw Department of Marketing Office.

Donor's Background:

Eric H. Shaw, Ph.D. is both an alum of Florida Atlantic University and Emeritus Professor of Marketing for FAU's College of Business. He earned a B.B.A. (1972) and an MBA (1973) in Marketing from FAU. He went on to earn a Ph.D. in Marketing and Business Administration from Temple University in 1980. Dr. Shaw taught marketing at Rutgers University and the University of Miami before returning to FAU in 1982. He taught undergraduate, MBA, and doctoral courses in marketing, and he chaired the Marketing Department of FAU's College of Business. He retired in July 2014.

Dr. Shaw has served on the FAU Foundation Board and the FAU Alumni Association Board. He has received several awards from FAU including the inaugural Board of Trustees Chair's Medal (2023), President's Talon Award (2022), President's Leadership Award (2014), Faculty Talon Award (2006), and FAU Alumni Association's Hall of Fame (1986). He served five years (2009-2013) as the Faculty Athletics Representative to the NCAA and has remained an avid Owl fan.

FISCAL IMPLICATIONS

Cost of signage and installation – TBD

IMPLEMENTATION PLAN/DATE

Implementation date is to be determined.

Presented by: David Green

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