September 22, 2015

To: Dean Van Galen, Chancellor  
116 North Hall  
University of Wisconsin-River Falls

From: James Graham, Chair /mp  
Faculty Senate  
University of Wisconsin-River Falls

Re: UWRF Faculty Senate Motion 2015-16/15

The following motion was approved unanimously by the Faculty Senate on September 16, 2015:

A motion from the Executive Committee to support the following Resolution on naming the new roadway associated with the Falcon Center:

UW-River Falls Faculty Senate Resolution in Support of Naming

The Falcon Center Roadway “Dr. Emogene Nelson Avenue”

With the construction of the Falcon Center at the University of Wisconsin-River Falls, it will be necessary to name the roadway leading from South Main Street through the Falcon Center site to South Sixth Street. Whereas the naming of University facilities is “done to honor a person or entity that has had a significant impact on the history, tradition and success of the University of Wisconsin-River Falls” (Campus Naming Policy (AP-010402)), the Faculty Senate supports the following resolution:

Whereas the current Emogene Nelson Building is scheduled to be demolished after the Falcon Center is complete, the campus is responsible for naming a facility on campus in her honor in order to memorialize the name;

And whereas Emogene Nelson earned her rural education degree in 1944 on the River Falls Normal campus where she was an “R” winner in the Women’s Recreation Association—the forerunner of women’s intercollegiate sports;
And whereas Dr. Nelson joined the faculty at River Falls in 1959 and dedicated the majority of her professional life to River Falls until her untimely death from cancer on August 15, 1984;

And whereas Dr. Nelson provided visionary leadership in many capacities, including being the first Executive Secretary of the Wisconsin Women’s Intercollegiate Athletic Conference; Chair of the Physical Education Department from 1970-73; Assistant to the Vice Chancellor for Academic Affairs after 1973; served on several committees in the UW System; president of the Wisconsin Association for Health, Physical Education and Recreation; served on the Faculty Senate for five years; and advised the Women’s Recreation Association;

And whereas Dr. Nelson coached women’s basketball, track, and softball;

And whereas Dr. Nelson was named UW-River Falls Distinguished Teacher in 1976, received the Distinguished Alumna Award in 1982, became the first woman named to the UWRF Athletic Hall of Fame in 1983, and was recently named to the 2015 Wisconsin Intercollegiate Athletic Conference Hall of Fame;

And whereas the Falcon Center is a collaborative building project among academics, athletics and recreation;

And whereas Dr. Nelson was an advocate for competitive athletics and recreational opportunities, and a distinguished academician;

Therefore be it resolved that the Faculty Senate of UW-River Falls, on this day of September 16, 2015, hereby recommends to Chancellor Van Galen that the roadway be named Dr. Emogene Nelson Avenue in order to memorialize her legacy and to honor her work and significant impact on academics, athletics and recreation at UW-River Falls.