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**UNIVERSITY OF ILLINOIS  
URBANA-CHAMPAIGN SENATE  
Senate Committee on Educational Policy  
(Final; Information)**

EP.17.54      Report on the Proposed Naming of the of the Siebel Center for Design Building

On October 4, 2016, the Thomas and Stacey Siebel Foundation and the University of Illinois at Urbana-Champaign announced to the Campus a \$25 million lead gift to design and construct the new Design Center at the University of Illinois at Urbana-Champaign. The remainder of the funding for the \$48 million project will come from institutional funds. This two-level building is to be located in the heart of campus, along the Military Axis, between Huff Hall and the Art and Design Building. The site for the new Design Center is symbolic in that it unites the north and south campuses, intends to cultivate and maximize opportunities for interaction through undergraduate and graduate curricula in multiple colleges and through its flexible collaboration studios and open gathering and meeting areas, facilitates problem-solving, immersion, making and doing. Groundbreaking is planned for the summer of 2017.

Tom Siebel has established himself as one of the world's leading innovators by refusing to be limited by disciplinary boundaries. He leads by example, showing that a multidisciplinary approach to design thinking can create unlimited opportunities. While other universities' design activities have tended to focus disciplinarily in mechanical engineering or industrial design, Thomas Siebel brings a vision for the University of Illinois at Urbana-Champaign that cultivates design thinking and design learning in all of our students, fundamentally changing the residential campus experience and redefining the role of a land grant university in the 21st century. The Center will accomplish this by focusing and enhancing the existing activities in design thinking at Illinois, serving as the hub of a campus-wide design network focused on addressing our world's most pressing challenges. It will not offer independent degree programs, but will catalyze and support curricular and degree offerings in the colleges, schools and departments of the university. In recognition of the Siebels' generous gift to the University and to memorialize this innovative facility on the Urbana-Champaign campus, the Office of the Provost at the University of Illinois at Urbana-Champaign requests that the new Design Center building be named the Siebel Center for Design.

At the January 30, 2017 meeting of the Senate Committee on Educational Policy (EPC), the Committee discussed the above proposed building name. The EPC suggests changing the name from "Siebel Center for Design" to "Siebel Design Center". With both the proposed Siebel Center for Design and the current Thomas M. Siebel Center for Computer Science potentially referred to as "Siebel Center", the Committee expressed concern that students might confuse the two Centers.

**SENATE COMMITTEE ON EDUCATIONAL POLICY**

Bettina Francis, Chair

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

Office of the Chancellor

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



Date: January 27, 2017

To: Jenny Roether  
Senate Clerk

From: Michael DeLorenzo   
Associate Chancellor *on behalf of Chancellor Jones.*

Re: Naming of Siebel Center for Design building

On behalf of Chancellor Robert Jones, I am forwarding the attached transmittal of approval from CCRC for the naming of the Siebel Center for Design building. This information will need review by the Education Policy Committee.

*The following is sent on behalf of Helen Coleman.*

Dear Chancellor Jones,

In accordance with the charge to the 2016-2017 Chancellor's Capital Review Committee to advise on the acceptance of facility naming/renaming requests, the Committee has reviewed and submits the following recommendation for your consideration:

- Rename the Design Center to "**Siebel Center for Design**".

**Design Center Naming –**

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Please let me know if you have any questions or if there is any further information I can provide.

Thank you,

Helen J. Coleman, LEED AP  
Interim Executive Director of Facilities & Services