Goals for Branding workgroup accomplished 2020-2021 Academic Year:

- Placed historical marker at Jones Hall where the office of Dr. Miriam DeCosta Sugarmon, the first Black faculty member, was located.
  
a. President Rudd, administrators, faculty, staff, students, legislators, alumni and family participated in the marker ceremony, December 14, 2021

  (per Board of Trustees approval on December 2).

Marker Copy:

*A Phi Beta Kappa graduate of Wellesley College, later earning her MA and PhD degrees from Johns Hopkins University, Miriam DeCosta Sugarmon was denied entrance to then Memphis State University in 1957. In 1966, she became the first Black professor at the University where she taught Spanish, was the advisor to the Black Student Association, and helped organize the Faculty Forum.*

- Rename the Alumni Mall to the Luther C. McClellan Alumni Mall in honor of our first African American graduate.
  
a. McClellan was one of the Memphis State Eight and was the first African American to graduate from the UofM, earning his Bachelor of Science degree in mathematics in 1962. A historical marker will be dedicated in his honor. All signage, campus maps and related collateral will be designed.

- Named the University Center the Maxine A. Smith University Center.
  
a. In 1957, Smith was denied admission to pursue graduate studies at the University of Memphis because she was African American. Among her many notable efforts, Smith went on to become involved with the NAACP where she was executive secretary; assisted in desegregating Memphis public schools; served on the Memphis Sanitation Strike committee and was the first African American elected to the Memphis City Board of Education, later being appointed by Governor McWherter to the Tennessee Board of Regents which served as the governing body for many public colleges and universities across Tennessee including the UofM. She was awarded an honorary doctorate from the University of Memphis in 2010.