MOTION:

That the name of the UWM School of the Arts be changed to the UWM Milton and Lillian Peck School of the Arts.

RATIONALE:

Mr. and Mrs. Bernard Peck have very generously pledged three million dollars on behalf of the Milton and Lillian Peck Foundation for the acquisition of the Temple Emanu-el B'ne Jeshurun building. Their pledge is the largest gift ever received by the UWM Foundation and will enable the School of the Arts to finally realize its long awaited goal of securing a large concert hall on campus. One of the stipulations of the pledge agreement is that "the name of the University of Wisconsin-Milwaukee (UWM) School of the Arts is to be thereafter known as the University of Wisconsin-Milwaukee Milton and Lillian Peck School of the Arts and/or contemporaneously as the UWM "Peck School of the Arts."

The gift from the Peck Foundation is immensely important to UWM and to the School of the Arts and its faculty, staff, and students. This gift accounts for over 65% of the purchase price of the Temple Emanu-el B'ne Jeshurun building. Since an agreement to name the building had already been granted to another generous donor, the opportunity to name the School of the Arts was offered to the Pecks in exchange for their sizable donation and was accepted. Our approval of the name change to the Peck School of the Arts will ensure that this condition of the pledge agreement is fulfilled, but it is also an opportunity to publicly acknowledge and thank the Peck Foundation for its contribution to UWM. Additionally, it is a significant honor that the School of the Arts will bear the name of a family which has contributed so much to improving education and culture in the greater Milwaukee community.