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## UTEP Centennial Newsletter

UTEP 2014 Commission

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THE UNIVERSITY OF TEXAS AT EL PASO

# CENTENNIAL CELEBRATION

MAY 2013



## Message from President Natalicio

I invite you to join us as we celebrate together the inspiring history of UTEP's first 100 years and the exciting future that awaits all of us as we stride confidently into UTEP's second century of distinguished service to this U.S.-Mexico border region.

During the celebration we will reflect on our 100-year journey from the Texas State School of Mines, through the College of Mines and Texas Western College, to today's proudly transformed UTEP. But our Centennial will also be an opportunity to look ahead toward the next leg of this journey, as we launch the second century of UTEP's service to this region, and continue the confident pursuit of our vision to become the first national research university with a 21st century student demographic.

We have invested more than dollars in this University; we have invested our lives. We care more than anyone else possibly can about what happens here. Believe in yourself; believe in your dreams; believe in UTEP.

Go Miners!

Diana Natalicio  
President

## Message from the 2014 Commission Co-Chairs

What a great time to be a Miner! September 23, 2014, will mark 100 years since the Texas State School of Mines and Metallurgy first opened its doors. On the eve of our Centennial Celebration, *Washington Monthly* magazine ranked UTEP #12 overall and #1 among all U.S. research universities in fostering student social mobility. It is clearly the right time to celebrate UTEP's past and its present position as one of the most relevant and exciting universities in the United States today.

For the past several years, members of the 2014 Commission have worked diligently to design a celebration worthy of UTEP's distinguished history. They met together to brainstorm and discuss hundreds of ideas. They prepared formal recommendations for events, keepsakes and publications, marketing, and outreach. Their recommendations guide the implementation efforts of hundreds of UTEP staff, students, and faculty who are working with various groups throughout the community to carry out this exciting celebration. We thank all who have had a hand in the planning and all who will take part over the next several months as the celebration unfolds.

Laura Tate Goldman  
Co-Chair

Edward Escudero  
Co-Chair

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# SIGNATURE EVENTS AND ACTIVITIES

*The shape of the Centennial Celebration parallels the history of UTEP's founding. In 1913, the Texas Legislature passed a bill authorizing the creation of a mining school in El Paso if the citizens of the city could get the school up and running. In April 1914, the El Paso Chamber of Commerce announced that it had secured \$50,000, enough to purchase a struggling military prep school and reopen it as the mining school. On September 23, 1914, classes began at the Texas State School of Mines and Metallurgy. One hundred years later, our Centennial Celebration will pay tribute to the state leaders, community members, and campus family who brought the school into being and contributed to its success over the past century.*

## 1. ANNIVERSARY OF THE FIRST DAY OF CLASS

September 23, 2014, will mark 100 years since the opening of the Texas State School of Mines and Metallurgy to 27 students who enrolled from across the country and from Mexico. The celebration day will feature community service in the morning, a special convocation ceremony in the afternoon, and a campus street festival in the evening.  
**Event Date: September 23, 2014**

## 2. CAMPUS OPEN HOUSE

One hundred years after the El Paso Chamber of Commerce guaranteed funds for the school, we will invite everyone to campus to witness the impact a century can make. During a weekend open house, UTEP's internationally renowned faculty and talented staff will freely share their expertise on a wide variety of exciting topics. Special events will express our appreciation to civic leaders, descendants of the founders, and community partners.  
**Event Date: April 2014**



## ▲ 3. CENTENNIAL PLAZA

Perhaps the most enduring legacy of the celebration will be the transformation of our campus. A new Centennial Plaza will make the heart of the campus into a large outdoor area reminiscent of urban plazas located across the Paso del Norte region where residents congregate and celebrate life. The plaza will showcase a beautiful, hand-carved and hand-painted *lhakhang*, a gift from the Kingdom of Bhutan to the people of the United States and entrusted to the University's care. The new plaza unites all of the important elements of UTEP's essence by placing students first, carving our history into stone on the oval timeline, showcasing our connection to Bhutan through the *lhakhang*, and connecting us more responsibly to our natural environment.

The Centennial Plaza is the first of several Campus Transformation projects that will redesign the campus interior to create an appealing campus climate that will enhance student recruitment and retention and knit the campus together into a unique and memorable public landscape. The University has commissioned two award-winning Texas firms to design the projects—San Antonio's Lake/Flato Architects and Ten Eyck Landscape Architects of Austin.  
**Opening Date: August 2014**



## ▲ 4. OPERA BHUTAN: HANDEL'S ACIS AND GALATEA

UTEP's uniquely global heritage will be celebrated with the creation of a new, original international cultural performance, a modern retelling of George F. Handel's "Acis and Galatea" opera about true love, personal transformation, transcendence and triumph. UTEP students and faculty will join with dancers from Bhutan's Royal Academy of Performing Arts and globally acclaimed artists in an unprecedented undertaking that fuses Greek mythology, Western opera, Eastern musical storytelling, Bhutanese symbolism, and outdoor theater.

In collaboration with the Royal Government of Bhutan and El Paso Opera, the world premiere will occur in Bhutan in the fall of 2013 on the eve of the wedding anniversary of Bhutan's king and queen. UTEP alumni and friends are invited to witness the event as part of a once-in-a-lifetime tour of the Himalayan kingdom. The American premiere will occur in the fall of 2014 on the new Centennial Plaza.  
**Sneak Preview Date: August 24, 2013 (in El Paso)**  
**World Premiere Date: October 12, 2013 (in Bhutan)**  
**Western Debut Date: Fall 2014 (in El Paso)**



## ▲ 5. CENTENNIAL LECTURE SERIES

The Centennial Lecture Series invites noteworthy speakers to the UTEP campus to share their perspectives on a broad range of contemporary issues that are likely to impact our society, culture, and lives in the years ahead. Speakers come from a variety of professional backgrounds and bring a range of expertise to bear on these timely topics.  
**Event Date: ongoing since October 2011**





**▲ 6. CENTENNIAL STORIES**

Over the past 100 years, thousands of people have passed through the doors of the school now known as The University of Texas at El Paso. The Centennial Stories project aims to record, preserve, and share the stories of UTEP's students, staff, faculty, alumni, and friends. We want to hear about your experiences, memories, and dreams. All collected stories will be preserved in the University Library. We will also share many stories during the Centennial Celebration online, in exhibits, and in published materials.

Delivery Date: ongoing since 2012

Submit a Story: [centennialstories@utep.edu](mailto:centennialstories@utep.edu)

**7. CENTENNIAL CAMPAIGN FOR UTEP**

The most ambitious fundraising effort in the University's history will help UTEP build for the future by providing access to excellent educational opportunities now and throughout the next century. The Centennial Campaign complements the celebration of UTEP's first 100 years by supporting faculty and students, sponsoring Opera Bhutan, and leaving a legacy on the Centennial Plaza. The goal is to raise \$200 million by December 31, 2014.

Closing Gala Date: November 2014

Campaign End Date: December 31, 2014



**▲ 8. UTEP DAY IN AUSTIN**

In 1913, Texas Governor O. B. Colquitt signed S. B. 183 (1913), authorizing the creation of the Texas State School of Mines and Metallurgy. Exactly 100 years later, in 2013, UTEP alumni filled the capitol to express thanks and share UTEP's vision for the future of higher education in Texas and the nation. President Natalicio addressed a gathering of legislators and staff, members of El Paso's delegation read congratulatory resolutions in the House and Senate, and 60 Alumni Ambassadors from around the state visited the office of every legislator to talk about UTEP's past successes and current legislative priorities.

Event Date: April 16, 2013

**SAVE THESE DATES**

**2013**

- July 13, Alumni PICK-NIC
- Aug. 24, Special Preview of Opera Bhutan (in El Paso)
- Aug. 25, New Miner Convocation
- Sept. 23, 100-day Countdown begins
- Sept. 30-Oct. 5, Homecoming Week
- Oct. 6-14, Exclusive UTEP Tour of Bhutan
- Oct. 12, Opera Bhutan (in Bhutan)
- Dec. 31, Orange New Year's Eve

**2014**

- March 14, TCM Day campus-wide
- April, Campus Open House
- May 17, Spring Commencement
- July 12, Alumni PICK-NIC
- August, Centennial Plaza complete
- Aug. 24, New Miner Convocation
- Sept. 5, Minerpalooza
- Sept. 23, 100th Anniversary Celebration
- Fall, Opera Bhutan (in El Paso)
- Fall, Homecoming Week
- Dec. 20, Winter Commencement

# KEEPSAKES

A host of Centennial keepsakes, collectibles, and memorabilia will be available throughout the Centennial Celebration at individual events and in the new Welcome Center located in the Centennial Museum.

## FOOD AND DRINK

**CENTENNIAL WINE:** Two wines, a red and a white, have been vinted by the Miner Winery of Napa Valley, Calif. Both will be available for purchase online and are sponsored by the UTEP Alumni Association.

**CENTENARIO SALSA PRODUCT LINE:** A salsa, chile con queso, bean dip, and sour cream dip mix capture the distinctive flavors of the borderlands and of UTEP's unique history. The products are officially licensed and manufactured by Desert Pepper Trading Company.

**LIMITED EDITION COCA-COLA BOTTLES:** Eight-ounce glass bottles will carry the official Centennial Logo and be packaged in a commemorative six-pack.

**BOTTLED WATER:** Campus bottled water will sport newly designed Centennial labels.

## COMMEMORATIVE

**COMMENCEMENT:** Members of the class of 2014 will receive special diplomas and wear special stoles and medallions during commencement ceremonies in May and December.

**PROGRAMS:** The printed programs for events will become collector's items with the inclusion of commemorative material. Student artwork designed especially for the Centennial Celebration will grace many of the covers.

**PHOTOGRAPHS:** Iconic images of UTEP will be made available on postcards, as posters for framing, and on a 2014 wall calendar that identifies Centennial events and activities.

**TOTES:** Recyclable totes with UTEP images will be distributed to guests at the Junior League of El Paso's Christmas Fair 2013. Additional designs will be available in the Welcome Center gift shop.

**COLLECTIBLES:** Lapel pins, magnets, Christmas ornaments, jewelry, key chains, silicone wristbands, bookmarks and many other UTEP branded items will be sold in the Centennial Welcome Center gift shop.

**COASTER SET:** Six mandalas from the walls of campus buildings inspired the design of these attractive coaster sets. Each coaster bears a different fact on the reverse side.

**RINGTONES:** The fight song, alma mater, and other Miner music may be downloaded to a smartphone from the Centennial website.

## APPAREL

T-shirts, ties, scarves, and vintage clothing will be available in the Welcome Center gift shop and other retail stores.



Centennial Wine



Commemorative Programs

# PUBLICATIONS

Several new publications are being prepared especially for the Centennial Celebration. They trace UTEP's past, showcase current strengths, and increase pride in all things Miner.

## PRINT PUBLICATIONS

**COLLECTOR'S EDITIONS:** A six-part Centennial Series in the *UTEP Magazine*, a special edition of *The Prospector*, commemorative programs at Commencement ceremonies and Opera Bhutan performances will be produced.

**PAMPHLET SERIES:** New pamphlets outline UTEP's historical development, present successes, impact on the economy and community, and heritage through food.

**COMMEMORATIVE BOOK:** A handsome volume will be filled with pictures and stories of the people, places, and dreams that made UTEP's first century possible.

**CAMPUS TOUR MATERIALS:** A self-guided walking tour combined with colorful, themed inserts will point out all of the exciting places and stories on campus.

## DIGITAL PUBLICATIONS

**DOCUMENTARY VIDEO:** Henry "Hank" Cohen, UTEP alumnus and 2010 Distinguished Alumni Award recipient, is preparing a documentary as a special tribute and gift to his alma mater.

**ONLINE ENCYCLOPEDIA:** For a one-stop site for everything about UTEP, visit [encyclopedia.utep.edu](http://encyclopedia.utep.edu).

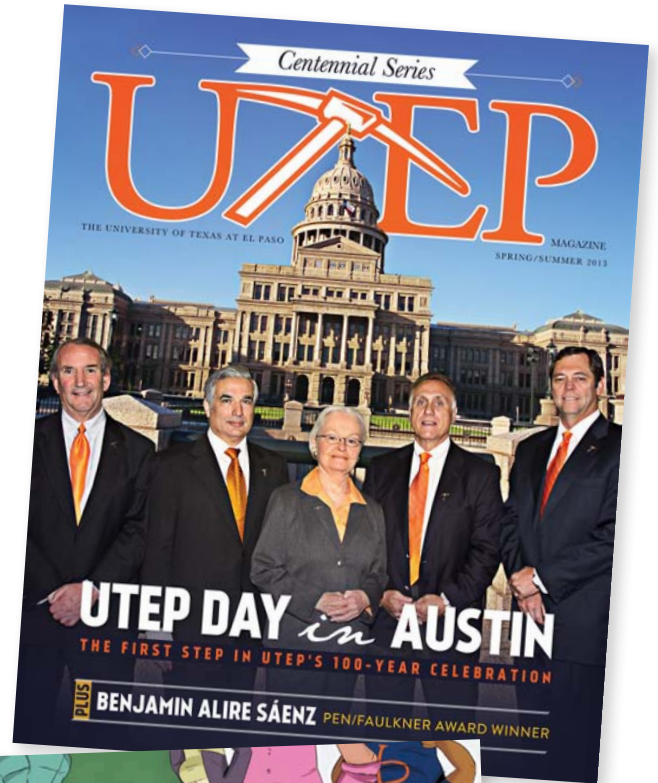
**DIGITIZED RECORDS:** Issues of *The Prospector* (the student newspaper) and the *Flowsheets* (the yearbooks) along with the pamphlet series and books about UTEP's history will be available online.

## FOR FUTURE MINERS

**COMIC BOOK:** UTEP graphic design student Adan Contreras wrote a comic book to illustrate the life lessons encountered while growing up in college.

**ACTIVITY BOOK:** A new book for younger children will help lay an early foundation of Miner pride through UTEP-themed games and activities.

Collectors Editions



Comic Book



# MARKETING

An integrated plan for marketing and communication will help foster pride in UTEP's accomplishments, showcase the academic vitality of the University, and solidify UTEP's national reputation for providing access to excellence.

## COUNTDOWN CAMPAIGN

A 100-day countdown to UTEP's Centennial Year will begin on Sept. 23, 2013 – the 99th anniversary of the school's opening. We will invite the entire Miner Nation to ring in UTEP's Centennial Year by painting New Year's Eve parties orange across the globe.

## ADVERTISING

**BANNERS AND BILLBOARDS:** New banners for street poles will go up on campus and city streets, point-of-sale banners will appear in business offices and lobbies, and UTEP will have a presence on outdoor and digital billboards.

**COMMERCIALS:** A series of television announcements prepared in collaboration with the Laster Group will air locally; the community's public radio station, KTEP, is also preparing a series of spots.

**PRINT:** Advertisements and editorials will be placed in *Texas Monthly*, *Inside Higher Education*, and other national, state, and local media.

**MARKETING COLLATERAL:** A variety of materials will be created, including table tents, tray liners, patches for clothing, pick pins, flyers, and posters. The Centennial will also have a presence in the El Paso Airport.

## PUBLIC RELATIONS

**MEDIA KIT:** UTEP-branded folders stuffed with pertinent information and gifts will be distributed with Centennial pencil cups and orange ink pens.

**PRESS RELEASES:** Will be prepared for every major Centennial event.

**STORY SERIES:** Will appear weekly throughout 2014 in the *El Paso Times*.

**GUEST SPEAKERS:** Will be available for all community and civic events to discuss UTEP's mission, accomplishments, history, and Centennial Celebration.

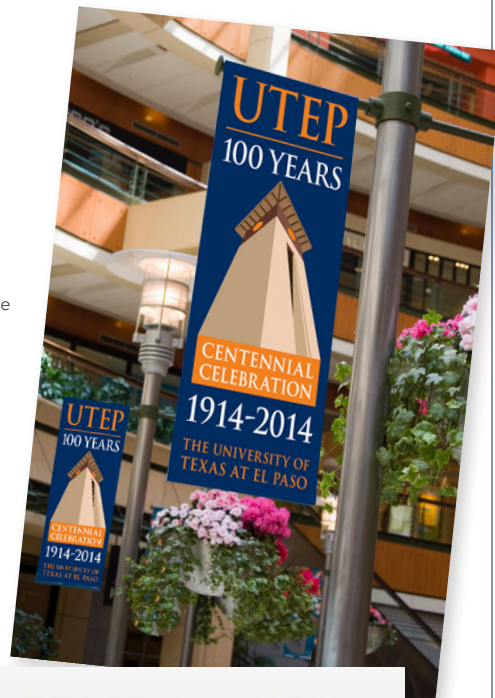
## ELECTRONIC MEDIA

**WEBSITE:** UTEP100years.com is the source for everything Centennial. Find out how to join the celebration, explore history, and stay in touch.

**SOCIAL MEDIA:** Use of YouTube, Facebook, Twitter, and Pinterest will be integrated; follow along at transformations.utep.edu.

**CAMPUS MEDIA:** Use of campus blast email, electronic newsletters, and stories on UTEPNews.com will be integrated.

Street pole banners



Media Kit



UTEP100years.com

# OUTREACH

UTEP's Centennial Celebration is for everyone—students, faculty, staff, alumni, and friends in El Paso and around the globe. We invite all to participate in every way possible.

## COME TO CAMPUS

**WELCOME CENTER:** The main floor of the Centennial Museum will be transformed into a Welcome Center complete with exhibits, a theater, and a gift shop stocked with UTEP Centennial items.

**CAMPUS TOURS:** A series of themed walking tours will showcase UTEP's history, architecture, culture, student life, and public art.

**EXHIBITS:** In addition to permanent and rotating exhibits in the Centennial Museum Welcome Center, Centennial exhibits will go on display in the Rubin Center, Union Gallery, and University Library.

## STAY WHERE YOU ARE

**ALUMNI PICK-NIC:** A new tradition hosted by alumni chapters around the world during the month of July.

**ORANGE FRIDAYS:** Take the tradition to your workplace and wear orange every Friday.

**ALUMNI DIRECTORY:** Find out about all of your friends in the new edition of the UTEP Alumni directory.

**SHARE YOUR STORY:** Tell your special UTEP story by submitting to [centennialstories@utep.edu](mailto:centennialstories@utep.edu).

**CAMPAIGN FOR UTEP:** Donate to UTEP's next century of success at [UTEP100years.com](http://UTEP100years.com).

**UTEP, THE GAME:** Play this new video game that requires knowledge of UTEP history to thwart Pistol Pete's menacing plot to erase it.

## COMMUNITY ACTIVITIES

In order for the Centennial to reach all members of the Paso del Norte community, we invite community groups and organizations to join the Celebration and wish UTEP a happy 100th anniversary. Contact the Centennial Office to find out how your business, club, or organization can connect your activities with Centennial activities.

## CAMPUS ACTIVITIES

The routine events of university life—Commencement, Convocation, Homecoming, and Minerpalooza—will be enhanced with Centennial themes. We will acknowledge many campus milestones, such as the anniversaries of the Sun Bowl Stadium (50th), MBA program (40th), University Library (30th), Dinner Theatre (30th), and Rubin Center (10th). We invite campus offices, units, and divisions to contact the Centennial Office to find out how to connect routine events and activities to Centennial calendaring and promotion.



Welcome Center in the Centennial Museum



Alumni PICK-NIC

## CONTACT US

Centennial Office, ADM 403  
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# MEMBERS OF THE 2014 COMMISSION

*Planning for the Centennial Celebration has been directed by the 2014 Commission, a group of 100 alumni, friends, and campus leaders. Early on, Commission members were organized into planning committees for events, outreach, marketing, and keepsakes and publications. Now, every member serves as a special community outreach ambassador for UTEP's Centennial Celebration.*

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 Edward Escudero, Co-Chair  
 Laura Tate Goldman, Co-Chair  
 Cynthia Aboud, Events Chair  
 Richard A. Castro, Outreach Chair  
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 Suzanne Ramos, Keepsakes  
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