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## USU Moab Historical Timeline

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## USU Moab Historical Timeline

Steve Hawks & Lianna Etchberger, April 2022

- 1967-69 In response to requests from Moab community leaders, Utah State University (USU) begins to offer classes in Moab using “flying professors” from Logan and local instructors utilizing high school classrooms in the evenings. Classes soon expanded to a small building on the southeast corner of Main Street and Uranium Avenue, near City Market where the Radcliffe Hotel now stands.
- 1969 Ongoing legislative funding is obtained to establish the Southeast Utah Center for Continuing Education (SUCCE). USU degree programs in Business, Psychology, and Education are put in place, primarily taught by flying professors from the Logan campus. Early marketing slogan: We put the “succe” in success!
- 1990s Electronic delivery of classes begins to be explored.
- 1995 The Ray and Ruth Holyoak Family Living Trust donates a 20-acre parcel of land south of Moab to USU for the future development of a USU Moab campus.
- 1997 USU partners with the Utah Education Network (UEN) to install and implement a statewide satellite system for instructional delivery.
- 2005 USU purchases its first building in Moab at 125 W 200 S (West building).
- 2007 USU and UEN switch from satellite to state-of-the-art interactive video conferencing (IVC) technologies that are internet based. IVC courses allow students to have real-time, ‘virtual’ classroom experiences with interactive audio and video signals.
- 2010 USU and the College of Eastern Utah (CEU) merge. USU Moab gradually begins to assume the role for delivering career and technical education programs as well as higher education degrees in Grand County.
- 2011 The City of Moab adopts a resolution (Resolution #16-2011) to create a set-aside fund to support the development of a USU Moab campus.
- 2011-12 USU Moab hires three full-time faculty members: Environment and Society; Social Work; and Business Management. All three faculty positions were based on community input. These faculty helped develop new statewide degree and certificate programs in recreation resource management and tourism, as well as create a new social work program at the Moab Center.
- 2011 USU Moab acquires an additional building at 125 W 200 S (East building) and expands programs in nursing, allied health, and other CTE areas.
- 2014 Grand County adopts a resolution (Resolution No. 30341) to create a set-aside fund to support the development of a USU Moab campus.
- 2014 First full-time nursing faculty member is hired at USU Moab.

- 2014 In exchange for the Holyoak Family Trust property and other monies, USU acquires a 40-acre parcel of land from SITLA south of Moab for the establishment of a USU campus.
- 2015 USU acquires two additional buildings at the 125 W 200 S location (USGS and workshop area).
- 2017 USU Moab expands the faculty with a professor of Health Education and Promotion to lead the new online Master of Public Health program from Moab, and a second full-time Nursing faculty.
- 2018 USU President Noelle E. Cockett commits \$5,000,000 for the first building on the new campus and asks community to match the offer. Fundraising for the new building begins.
- 2019 Funding commitments come in the next two years from the generosity of Peter Lawson & Anne Wilson, Janet Quinney Lawson Foundation, Emma Eccles Jones Foundation, George S. & Dolores Doré Eccles Foundation, Moab Regional Hospital, My Good Fund, Rocky Mountain Power Blue Sky, Community Development Finance Alliance, Utah State Legislature, and Desert Rivers Credit Union. MHTN Architects, Lake Flato Architects, and Hogan Construction are selected by Utah State Division of Facilities and Construction Management as the design/build team.
- 2020 The Utah State University Board of Trustees, President Noelle E. Cockett, and Associate Vice President Lianna Etchberger announce on November 19 that the New USU Moab Academic Building is now under construction. (To prevent the spread of COVID-19, a formal Groundbreaking Ceremony was cancelled.) USU Moab hires two technical education faculty in Automotive Technology and Certified Nursing Assistant. The USU Automotive Technology program is taught in the evenings at Grand County High School automotive facility.
- 2022 A Ribbon Cutting ceremony for the new USU Moab education building is planned for April 1, 2022 (no fooling!). USU Moab hires a Human Dimensions of Environmental Change faculty (replacing Business Management) and a Natural Resources faculty.

About the authors of this timeline:

**Steve Hawks** joined Utah State University as Executive Director of the Moab campus from 1997 to 2000. During that time, the West building of the downtown campus at 125 South 200 West in Moab was shared with a satellite office and classrooms of the College of Eastern Utah (CEU). Dr. Hawks returned to USU Moab as Executive Director and Dean in 2008. He was involved in navigating the merger between USU and CEU. Dr. Hawks was instrumental in laying the groundwork for the new campus location. He orchestrated the swap of land donated by Ray C. and Ruth Holyoak with State Institutional Trust Lands Administration (SITLA) to establish a 40-acre plot. He then worked with the City of Moab and Grand County to set aside funds and to write a successful grant application to the Community Impact Board (CIB) to build a road to access the USU campus property. Dr. Hawks was born and raised as a sixth generation Moab resident.

**Lianna Etchberger** joined Utah State University in 1995 as a part time biology instructor at the Uintah Basin campus in Vernal. She was hired as a tenure track assistant professor in 2003 with an emphasis in teaching in the Department of Biology at the Uintah Basin campus. She rose through the ranks to become tenured professor in 2017 prior to a competitive hire as Associate Vice President (previously titled Executive Director) of the Moab campus the same year. She teamed up with USU support systems, the Moab community, and dedicated donors to raise the funds for construction of the first building on the new campus.