



**For Immediate Release**

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## **BOARD APPROVES KIBBIE DOME NAME CHANGE**

The Idaho State Board of Education today approved a request by the University of Idaho to change the name of the Kibbie-ASUI Activity Center, also known as the Kibbie Dome. The long-time fixture on the Moscow campus will be known as the P1FCU Kibbie Dome.

P1FCU (Potlatch No. 1 Financial Credit Union) purchased the naming rights for \$5 million and will hold those rights for 10-years. During that time, P1FCU can use the dome for advertising and promotion. The U of I and P1FCU will work together to create logos and signage.

P1FCU has also agreed to sponsor financial literacy programs for student athletes and the general student population.

Other Board actions include:

- Approved a pilot program to hire reading coaches to assist kindergarten through third grade students who are struggling to read in the Magic Valley area. The program will be funded with \$450,000 in federal ARP ESSER SEA funds. Ampact, a national nonprofit will hire AmeriCorps members to serve as tutors. The program will be known as “Ampact Idaho Reading Corps.” Initial tutoring will occur in schools in Twin Falls, Jerome, Hansen

and in Camas County. “I am absolutely supportive,” Board Member and Superintendent of Public Instruction Debbie Critchfield said. “I think it is going to be a great pilot and something we may look to expand specifically or have versions of (in other places). We’re excited about it.”

- Approved a University of Idaho request to change the legal name of the not-for-profit corporate entity created to oversee the University of Phoenix. The original name, NewU, Inc., will be changed to “Four Three Education, Inc.” The University of Idaho formed the nonprofit as part of its plan to purchase the University of Phoenix and operate it separately from the University of Idaho. The U of I learned after the proposal became public that the original name is already owned by another entity.

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