




# College Name Change

- Summary
  - High support for the idea of a name change
  - Low consensus on what the name should be
  - High support for retaining “Education”
  - Low support for long, specific, trendy, ambiguous, and possibly exclusionary names
- Review comments for a richer picture of feelings and thoughts on this issue
- Several comments represent themes with some discussion prompts



# College Name Change Discussion

*“I do not agree with changing the College’s name. The only reason this is probably being discussed is because a lot of programs have been thrown into the College. Changing the name is NOT the solution. Having the programs not related to the College and it’s mission move to another suitable college IS the solution. Don’t dilute the College name with programs unrelated to the central mission of a College of EDUCATION.”*

*“don’t let the marketers confuse the public or the broader mission”*

**What is the college mission and vision? Do we build one around our programs OR, like this suggestion, build programs around a core mission?**

**This, is the core issue for the college to grapple with**



*“I find that name changes often muddy the water, rather than provide clarity.”*

*“these words are ambiguous and would add confusion”*

**What is clarity vs inclusiveness vs representation? What is our highest priority?**

**What is the broad and overarching theme for the college?**



*“The name needs to attract talent, build a sense of community among stakeholders, and build a strong brand.”*

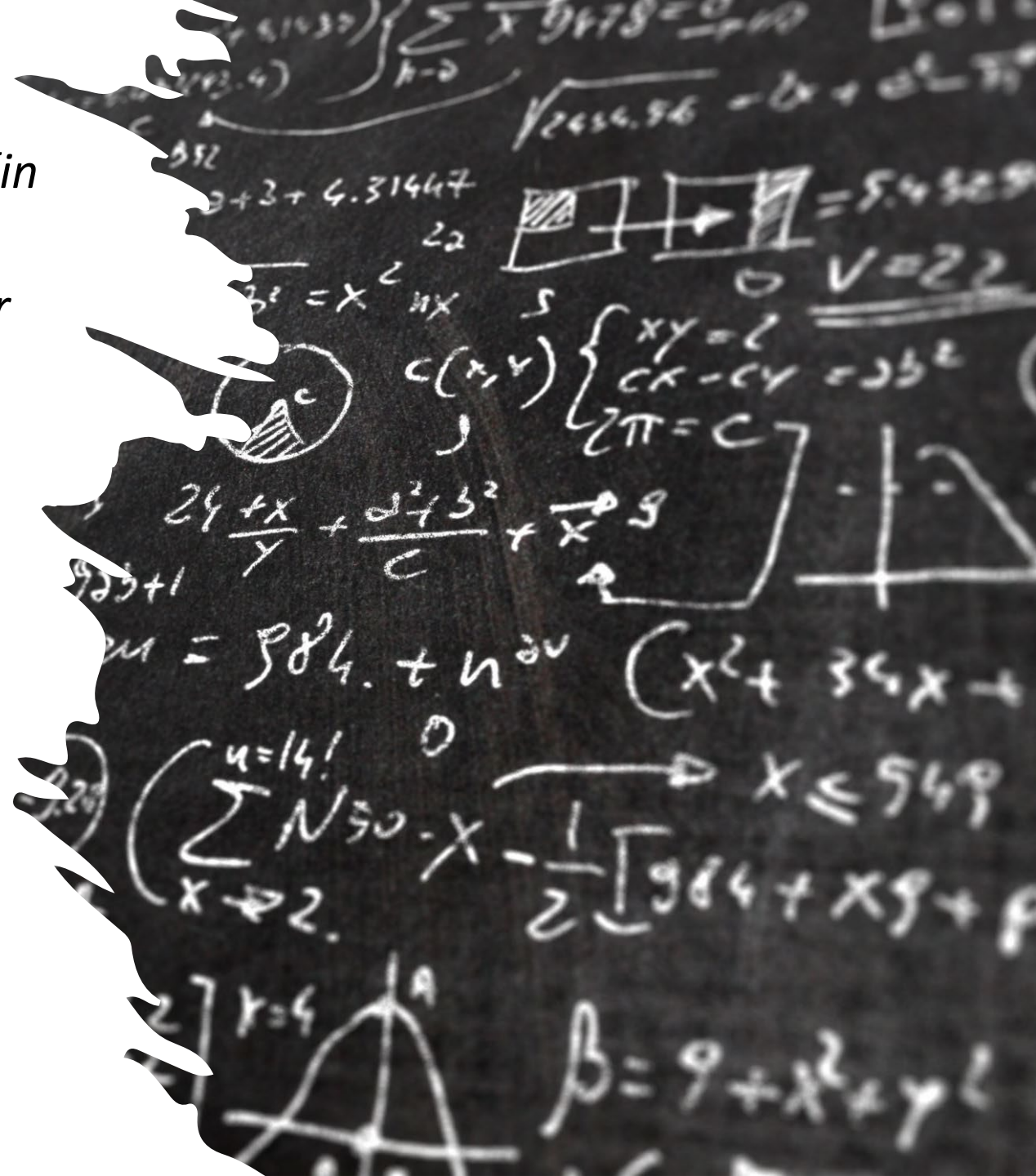
**Do we agree? And, does a name accomplish these goals?**

*“more advertising”*

*“keep the name and mention degrees offered” [in marketing]*

*“keep it simple” “This is really something rather silly and already taken more educational time that there will ever be any real value. Focus more on providing strong degree programs.”*

**Is this a marketing/media issue rather than a name issue?**



# Overall impressions about the name change?

- Go for it!
- Take the foot off the pedal, go slow
- Keep things as is
- Further process??

