



Potential College Name Change

WSUCOE Marketing and Communications
Advisory Board Presentation
November 02, 2022

It may happen...

... it may not



WASHINGTON STATE
UNIVERSITY

Reasoning

Onus for change

We're a modern college of ed

YES, WE DO PREPARE TEACHERS. BUT WE'RE A WHOLE LOT MORE.

When most folks hear “College of Education”, they immediately think of future teachers learning their craft. And they’d be right: we *do* do that. [We have a rich legacy of it.](#) Whether it’s preparing preservice teachers in elementary or secondary education for any number of disciplines or specialties, we’re a state leader. And if you thought it meant that we also administer the most prestigious K-12 program in Washington, which is our Doctor of Education (“ed doctorate”), you’d *also* be right. We do that, too!

But K-12 is certainly not *all* we do. Not even close. As a modern college of education, we prepare students for a variety of fields. Beyond our teacher preparation program, we host undergraduate programs in sport management, as well as kinesiology and athletic training.

Our graduate programs vary, but also include athletic training and sport management, to go with a strong portfolio of programs based in public schools, teaching, and learning.



**We can't talk about equity and inclusion and then leave out a big part of what we do.”
– Focus Group Comment**

What we know...

Insights



About HALF said it was *important* to change the name.



Most united in keeping the word "education" in the name.



85 percent felt it was important that the college name represent the programs it offers.



56 percent felt current name could create recruiting issues.



81 percent said to change the name to something else. 19 percent said stay the same.



42+ names proposed

* 1,024 respondents (23%)

College of Active Education	0
College of Development	0
College of Education	15
College of Education and Athletics	0
College of Education and Body Sciences	1
College of Education and Exercise Performance	0
College of Education and Exercise Science	3
College of Education and Exercise Studies	0
College of Education and Health	0
College of Education and Health Professions	0
College of Education and Health Sciences	0
College of Education and Human Development	0
College of Education and Human Ecology	4
College of Education and Human Performance	12
College of Education and Human Studies	0
College of Education and Human Transformation	0
College of Education and Human Wellness	0
College of Education and Humanitarian Science	0
College of Education and Kinesiology	1
College of Education and Learning	0
College of Education and Movement	0
College of Education and Movement Science	4
College of Education and Physical Development	1
College of Education and Social Sciences	0
College of Education and Sport	1
College of Education and Sport Science	0
College of Education and Transformation	1
College of Education and Wellness	0
College of Education and Wellness Science	0
College of Education Kinesiology and Sport Management	0
College of Education, Exercise Science and Sport Management	1
College of Education, Health and Exercise Science	1
College of Education, Health and Human Development	1
College of Education, Health and Human Performance	5
College of Education, Health and Human Sciences	1
College of Education, Health and Movement Sciences	2
College of Education, Health and Sport Sciences	0
College of Education, Health and Transformation	0
College of Education, Health, Kinesiology and Sport Management	0
College of Education, Human Performance and Sport	2
College of Education, Human Performance and Wellbeing	0
College of Education, Kinesiology and Human Health	0