

MOTION

From the School of Nursing that the School of Nursing be Renamed the College of Nursing

RATIONALE

In the discipline of nursing, students and faculty see a significant distinction between a School and a College. The change of name to College for the current School of Nursing will give appropriate recognition to the reputation and increasing complexity of the school and enhance the ability to recruit and retain highly qualified students and faculty. The timing of this change is critical in view of an overwhelmingly competitive current and projected environment for both students and faculty. The recognition afforded by the name change is expected, as well, to improve the ability to attract alumni and other financial support. This change is justifiable in view of the School's leadership role in many local, regional, and national initiatives, ongoing expansion, enhanced programs, outreach, and international connections.

The name change will enhance the school's ability to be competitive with other academic settings locally, regionally, and nationally. Immediate competition in the Midwest region includes Marquette University College of Nursing (with a newly established Ph.D. program), UW-Oshkosh College of Nursing, University of Illinois-Chicago College of Nursing, Rush University College of Nursing, University of Iowa College of Nursing, Wayne State University College of Nursing, Michigan State College of Nursing, and University of Nebraska College of Nursing, University of Cincinnati college of Nursing, Ohio State University College of Nursing, and Valparaiso University College of Nursing. Countless smaller programs commonly bear the name College as well, including Columbia-Mount Mary College of Nursing and Bellin College of Nursing. The name change is critical to enhancing the ability to explain academic program differences to potential students as well as to recruiting faculty during this time of critical shortage.

While the faculty of the School of Nursing view this name change as important to increasing visibility and recognition among the university peer group and beyond, the name change also is justified by the history of leadership in nursing and the growing complexity of operations. The current School offers a multitude of programs and degree options (BSN, AD to BSN, MS with 5 tracks, Post-master's Nurse Practitioner preparation, Post-NP Master's, MS/MBA, AD to MSN, Ph.D. with post-Master's or post-BS entry and with on campus and online options). At present the School is responsible for more than 1000 students at all levels of the academic programs. A consortial program at UW-Parkside has been in existence for 20 years and provides access to the complete nursing program and office, laboratory, and advising resources for students in proximity to that campus. The school independently houses and operates the Center for Cultural Diversity and Health, the Center for Nursing History, the Center for Nursing Research and Evaluation, and a newly established International office. The School has established the Institute for Urban Health Partnerships, which serves to create and strengthen education, research, and service partnerships throughout southeastern Wisconsin. The School has been a national leader in innovative health care delivery systems using a

community based model since the early 1980s and currently operates 4 Community Nursing Centers in southeastern Wisconsin. In 2001-2002, the 9.85 FTE staff accommodated a total of 10,135 group and individual visits. The Continuing Education Center is another highly productive unit that demonstrates the magnitude of the school's activities. In 2001-2002, CE offered 7 full-scale conferences with 11 planned for the 02-03 fiscal year. A range of 500-700 participants are accommodated each year in a variety of educational programs.

The School of Nursing is a progressive unit of considerable complexity and productivity. Recognition of this activity through a change in name to College of Nursing will enable the school to be more effective in recruitment of students and highly qualified faculty, as well as in the procurement of financial support. Such recognition is timely in view of the increasing activities of the school through program expansion and international outreach and in a context of growing competition and projected severe shortages of faculty.