



Peck School of the Arts
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MEMO

To: Johannes Britz, Provost
From: Kevin Hartman, Interim Dean, Peck School of the Arts
Date: February 14, 2022
Re: New college naming process and rationale

The process for deciding the name of the new college comprising the Peck School of the Arts and the School of Architecture unfolded in several stages.

1. We solicited suggestions from the faculty and staffs of both schools.
2. The departments in each school discussed possible names with particular attention towards clarity, marketing/recruiting potential, and balance between units.
3. We took an online poll asking stakeholders (faculty/IAS/staff) to rank their top five choices from a list that contained the initial list of suggestions plus a few new suggestions from the departmental meetings.
4. Because of the unbalanced number of people in the two schools, we then convened a committee of two faculty/staff from each school and Erica Chang, Marketing and Communications Lead for both schools. Erica functioned in an ex officio capacity. The committee looked at the polling data and confirmed that the top choice, **the College of the Arts and Architecture**, should be the name of the new college.

The rationale for the name is that it is clear and concise. There were suggestions that were interesting and clever, but we have some experience with prospective students and community members looking for programs by searching for traditional names and not finding them because the program's name is non-traditional. We sought to avoid this issue with the naming of the college.