



Helen Bader School
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Memorandum

TO: Johannes Britz, Provost

FROM: Tina Freiburger, Dean, Helen Bader School of Social Welfare

DATE: April 22, 2022

RE: College of Community Engagement and Professions

The process of deciding a name for the new college consisted of several surveys and consultations with faculty and staff in Helen Bader School of Social Welfare, School of Education, School of Information Studies, and the Department of Urban Planning. Through the following process, we identified College of Community Engagement and Professions as the name that best represents the units in the college.

1. We surveyed faculty and staff of the units on September 2, 2021, to solicit name suggestions. Over 50 names were submitted.
2. The list of name suggestions was reduced through a ranking process by a naming committee (with representatives of each unit), a survey sent to faculty and staff, and input from a University Relations representative.
3. Two additional surveys were sent to all faculty and staff on October 2, 2021, and January 5, 2022. Each survey asked them to rank a short list of names.
4. The top name choice identified through the survey was distributed to campus for feedback. After review of that feedback and a discussion with representatives of the departments who submitted the feedback, we decided to identify an alternative name.
5. A naming committee, with representatives from each unit, re-reviewed the original list of name suggestions and identified an alternative short list of names.
6. A third survey was administered on March 31, 2022, to faculty and staff requesting they rank this new list of options. The results identified College of Community Engagement and Professions as the most favorable. For HBSSW, SOE, and SOIS, College of Community Engagement and Professions also preformed best (SOIS),

second best (HBSSW) or was tied for first/second (SOE).

In addition, this name choice is similar to college names at other universities (e.g., College of Community Innovation and Education at University Central Florida, College of Public Service and Community Solutions at Arizona State University). Therefore, College of Community Engagement and Professions (CCEP) is the name choice requested for the new college.

DRAFT