

## Brothers, Sheila C

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**From:** Farrell III, Herman D  
**Sent:** Wednesday, October 31, 2012 9:03 AM  
**To:** Brothers, Sheila C  
**Cc:** Bailey, Ernest; Debski, Elizabeth A; Effgen, Susan K; Gross, Don; Jasper, Samuel J; Kilgore, Michael W; Lee, Brian D; Underwood, Emily; Wasilkowski, Greg; Smith, M S  
**Subject:** RE: New Cmte Item (SAOSC)\_Proposal to Change Name of the College of Agriculture

Dear Sheila,

The Senate Academic Organization and Structure Committee has voted (7 in favor, 2 abstaining) to endorse the proposal to change the name of the College of Agriculture to the College of Agriculture, Food and Environment. 2 members of the committee abstained because they are faculty members of the College of Agriculture.

Sincerely,

Herman Farrell, SAOSC Chair

***Herman Daniel Farrell III***

*Associate Professor - Playwriting  
University of Kentucky  
Department of Theatre  
138 Fine Arts Building  
Lexington, Kentucky 40506*

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**From:** Brothers, Sheila C  
**Sent:** Friday, October 05, 2012 4:59 PM  
**To:** Farrell III, Herman D  
**Cc:** Bailey, Ernest; Debski, Elizabeth A; Effgen, Susan K; Gross, Don; Jasper, Samuel J; Kilgore, Michael W; Lee, Brian D; Underwood, Emily; Wasilkowski, Greg; Smith, M S  
**Subject:** New Cmte Item (SAOSC)\_Proposal to Change Name of the College of Agriculture

Good afternoon, Herman. There is a new item ready for review by the Senate's Academic Organization and Structure Committee (SAOSC) – a proposed name change for the College of Agriculture, to the College of Agriculture, Food and Environment. The proposal is attached here and can also be found at [http://www.uky.edu/Faculty/Senate/committees\\_councils/standing\\_committees/academic\\_organization\\_structure.htm](http://www.uky.edu/Faculty/Senate/committees_councils/standing_committees/academic_organization_structure.htm)

Dean M. Scott Smith is your contact for this proposal.

This is tentatively scheduled to be reviewed by the Senate Council on Monday, October 29, and by the Senate on Monday, November 12. Therefore, I'll need the determination of your committee no later than Tuesday, October 23. If this proposal requires a longer review period, please let me know and I will adjust the agenda scheduling.

If you have any questions or requests, please don't hesitate to let me know.

Thank you,  
Sheila

*Sheila Brothers  
Staff Representative to the Board of Trustees  
Office of the Senate Council*

203E Main Building, -0032  
Phone (859) 257-5872  
<http://www.uky.edu/faculty/senate>

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MAY 24 2012

OFFICE OF THE  
SENATE COUNCIL

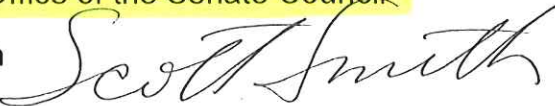


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MEMORANDUM

TO: Lee Blonder, Sanders-Brown Center on Aging  
Hollie Swanson, Molecular and Biomedical Pharmacology  
Herman Farrell III, Theatre

CC: Sheila Brothers, Office of the Senate Council

FROM: Scott Smith, Dean 

RE: Request for College Name Change

DATE: May 15, 2012

The attached proposed name change for the UK College of Agriculture (COA) is the culmination of a long-standing discussion that has included faculty, staff, and administrators. Because of the college's statewide extension mission, in addition to research and instruction, the implications of a name change are not taken lightly.

The appropriate name for our College has been debated intermittently since the merger of the College of Agriculture and the College of Human Environmental Sciences in 2004. A faculty-led committee, after several months of consultation and deliberation, recommended that the name be changed to College of Agriculture, Food and Environment. After that action was endorsed by faculty vote, the proposal was forwarded to the Board of Trustees for consideration in 2005. At that point, the proposal was withdrawn (by me, then Interim Provost) in response to concerns expressed in committee by some BOT members. The concerns can be paraphrased as "letting the dust settle" following soon after a contentious reorganization of two colleges. (See Attachment A.)

In 2012, a name change to the College of Agriculture, Food and Environment is overdue. With 14 academic departments that include Community & Leadership Development, Merchandising, Apparel & Textiles, Family Sciences, Landscape Architecture, Forestry, and Nutrition & Food Science, this college should have a name that reflects the breadth of its mission. While much of the college's focus



remains in the more traditional agriculture disciplines such as Animal & Food Sciences, Plant & Soil Sciences, and Horticulture, and these disciplines continue to be crucial to the state, in the 21<sup>st</sup> century, the UK College of Agriculture needs to reflect a connection to all citizens of the commonwealth and beyond, whether they are farm families from Davies County, prospective students from inner-city Louisville, or internationally renowned biochemists.

At the 2011 COA fall faculty meeting, I discussed the proposed name change. I emphasized the importance of this question to establishing and communicating our identity, as I believe this identity is an important priority, now and in the coming years. Later in the fall, I continued discussions with chairs, directors, and deans, and conducted an informal poll, the results of which showed an overwhelming response in favor of action. I then proceeded with a formal survey of all faculty (including faculty stationed around the state) and staff (including staff from all 120 counties). This concluded on January 31, 2012 and indicated 64.5 percent of the respondents favor the proposed name change. In February 2012, I met with the Ag Faculty Council, who agreed this proposal should move forward to the Senate Council. (See Attachment B.) During this spring semester, this proposal was shared with Provost Subbaswamy and all college deans, and their comments invited. No objections from this group were received.

At this point, I believe the College of Agriculture has concluded all required and expected steps to move this proposal forward. We respectfully request review of our proposal by the Faculty Senate.





Proposal for Change in Organization: Name Change  
May 15, 2012

- What is the impetus for the proposed change?

In the wake of the merger with Human Environmental Sciences, the evolving scope and identity of the College of Agriculture is no longer reflected in its name. A change in name is instrumental in establishing and communicating the college's identity and differentiating it from other colleges. A change in name would more accurately reflect the interdisciplinary focus of the college, which includes teaching, research, and extension programs in not only agricultural sciences, but also in food and human environmental sciences. **Therefore, the proposed name change is the College of Agriculture, Food, and Environment.**

- What are the benefits and weaknesses of the proposed unit with specific emphasis on the academic merits for the proposed change?

Benefits:

- 1) A change in name will better represent the many programs within the college and dispel the perception that "agriculture" means only production agriculture;
- 2) A name change will facilitate the recruitment of students from a broader spectrum of disciplines; a majority of our current students are not recruited from traditional agriculture backgrounds, nor do they seek careers in production agriculture;
- 3) Changing the name will better communicate the diverse programs within the college and better identify the scope of the college's work to academic peers;
- 4) Since an increasing portion of the college's extension and outreach partners seek services and expertise beyond agriculture, e.g. community/economic development, health, natural and human resources, the name change will better reflect the broad scope of the college;
- 5) The new name will not displace the common use of widely known and successfully marketed brands and logos, e.g.: the 4-H clover, the interlocking HES circles, the Ag&HES alumni logo, and the popular UKAg logo. The new name will, however, be used on letterhead, business cards, and other applications where the full name is required or helpful;
- 6) The general population is more likely to identify "agriculture" with farming, whereas most of the faculty, students, and staff within the college now identify more with comprehensive food, fiber, and fuel systems.





Weaknesses:

- 1) The "College of Agriculture" is well-known and positively received by traditional stakeholders;
  - 2) The present name is short, simple, and familiar;
  - 3) In response to the dissent about the proposed change (102 voters favored adding the word "human"), there is no name of reasonable length that can include and identify everything within such a large and diverse college and "human" is implied in all the college's disciplines, and especially in the words "agriculture," "food," and "environment."
- Describe the organization of the current structure and how the proposed structure will be different and better. Current and proposed organizational charts are often helpful in illustrating reporting lines.

The college's organizational structure will remain unchanged.

- How does the change fit with department, college, and/or university objectives and priorities?

A change in name to the College of Agriculture, Food, and Environment will:

- 1) More accurately reflect the nature of the education, research, and extension activities conducted within the College of Agriculture;
  - 2) Enhance recruitment and retention of high ability students by more suitably reflecting the education, research, and extension activities of the college;
  - 3) Improve the recruitment of faculty and professional staff with high potential for success at a Top 20-level research university by more effectively communicating the true focus and scope of the college;
  - 4) Better represent the programs within the college and dispel the perception that "agriculture" means only production agriculture;
  - 5) Better reflect the collaborative nature of many of the college's programs and enhance campus/community collaborations in areas where opportunities exist to build diversity and increase inclusion.
- How does this change better position the proposers relative to state and national peers, as well as University Benchmark Institutions? How does the change help UK meet the Top 20 Goal?

Over the past three decades, most agricultural colleges throughout the country have changed their names to better reflect their programs, student career interests, and research and extension efforts. Only nine other 1862 land-grant institutions retain "College of Agriculture" or "College of Agricultural Sciences" as their complete name. However, almost all still retain the words "Agriculture" or "Agricultural" within the new name, but



have added "Life Sciences," "Natural Resources," "Environment," or "Food" (from most to least common additions). Among those institutions that have undergone a name change of their agricultural colleges are Cornell, Wisconsin, Texas A&M, Iowa State, and North Carolina State.

- Who are the key personnel associated with the proposed unit? Provide qualifications of these personnel in a brief form. A complete curriculum vitae for each person is not needed, although pertinent information in tabular format is helpful.

Key personnel associated with the College of Agriculture will remain unchanged.

- Will the proposed change involve multiple schools or colleges?

No.

- Discuss any implications of the proposal for accreditation by SACS and/or other organizations.

The change in name to the College of Agriculture, Food, and Environment will improve the ability of the college to meet the needs of students and society by more clearly articulating the breadth and scope of the college's programs and departments. No implications for SACS or any other accrediting bodies have been identified.

- How will the proposed change enhance students' education and make them more competitive?

The change in name to the College of Agriculture, Food, and Environment will clarify the activities and curriculum of the college students, future employers, and statewide clientele.

- Discuss impact on current and future students. State assumptions underlying student enrollment growth.

By more clearly articulating the scope and breadth of the college through the new name, more prospective students will be knowledgeable about the programs offered within the college. It is important for the name change to reflect the curriculum and programs within the college, as well as what current and future students hope to learn from the college in the 21<sup>st</sup> century.

- What are the plans for student recruitment?

The College of Agriculture's Office of Student Relations will publicize and communicate the new name to potential students during the recruitment process. The new name will also be unveiled to potential students and the public through a state-wide media campaign conducted by the COA Department of Agricultural Communications and UK Public Relations.





- The proposal should document any faculty votes and departmental or school committee votes as appropriate leading up to this point in the process. A Chair or Dean may appropriately summarize supporting and opposing viewpoints expressed during faculty discussions. The committee will want to see evidence of academic merit and support from key parties. Relevant faculty and administrators include those in units directly involved in the proposed change (including existing units from which a new unit may be formed.)

In the fall of 2011, chairs, directors, and deans were polled on this issue (Attachment C). The key questions and results are as follows:

1. Should the college name continue to be reviewed in an effort to settle this issue?
  - a. Yes: 26 (86.7%)
  - b. No: 2 (6.7%)
  - c. No opinion or neutral: 2 (6.7%)
  
2. Should the name "College of Agriculture" be changed to recognize and identify the broadening scope of our programs and mission?
  - a. Yes: 21 (70.0%)
  - b. No: 6 (20.0%)
  - c. No opinion or neutral: 3 (10.0%)
  
3. If the name is changed, which of the following names do you prefer:
  - a. College of Agriculture, Food and Environment: 18 (60.0%)
  - b. College of Agriculture, Food and Human Environment: 9 (30.0%)
  - c. Other: 3 (10.0%)

In January of 2012, the faculty and administration (285), and staff (1,485) were polled on this issue (Attachment D). The on-line vote was announced to all COA faculty and staff and the survey was open from January 6-31, 2012. The key questions and results are as follows:

1. Do you believe the name of the College of Agriculture should be updated to reflect the broader scope of our teaching, research, and extension mission?

#### Faculty and Administration

- a. "Yes": 100 (76.9%)
- b. "No": 29 (22.3%)
- c. No answer: 1 (.8%)





Bi-Weekly and Monthly Staff

- a. "Yes": 156 (57.1%)
- b. "No": 115 (42.1%)
- c. No answer: 2 (.1%)

Totals

- a. Yes: 256 (63.5%)
- b. No: 144 (35.7%)
- c. No answer: 3 (.74%)

2. If the College name is changed, which of the following do you prefer:  
The College of Agriculture, Food and Environment or The College of  
Agriculture, Food and Human Environment?

Faculty and Administration

- a. The College of Agriculture, Food and Environment: 96  
(73.9%)
- b. The College of Agriculture, Food and Human Environment: 23  
(17.7%)
- c. No answer: 11  
(8.5%)

Bi-Weekly and Monthly Staff

- a. The College of Agriculture, Food and Environment: 164  
(60.1%)
- b. The College of Agriculture, Food and Human Environment: 79  
(28.9%)
- c. No answer: 30  
(11.0%)

Totals

- a. The College of Agriculture, Food and Environment: 260  
(64.5%)
- b. The College of Agriculture, Food and Human Environment: 102  
(25.3%)
- c. No answer: 41  
(10.2%)

The survey contained the following distribution of respondents:

130 Faculty and Administrators

88 Bi-weekly Staff

184 Monthly Staff

  1 Bi-weekly and Monthly Staff had no response

403 Total respondents

The results of this vote and that the proposal will move forward have  
been announced to all personnel.

NOTE: Items not applicable to this proposal (e.g.: personnel changes,  
degree changes, new structure) have been excluded from this document.



Attachment A  
(Correspondence Related to 2005 Proposal)

To: All College Personnel  
From: Scott Smith  
Subject: Dean's Update: January, 2005

With this correspondence, I am putting the Ag Futures series to rest. My expectation is that future updates will focus more on progress and accomplishments, a little less on plans.

College Name

I recently consulted with the Vision/Mission Committee of the Strategic Planning Task Force about resolution of the College name. The recommendations arising from that discussion are:

- 1) The name should be changed to better reflect the broad and changing scope of College programs.
- 2) This is an appropriate time to again move the decision-making process forward.
- 3) That College personnel and stakeholders be provided an additional opportunity for comment on the surviving name options.
- 4) That the options remaining under considerations are:
  - College of Agriculture, Food and the Environment
  - College of Agriculture and Human Ecology.

Most of those I have consulted believe that the first choice has the advantage of employing three clearly defined words that will be meaningful to everyone and are reasonably descriptive of our College's current core mission. Many see the second option as more inclusive and providing explicit recognition of the merger with Human Environmental Sciences. "Human Ecology" is used at several institutions as the title for units similar to HES. The term also appears increasingly in both academic and popular literature referring to the interaction of people with their environments, natural and social.

A web survey has been posted to collect your comments and to provide an opportunity to indicate your preference between these two options. Please respond by Feb. 21.

[http://www.ca.uky.edu/agc/Strategic\\_Website/surveys.htm](http://www.ca.uky.edu/agc/Strategic_Website/surveys.htm)

In addition, I will be corresponding with College advisory groups externally.





UNIVERSITY  
OF KENTUCKY  
College of Agriculture

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12 March 2012

Dean M. Scott Smith  
College of Agriculture University of Kentucky  
SI23 Agriculture Science-North  
1100 Nicholasville Road  
Lexington, Kentucky 40546-0091

Dear Dean Smith:

I am writing on behalf of the Agriculture Faculty Council as chair of this elected body representing the faculty in our college. We are in support of the name change of the College of Agriculture to the College of Agriculture, Food, and Environment.

This name change proposal comes after open discussion and voting by the college faculty. We appreciate you discussing the idea of name change at the Fall Faculty Meeting and then proceeded at the beginning of this year with a tiered vote as described in this package. We also appreciate you meeting with the AFC in February for final discussion to hear any concerns that may have come to the AFC. We agree that this new name better reflects the breadth and depth of what our college is and does.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Brian D. Lee'.

Brian D. Lee





Attachment C (distributed by email)

TO: College Administrators  
FROM: Scott Smith  
SUBJECT: College Name  
DATE: October 26, 2012

Questions about the college name have remained in a pending status since 2005. At that time, a proposed name change received negative reaction from some members of the Board of Trustees, leading to our withdrawal of the proposal. This proposal was to change the name to College of Agriculture, Food and Environment. Extensive discussions, committee work, and faculty votes documented a reasonably strong consensus to change the name, but it would be a stretch to claim that the faculty vote on the specific name choice approached a consensus.

As recently discussed at our administrative meetings, this survey is likely to be only one step toward resolving the question of the name for our college. After your responses to these questions are received and evaluated, I will probably prepare and distribute a summary of the case with the pros and cons, and provide much opportunity for comment. I want to reduce the exhaustive communications and committee operations that took place prior to the 2005 action. But ultimately a vote, at least including the faculty, will be required before any proposal could move on for university approval. I do not think anonymity is needed in this preliminary survey of college administrators, but the final college votes would be anonymous.

Please respond briefly to each of the following questions and email the responses directly to me. If you think it is important that your responses be anonymous, you can mail a paper copy to my office. Please respond by Nov. 4.

- 1) Do you agree that questions related to the college name should be actively resolved?
- 2) Do you think the college name should be changed?
- 3) If the name were to change, and only the following two options are feasible, which option would you prefer?
  - a. College of Agriculture, Food and Environment
  - b. College of Agriculture and the Human Environment or Agriculture, Food and the Human Environment
- 4) Of the 3 choices above, or any other choice, what is your favored name for the college?
- 5) University rules only require a faculty vote for this action, but would you favor including a staff poll or other forms of consultation with staff on this matter?
- 6) Other comments?



TO: All College Faculty and Staff  
FROM: Scott Smith  
SUBJECT: Survey on College Name  
DATE: January 6, 2012

At the fall semester faculty meeting, I discussed the long-standing issue of the name of our college. I emphasized the importance of this question to establishing and communicating our identity, and differentiating us from other colleges. I believe that defining our identity is an important priority, now and in the coming years. Later in the fall, I continued discussions with the chairs, directors, and deans and then conducted an informal poll of their opinions. Thirty of them responded to the poll, with the key results as follows:

4. Should the college name continue to be reviewed in an effort to settle this issue?
  - a. Yes: 26
  - b. No: 2
  - c. No opinion or neutral: 2
5. Should our name "College of Agriculture" be changed to recognize and identify the broadening scope of our programs and mission?
  - a. Yes: 21
  - b. No: 6
  - c. No opinion or neutral: 3
6. If the name is to be changed, which of the following names do you prefer:
  - a. College of Agriculture, Food and Environment: 18
  - b. College of Agriculture, Food and Human Environment: 9
  - c. Other: 3

Considering this outcome and my own opinion on this issue (which I will summarize below), I am proceeding with a more formal survey of all college faculty and staff. Please complete this survey at the following link: <http://warehouse.ca.uky.edu/Survey/namechange/login.asp>, no later than January 31. If a name change is not supported by a majority of faculty and a majority of staff, we will not pursue a change any further. If both faculty and staff favor a name change, we will proceed to seek formal university approval of the new name receiving the most votes.

**Background and Analysis:** Only 9 other land-grant colleges like ours retain "College of Agriculture" or "...Agricultural Sciences" as their complete name. However, almost all still retain the words "Agriculture" or "Agricultural," but have added "Life Sciences", "Natural Resources", "Environment" or "Food" (from most to less common additions). Recognizing the evolving scope and identity of our college, and in the wake of the merger with HES, we initiated a proposal in 2003 to change our name to the College of Agriculture, Food and Environment. This reached the final step of approval, the Board of Trustees, late in 2005 when I withdrew the proposal. Some of those who reviewed the proposal were concerned that it did not fully reflect the inclusion of HES in our reorganized college.





In my opinion there are valid arguments both for and against changing the college name.

**Against a change:**

- The “College of Agriculture” is well-known and positively received by our traditional stakeholders.
- It is short, simple and familiar.
- There is no name of reasonable length that will include and identify everything within such a large and diverse college.

**For a change:**

- The general population is more likely to identify “Agriculture” with farming, whereas most of us now identify it with comprehensive food, fiber and fuel systems.
- A large majority of our current students are not recruited from traditional agricultural backgrounds, nor do they seek careers in production agriculture.
- “College of Agriculture” does not adequately identify the scope of our work to our academic peers.
- An increasing fraction of our extension and outreach partners seek expertise and services beyond agriculture, e.g., health, community/economic development, natural and human resources.

**“...and Environment” vs. “...and Human Environment”:** Although many different names have been suggested during the long course of this debate, most of the debates have converged upon “College of Agriculture, Food...” and one of these two endings. Most who prefer the former ending argue that is shorter, has a more specific meaning for the general population, and accurately reflects an increasing emphasis on natural resource and environmental issues in our college. Those who prefer to add “Human” may argue that this better represents HES in the reorganized college, that it reflects the increasing presence and relevance of Human Sciences in the College, and that the human environment also includes farms and forests.

**Proposed Implementation:** If either of the proposed new names above is approved, this should not displace the common use of our widely known and successfully marketed brands and logos, e.g., the 4H clover, the interlocking HES circles, the Ag&HES alumni, and the multiple applications of UKAg. In fact, for some target audiences, we are likely to emphasize these logos and brands even more than in the past. The full, new name, if approved, would be used on letterhead, business cards and other applications where the full name is either required or helpful.

