

Brothers, Sheila C

From: Farrell III, Herman D
Sent: Friday, April 19, 2013 12:32 PM
To: Brothers, Sheila C; Blonder, Lee
Subject: School of Interiors
Attachments: School of Design Name Change.pdf

The SAOSC has voted in favor of the name change proposal for the School of Interiors (see attached). I can come to the SC meeting on Monday to discuss the proposal and our vote.

Herman Farrell
Chair, SAOSC

Herman Daniel Farrell III
Associate Professor - Playwriting
University of Kentucky
Department of Theatre
138 Fine Arts Building
Lexington, Kentucky 40506

RECEIVED


MAR 7 2013



Office of the Dean
117 Pence Hall
Lexington, KY 40506-0041
859-257-7617
Fax: 859-323-1990
www.uky.edu/Design

MEMORANDUM

To: Senate Council

From: Michael Speaks, Dean 
College of Design

Re: Name Change Proposal for School of Interior Design

Date: February 25, 2013

For the past several years, the School of Interior Design has been in discussion regarding a name change for the school. Recently, in conjunction with various groups and individuals, the faculty of the school identified a name with which to move forward in a proposal.

The faculty of the Interior Design program voted on the proposed name change and submitted the proposal to the college for consideration and voting. After a meeting with college faculty to discuss and answer any questions regarding the proposal, a vote via confidential ballot was taken. Consequently, the faculty of the college, by majority vote, approved the proposed name change.

As Dean of the College of Design, I support the proposed name change for the School of Interior Design as identified in the attached proposal.



Office of the Dean
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MEMORANDUM

To: Timothy S. Tracy
Interim Provost

From: Michael Speaks, Dean
College of Design

Re: Name Change Proposal for School of Interior Design

Date: February 25, 2013

For the past several years, the School of Interior Design has been in discussion regarding a name change for the school. Recently, in conjunction with various groups and individuals, the faculty of the school identified a name with which to move forward in a proposal.

The faculty of the Interior Design program voted on the proposed name change and submitted the proposal to the college for consideration and voting. After a meeting with college faculty to discuss and answer any questions regarding the proposal, a vote via confidential ballot was taken.

Therefore, on behalf of the faculty of the College of Design, I write to report the results of those votes:

- Interior Design has 7 faculty members eligible to vote
- The remainder of the college has a total of 25 members eligible to vote

- 20 voted to approve the name change
- 3 voted against the name change
- 3 abstained from voting

As Dean of the College of Design, I would like to report that I support the proposed name change as identified in the attached proposal.

Please contact me if you have any questions or need additional information.



College of Design
School of Interior Design
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February 14, 2013

Memorandum

TO: Michael Speaks, Dean
College of Design

FR. Ann W. Dickson, Director
School of Interior Design

A handwritten signature in black ink, appearing to read "Ann W. Dickson". The signature is written in a cursive style and is positioned to the right of the typed name in the "FR." line.

RE: Name Change

As you are aware the School of Interior Design has contemplated a name change for the past several years. After much research, contemplation, and consultation with numerous stakeholder groups, the faculty has arrived at a name, which we believe will better communicate our mission and assist the unit in moving forward. Please find attached the name change proposal. All seven (7) of the Interior Design Faculty voted on the proposal on February 7. The proposal passed with five (5) votes in favor of the name change and with two (2) abstentions.

I request that you bring the proposal to the rest of the college for their consideration and vote of approval. Upon their approval, please send the proposal forward with my memorandum and your letter of support, which includes the college vote to the Office of the Provost and the Office of the Senate.

Proposal for Name Change

School of Interior Design

Proposed

The faculty of the School of Interior Design proposes to change its name to:

School of Interiors Planning / Strategy / Design

Process

For approximately three years the School of Interior Design has been considering a name change and issues associated with a change. In order to identify a name that we believe will communicate what the field of study encompasses, our focus at UK, and professional career opportunities, we've been very slow and deliberate in considering the proposed name change. The process has included a review of multiple name options and graphics. In addition, we've discussed and received input from our Advisory Board, alumni, students, appropriate college administrators, and staff who interact with our alumni, and outside constituency groups. All of these groups support the proposal.

Professional Context

In the past forty years, the profession of interior design has evolved from a focus on residential design to one that now draws upon a knowledge base from multiple disciplines to enhance the function, safety, and aesthetics of all types of interior spaces. Interior designers are professionally trained in programs accredited by the Council for Interior Design Accreditation (CIDA), and the practice of interior design is regulated in 29 states, including Kentucky, as well as the District of Columbia. The core of the work executed in the practice of interior design focuses on commercial places of work such as corporate offices, restaurants, hotels, retail venues, schools, and hospitals. The creation

of environments that support and sustain human beings psychologically, physically, and emotionally is a core value of the practice of interior design. The uniqueness of interior design is that it positions the users of spaces as the central focus of the design.

Likewise, the profession has evolved simultaneously with the growth of the global and knowledge based economies. By the end of the 20th century, the complexity of modern design projects led to the growth of multi-disciplinary design firms that were offering interior design services as a unique and distinct service apart from the architectural and engineering capabilities of the firm. The interior designers in multi-disciplinary projects use their design expertise to bring a sustained emphasis on the physical, psychological and emotional needs of the client, while equally emphasizing how these priorities can support the client's corporate goals and objectives. Environmental research has demonstrated, in the new knowledge economy, corporate profitability and growth are enhanced when the human centered issues of the workplace are given a high priority in the design of facilities.

Popular Culture Context & Impact

Concurrent to these changes in the profession, mass media, both print and film, have popularized the name interior design to be associated with decorating, women's studies, and a field characterized by having a "knack" as opposed to the being a professional discipline requiring specialized education, experience, and examination. As a result of these misconceptions and biases, recruiters often either don't have the opportunity to engage in discussions with potential recruits about the program, its focus, and career opportunities or the conversations are initiated from the perspective of what the program *is not*.

Rationale

The reasons for the proposed name change are to:

- Enhance the marketing potential of the program;
- Better communicate the focus and scope of the program;

- Increase gender diversity within the program.

The faculty has identified the proposed name with the intent of leveling the recruiting playing field. From our investigations, the name *interiors* alone is not immediately associated with decorating. Likewise, practicing professionals to define their realm of practice within the built-environment design industries often uses the name interiors as opposed to interior design. It is anticipated that the name *School of Interiors* with the tag line *Strategy/Planning/Design* will somewhat negate the immediate bias response occurring with our current name and provide greater opportunity to initiate conversations about the school, types of things in which the program engages the students, and career opportunities available to graduates. We believe recruiting will be more successful when our efforts begin from a positive platform as opposed to trying to change and alter negative perspectives.

Impact on Accreditation & National Trend

The proposed name change will not impact the program's professional accreditation because our degree title will remain unchanged, BA in Interior Design. Nationally in recent years, programs at other universities have likewise changed the name of their academic unit. At this time, there is no unified consensus on a unit name. We believe that the proposed name communicates the rich heritage of the profession, its evolution, and its realm of practice. The name also clearly distinguishes the school and its unique focus from other professional disciplines and other units within the college.

Ellis, Janie

From: Brothers, Sheila C
Sent: Thursday, March 07, 2013 4:15 PM
To: Ellis, Janie
Subject: FW: CoD School of Interior Design Name Change Proposal
Attachments: Senate Council_NameChange_2013.doc; ID_NameChangeSupport_2013.pdf; Dickson Memo.pdf; Name Change Proposal.pdf

Hi, Janie. Can you please add this proposal to the DB and folderize, etc.? It'll be "Name Change for School of Interior Design" in the College of Design.

Thank you,
Sheila

Staff Representative to the Board of Trustees
Office of the Senate Council
Phone: (859) 257-5872

From: Spires, Marla
Sent: Tuesday, February 26, 2013 4:58 PM
To: Brothers, Sheila C
Subject: CoD School of Interior Design Name Change Proposal

Sheila,

For the College of Design, I am forwarding a proposal for a name change for the School of Interior Design.

I have attached the following for senate council consideration:

- Letter of support from Dean Michael Speaks to the Senate Council and Interim Provost Tim Tracy
- Letter of support from Ann Dickson, Director of the School of Interior Design
- Name Change proposal for the School of Interior Design

Please let me know if there is anything else you or the senate council needs from the college.

Also, if you need hard copies, I can forward them to you.

Thanx!
Marla.