

## Motion

This is a motion from the Faculty Senate Executive Council:

The Faculty Senate recommends that the name of the College of Business and Economics be changed to the College of Business.

## Rationale

The Faculty Senate has review and comment authority over changes in name for Radford University Colleges. The vote of the senate on the proposed change from College of Business and Economics to College of Business will be forwarded to the provost along with comments reflecting senator concerns regarding the proposal.

Original letter regarding the name change from Dean Gilbert to Provost Scartelli:

June 17, 2010

Dr. Joseph Scartelli  
Interim Provost and Vice President for Academic Affairs  
Radford University  
Radford, VA

Dear Provost:

The purpose of this letter is to formally request that the name of the College of Business and Economics (COBE) be changed to the College of Business.

The impetus for the name change was by request of a faculty member. The College of Business was more in line with current trends and with other business programs in the Commonwealth. Further, faculty members emphasized that the time had passed to single out one of our five disciplines in the name. The COBE Strategic Management Standing Committee reviewed and vetted the issue before recommending the change to the faculty. The faculty members voted (72 percent approved the name change; 28 percent opposed) and referred this matter to me in April, 2010.

The members of the Advisory Council for the College of Business and Economics were then asked for their opinions. While some members of the Council expressed concern over harming the brand equity of the name and the acronym (COBE), the Advisory Council members who voted (n=25) were in favor (92 percent approved; 8 percent opposed) of changing the name. The rationale was similar to that of the faculty in emphasizing the consistency of the shorter name with other programs in the Commonwealth and the national trend to identify the business program with the shorter name.

Finally, the graduating business students were asked to provide their input during the senior class meeting (May 6, 2010). The majority (61 percent) of the voting students (n=220) were in favor of changing the name.

Thus, I request that the name of the College of Business and Economics be changed to the College of Business. Thank you for your attention to this request. Please let me know if you need further information.

Sincerely,

Faye W. Gilbert, PhD  
Dean