

INTEROFFICE COMMUNICATION

Date: March 16, 2007

To: Elizabeth Hoffman, Executive Vice President for
Academic Affairs and Provost



From: Wendy Wintersteen, Dean
College of Agriculture

Re: Proposed Name Change for the College of Agriculture

The faculty of the College of Agriculture requests that the Executive Vice President and Provost and the Faculty Senate consider and support a change of the College's name to "College of Agriculture and Life Sciences."

The proposed name change has been contemplated and discussed for more than three years. In 2004, the Dean's Executive Council, an advisory group comprised of leadership from the state's agricultural organizations, initiated a discussion with College leaders about changing the name in order to better market the College for student recruitment and to respond to industry concerns over anticipated shortages in the flow of talent into the agriculture and life sciences fields. In 2006, the Dean's Advisory Council, a 35-member advisory group, voted unanimously to support the name change. At its December 8, 2006, meeting, the College of Agriculture Cabinet (comprised of the 15 department chairs and college administrators) unanimously voted to support the name change to the "College of Agriculture and Life Sciences" and to support the College's efforts in the process. On March 1, 2007, I requested a vote of the College of Agriculture faculty. Dr. Micheal Owen, Chair of the College of Agriculture Faculty Senate Caucus, reported the results of the vote: 166 voted yes on the name change and 28 voted no. The College has 284 faculty eligible to vote.

As Dean of the College, I strongly believe this is the right direction for the College to take as it enters a bold new chapter for the many broad areas touched by agriculture and the life sciences in Iowa, the nation and the world. Many of the exciting, new opportunities emerging today in agriculture are connected with innovation and discovery in the fundamental sciences. Strong support for the name change has been demonstrated both internally and externally, making the timing perfect for the "College of Agriculture and Life Sciences." In order for the College to become the best and improve its national and global prominence, *we must position the College as a premier research institution, aggressively seeking new interdisciplinary research opportunities in agricultural and life science growth areas* and collaborating with committed partners across colleges and statewide. The new name will help us achieve this goal.

Finally, and perhaps most importantly, the new name "College of Agriculture and Life Sciences" will help us attract a new generation of students and train future leaders. We believe the new name will open doors for the College that might otherwise remain closed.

The attached document provides additional details on the advantages of the name change and the process that was followed to date. Thank you for your consideration of our request.

cc: Gregory Palermo, President, Faculty Senate
CoAg Name Change; 3/16/07

College of Agriculture Name Change Rationale and Process

Rationale:

The “College of Agriculture and Life Sciences” name more accurately describes both the long-held and the modern emphasis and breadth of the College, and would be beneficial in communicating its contemporary programs and future vision to prospective students, new faculty candidates, stakeholder organizations and the general public. Compelling arguments exist for changing the name of the College. They are listed below:

Enhance recruitment and retention of students. The name change will convey to prospective students the breadth of programs, services and expertise available within the College. The new name will encourage prospective students to explore the wide variety of majors in the College, the great opportunities they present (with more than 98 percent placement overall) and the life-improving science behind them. At premier agricultural institutions like Iowa State University, old stereotypes about colleges of agriculture have little in common with the broad-based, interdisciplinary education that students receive. The name change will strengthen the pre-eminent position of the College for undergraduate and graduate students seeking careers in agriculture and life sciences; be a magnet for the best and brightest students; and help recruitment efforts that convey exciting, diverse career paths in the College that seek to make the world a better place.

Today, students enrolled in the College can choose to study in many areas:

Agricultural Biochemistry

Agricultural Business

Agricultural Education

Agriculture Exploration

Agricultural Education and Studies

Agricultural Systems Technology

Agronomy

Animal Ecology

Animal Science

Biology

Dairy Science

Diet and Exercise

Dietetics

Entomology

Environmental Sciences

Food Science

Forestry

Genetics

Horticulture

Industrial Technology

Microbiology

Nutritional Science

Public Service and Administration

Zoology

Secondary Majors: Environmental Studies, Seed Science, International Agriculture

Preprofessional Programs: Prehealth (medicine, nursing, pharmacy, physical therapy, dentistry),

Preveterinary Medicine, Prelaw

Enhance recruitment of new faculty members by more clearly reflecting the importance of fundamental science in the College’s portfolio of fundamental and applied research, and

the importance of fundamental science as the foundation of advancements to benefit stakeholders of the College and University.

Help the College better define the role of fundamental sciences in the future of agriculture and increase the prominence of life sciences in the College's strategic view. The name change will benefit the departments where fundamental science is taught and research conducted. In 2003, the College of Agriculture and the College of Liberal Arts and Sciences completed a reorganization to strengthen how basic life sciences are taught and researched. The resulting departmental structure — the Department of Biochemistry, Biophysics and Molecular Biology; the Department of Ecology, Evolution and Organismal Biology; the Department of Genetics Development and Cell Biology; and the Department of Natural Resource Ecology and Management — fosters synergy among faculty and students studying similar processes, problems or issues in very different organisms, but using similar tools and research perspectives.

The name change will benefit the College in making progress on specific goals in its 2005-2010 strategic plan. The name change has relevance in several priorities in research, extension and education, including:

Research

- “Leverage strengths in science and technology to enhance research and scholarly excellence with emphasis in interdisciplinary initiatives involving agricultural, food and life sciences, environmental sciences, and social sciences.” [Programs Priority]
- “Enhance research and extension programs in high-priority areas — air and water quality, bioeconomy, genomics, human health and wellness, food safety and security, and rural vitality. [Programs Priority]
- “Promote the wise use of Iowa’s resources and build a sustainable future.” [Iowa Life Priority]
- “Expand the diversity of people, ideas and cultures, and nurture an environment in which diversity can thrive.’ [University Life]

Education

- “Create an environment that welcomes students to explore the variety of disciplines and career paths available in the College of Agriculture.” [Education Priority]
- “Develop new recruitment strategies to attract students from many backgrounds to the College.” [Education Priority]
- “Partner with K-12 schools and community colleges to facilitate transfer to, and student success in, the College.” [Education Priority]

More accurately represent the nature of educational, research and extension programs that have been part of the College since the founding of the institution nearly 150 years ago. The College's programs include agricultural, food, environmental and social sciences. The name change will help dispel the perception of “agriculture” meaning solely production agriculture. It will help communicate the College's vision for the future, to be at the forefront of scientific frontiers of agriculture and life sciences, including genomics,

biorenewables, human health and wellness, environmental stewardship, food safety and security, and the profitability and competitiveness of agricultural producers and businesses.

Better reflect the collaborative nature of many College programs. The College has a unique administrative structure for jointly administered departments. Six departments are jointly administered with the College of Liberal Arts and Sciences; one is jointly administered with the College of Engineering; and another with the College of Human Sciences. The College also provides significant leadership and collaboration in collaborative life-sciences-focused initiatives on campus, including Office of Biorenewables Programs, Plant Sciences Institute, Center for Integrated Animal Genomics and the Office of Biotechnology. The College and its faculty support and help lead efforts in interdisciplinary educational programs strongly connected to life sciences, including sustainable agriculture, interdepartmental genetics, interdepartmental toxicology and interdepartmental microbiology.

Many of the university's life-sciences departments, other than those in the College of Veterinary Medicine, are wholly within or co-administered by the College of Agriculture. The name change will strengthen and make more transparent the relationship between the College of Agriculture and the College of Liberal Arts and Sciences. All life-sciences departments within the College of Liberal Arts and Sciences are jointly administered with the College of Agriculture. These life-sciences programs will continue to be jointly administered and will continue to enhance and foster natural interactions among other departments.

The name change will place an even stronger emphasis on innovation in agriculture and the importance of discoveries in agricultural and fundamental sciences for the future benefit of Iowans. The name change will help dispel continuing perceptions of agriculture; a recent example is the headline in the February 12, 2007, Des Moines Register — *“High-tech jobs abound in Iowa: Why aren't workers filling them?”* One of the answers to the question was: *“State's rep as a farming hub.”* It suggests that agriculture has little to do with science and technology. The name change will help address this misconception by better defining the role and importance of fundamental sciences in the future of food, feed, fuel and fiber and other agricultural infrastructure of Iowa and the nation. Results from agricultural and life sciences offer opportunities on which to build innovation.

Defined broadly, ten of the College's 15 departments fit in the life sciences, as branches of science dealing with living organisms and their life processes and relationships to each other and their environment. Merriam-Webster defines life sciences as “a branch of science, as biology, medicine and sometimes anthropology or sociology, that deals with living organisms and life processes.”

- Agronomy
- Animal Science
- Biochemistry, Biophysics and Molecular Biology*
- Ecology, Evolution and Organismal Biology*
- Entomology
- Genetics, Development and Cell Biology*
- Horticulture
- Natural Resource Ecology and Management
- Plant Pathology
- Sociology*

*jointly administered with the College of Liberal Arts and Sciences

Approval of the new name will bring closure to discussions, both on-campus and off-campus, that have occurred since the 1970s. Today's arguments in support of a name change are similar to those outlined most recently in the mid-1990s. In 1995, the

College of Agriculture's Strategic Planning Committee recommended a name change. The committee's report, which was developed after more than a year of consultation with faculty, staff, students, advisory groups and others with interests in the College, stated: "The name of the College does not reflect the scope of its contemporary mission or programs and communicates a limited view to the citizens of Iowa, potential students and the world ... The current name does not convey to clientele and students the breadth of services and expertise available from the College [and] potential students [are] not aware of career opportunities in agriculture." The report also stated that fundamental research activities were not reflected in the name. The report stated that faculty, staff and students preferred to maintain the word "agriculture," and that faculty preferred a name that also included "sciences," "environment" or "natural resources." In 1999, the College of Agriculture faculty voted to approve a name change. The top two choices were "College of Agricultural Sciences and Natural Resources" and "College of Agriculture and Life Sciences." The former name was forwarded to the ISU Faculty Senate, which approved the change. However, state lawmakers subsequently urged the university to retain the name "College of Agriculture." The proposal was not acted upon further.

The name change will not lessen the significance nor prominence of the word "agriculture," which is a source of great pride and tradition for many of the College's alumni, stakeholders, current students and faculty. The word "agriculture" always will be prominent in the name, reflecting an unparalleled legacy —150 years of research, education and extension that continues to enhance food, feed, fiber, fuel and consumer products, and 150 years of graduates in diverse areas who have become leaders making a difference for Iowa, the nation and world. Rather, the name change lifts up important areas of science that have long been integrated into the College.

The name change will help the College better recognize the College's diverse alumni. It will provide new opportunities for the College to engage alumni who believe they have little connection or relationship to the term "agriculture" or who may view "agriculture" narrowly. A step in this direction was taken recently when the College instituted the George Washington Carver Distinguished Service Award to annually honor distinguished alumni and friends who've demonstrated excellence "in the College's broad portfolio of programs in agricultural, food, environmental, social and life sciences." The College's other distinguished alumni awards continue to emphasize achievement in production agriculture, agricultural business, agricultural scholarship and leadership.

Process:

In 2004, the Dean's Executive Council, an advisory group comprised of leadership from the state's agricultural organizations, initiated a discussion with College leaders about changing the name in order to better market the College for student recruitment and to respond to industry concerns over anticipated shortages in the flow of talent into the agriculture and life sciences fields.

Subsequent discussions were held over the next two years with the Executive Council and the College of Agriculture Advisory Council, which is comprised of 35 members representing areas reflecting the breadth of the College's curricula and careers chosen by its graduates. "College of Agriculture and Life Sciences" often was cited in discussions as one of the most favorable, appropriate and meaningful choices for the name.

In 2005-2006, the College conducted several surveys and gathered more information, primarily from students and prospective students. Selected studies and findings included:

- Surveyed 150 freshmen and upperclassmen and 2,500 prospective students about the name and perceptions of College. Result: Perceptions of agriculture as a "farm stereotype"

and “lack of knowledge on diverse opportunities” offered by the College were recurring themes. 82% of freshmen and 88% of upperclassmen said “farming” when asked for the first word that comes to mind when they thought of agriculture.

- A Cargill-funded student marketing team reported on the often negative perceptions of the College’s image and culture. Result: The students recommended the College change its name to better reflect new science-driven opportunities such as biotechnology and biorenewable products that are working to solve society’s problems.
- Worked with ISU students in marketing, public relations and advertising courses to study the name issue, marketing plans and ideas. Result: The majority (4 of 6 student teams) recommended a name change to capture the College’s broad range of programs and to better market the College to prospective students.
- Conducted Web-based survey of 115 prospective high school students from 19 states about the name of the College. Result: “The current name, College of Agriculture, compares unfavorably to several [other] name possibilities.” Also, when asked to rate college names by words describing the college, the “College of Agriculture” ranked last in “exciting,” “prestigious” and “up-to-date.” Rating highest were colleges with names that included either environmental sciences, natural sciences or life sciences.

In the fall of 2005, during the College of Agriculture dean’s search, each candidate was asked publicly to state their opinions on changing the College’s name. Interim Dean Wintersteen (who was named Dean in December 2005) stated the college was seriously examining a name change primarily as a way to enhance student recruitment. She stated her belief that the name eventually should change to more accurately reflect the College’s programs, offerings and opportunities for students.

At its December 1, 2006, annual meeting, the College of Agriculture Advisory Council **unanimously approved** a recommendation to change the name to the College of Agriculture and Life Sciences. In its recommendation, the Council stated that changing the name was “critical and essential to achieve the goal and priorities of the College.” [The motion was made by Dan Frieberg, seconded by Ted Crosbie.]

At its December 6, 2006, meeting, the College of Agriculture Faculty Senate Caucus **unanimously approved** a motion to endorse the process to change the name to the College of Agriculture and Life Sciences. [The motion was made by Caucus Chair Micheal Owen, professor of agronomy, and seconded by Forrest Nutter, professor of plant pathology.]

At its December 8, 2006, meeting, the College of Agriculture Cabinet (comprised of the 15 department chairs and college administrators) **unanimously voted** to support the name change to the College of Agriculture and Life Sciences and to support the College’s efforts in the process.

On December 17, 2006, the Deans of the Colleges of Liberal Arts and Sciences, Veterinary Medicine and Human Sciences were notified in writing that the College of Agriculture had initiated the internal process to consider a name change. Previous to that correspondence, Dean Wintersteen had discussed the issue several times with Dean Whiteford of the College of Liberal Arts and Sciences. As a result of these conversations, Dean Whiteford took two actions. On December 12, 2006, Dean Whiteford led a thorough discussion with his Cabinet regarding the proposal. Following the meeting, Dean Whiteford reported to Dean Wintersteen that the College of Liberal Arts and Sciences viewed the name change as an important initiative for the College of Agriculture and that the College of Liberal Arts and Sciences would not oppose the name change. On March 7, 2007, Dean Whiteford provided

a briefing on the name-change process to the College of Liberal Arts and Sciences Representative Assembly and no objections were raised. It is important to note that the chairs of the jointly administered departments (Biochemistry, Biophysics and Molecular Biology, Genetics Development and Cell Biology, Ecology, Evolution and Organismal Biology) that were integrally involved in the two College's reorganization of life sciences programs fully support the proposed name change. The chairs of the other jointly administered departments with the College of Liberal Arts and Sciences - Sociology, Economics and Statistics - also are fully in support of the proposal.

On December 18, 2006, Dean Wintersteen sent a memo to all faculty and staff members outlining plans to move forward with the name change and rationale for the proposal and requesting comments. The memo also was sent to leaders of the College's student organizations and to board members of affiliated organizations (i.e., ISU Agricultural Endowment, Committee for Agricultural Development, Iowa Crop Improvement Association). The Dean's memo was sent electronically to 11,500 agriculture alumni and, through the ISU Alumni News Flash newsletter, to 27,000 ISU alumni. A news release on the College's proposal was distributed to more than 300 statewide media outlets on December 20, 2006.

On January 10, 2007, Dean Wintersteen met with the Agriculture Student Council to discuss the proposal with leaders of the College's student organizations.

On January 24, 2007, Dean Wintersteen addressed the name change to faculty and staff during her remarks at the College's annual awards convocation.

On February 14, 2007, the College held an open forum in the Memorial Union for faculty, staff and students to discuss the proposal. About 25 people attended. The Dean shared information that she had received about 90 responses, both internally from faculty, staff and students, and externally from alumni and stakeholders, from her request for comments. More than half of the responses favored the name change. On February 15, 2007, the Dean e-mailed a message to more than 2,300 current undergraduates, asking for additional comments. The Dean received 21 responses, with approximately half favoring the name change.

On February 28, 2007, Dean Wintersteen sent a memo to the College's 15 department chairs, asking them to organize a vote of their College of Agriculture-tenured faculty. Faculty votes were collected up to 5 p.m., March 9. Departments delivered the results on March 12 to Michael Owen, professor of agronomy and chair of the College's Faculty Caucus. One department's faculty failed to vote due to weather conditions. They requested a one-week extension to submit their votes which was granted. The votes from this department totaled 4 of the total votes submitted. Another department turned in one ballot by the deadline and submitted an additional 11 ballots one week late.

If the name change is approved by the Faculty Senate, Executive Vice President and Provost Hoffman, President Geoffroy and the Board of Regents the College administration will work with the College's Cabinet, Faculty Senate Caucus and other Deans' to develop a plan to announce the name change.