

October 8, 2007

MEMORANDUM

TO: Dean Catlett

FROM: College Name Review Team

SUBJECT: Recommendations Based on Results of Follow-Up Survey

After receipt of a memo from the College Name Review Team dated 06/25/07, Dean Catlett granted permission for our team to conduct a follow-up survey involving students, faculty, staff, alumni and stakeholders of NMSU's College of Agriculture and Home Economics.

Development of the Follow-Up Survey:

The second survey was developed by assessing the results of the first survey, meeting with internal interest groups, and deliberating over the results. Key facts noted in the first survey include:

1. Of 760 who responded to the "name questions" in the first survey, 694 thought "agriculture" should be in the name.
2. While only 54% said the name should be changed, when given a choice, 80% chose something other than the current name.
3. 69% said home economics should not be in the name.

Representatives of non-agricultural aspects of the college were consulted in a meeting. During this meeting there was a consensus around "environmental sciences" and there was a strong sentiment for the term "family", particularly among Extension home economists. With that information, the second survey was devised.

The follow-up survey included only **three proposed names** (see below). In this survey, respondents were offered the choices of "acceptable" or "unacceptable" for each name and the opportunity to comment if the name is unacceptable.

Proposed Names Included in the Survey:

1. The College of Family, Agriculture, Consumer, and Environmental Sciences (FACES)
2. The College of Agricultural, Human, and Environmental Sciences (AHES)
3. The College of Agricultural, Consumer, and Environmental Sciences (ACES)

Summary of Survey Results and Recommendations:

The survey was sent out by email to faculty, staff and students on Aug. 22 with a URL allowing them to respond to the follow-up survey. A similar invitation went out to the Stakeholders' list and to 1,800 alumni with emails. The email survey was completed by Sept. 25. We did not ask respondents to identify their background or interests, so there is no way to identify interest groups or affiliations. The simplified survey, however, did lead to more responses than the first survey. We had 1,110 completed surveys. The survey allowed respondents to register their opinion of three proposed names as "acceptable" or "unacceptable" and make comments about each name. The two percentages reported below are the percentages of "acceptable" against the number completing that item on the survey (the higher number); and the percentages of "acceptable" against the total completed surveys. Results of the survey are attached. A brief summary of the results is as follows:

- **The College of Agricultural, Consumer, and Environmental Sciences:** This name was the most acceptable (69% and 67%) with 748 registering it as acceptable.

- **The College of Agricultural, Human, and Environmental Sciences:** This name received a majority acceptable rating (62% and 60%) with 662 registering it as acceptable.
- **The College of Family, Agricultural, Consumer, and Environmental Sciences:** This name was unacceptable with only 291 responders (28% and 26%) registering it as acceptable.

Recommendations of the College Name Review Team:

Based on the results of our Follow-up Survey the College Name Review Team has concluded that “**The College of Agricultural, Consumer, and Environmental Sciences**” would be the top choice and “**The College of Agricultural, Human, and Environmental Sciences**” would be the second choice as a possible new name for the college. We also concluded that “**The College of Family, Agricultural, Consumer, and Environmental Sciences**” is “unacceptable” as a possible new name for the college.

Although both names mentioned above were considered acceptable, several potential problems and/or concerns were expressed in written comments from survey respondents and members of the College Name Review Team. Below is a summary of the “major” concerns/problems mentioned:

Summary of Concerns/Issues: Written Comments from Follow-Up College Name Survey:

The College of Agricultural, Consumer and Environmental Sciences:

- A total of 235 written comments were received.
- 33 respondents did not like the term “consumer”
- 29 respondents wanted the term “family” in the title
- 9 respondents objected to “environmental”
- 9 respondents preferred “agriculture”
- 9 respondents preferred “natural resources” to “environmental sciences”

The College of Agricultural, Human and Environmental Sciences:

- A total of 246 written comments were received.
- 77 respondents expressed specific problems with the word “human”
- 16 respondents wanted the term “family” in the title
- 11 respondents preferred “agriculture”
- 8 respondents preferred “natural resources” to “environmental sciences”

Summary of Concerns/Issues: College Name Review Committee:

One or more members expressed the following -

- “Family Issues” – The term “Family” is missing from both names
- A preference of “agriculture” to “agricultural”
- Question: Can the term “sciences” be dropped from the name?

Concluding Statements:

With the submission of this memo, the College Name Review Team has met its charge that was given by Dean Catlett in January, 2007. Per our charge, we have explored alternative names for the college, reviewed the current and alternative names with the college faculty and staff and with key stakeholders throughout the state, held an open discussion session with representatives from the respective units in the college, and we have supervised two surveys to get a representative vote on name options, and we are now making our recommendations to the Dean. To the best of our ability, our process has been inclusive within the college and has included key stakeholders from outside the college and across New Mexico.

The results of the two survey’s and corresponding recommendations from the College Name Review Team should provide adequate information for the Dean to make an informed decision for either keeping or changing the name of the college.