

College Name Review Team – Tentative Conclusions from the Survey

2 May 2007

1. The survey was not statistically valid and can only be used for descriptive purposes.

2. Respondent Statistics

a) Total respondents to the survey	907
b) Total who responded to questions # 8-11	760
c) Total who chose or wrote in a name	703

Many respondents apparently identified themselves in more than one category –

a) Students	210
b) Faculty and Staff	238
c) Alumni	491
d) Stakeholder groups	<u>554</u>
Total	1,493

Responses from those affiliated with production agriculture seemed to be more numerous than any other group.

3. 83% of the respondents felt the name of the college was very or somewhat important to them.

4. There is a clear response that the word “agriculture” should remain in the name of the college:

694 – “agriculture” should be in the name of the college – 91%
66 – “agriculture” should not be in the name of the college – 9%

5. There is a clear response that the term “home economics” should not be in the name of the college:

524 – “home economics” should not be in the name of the college – 69%
236 – “home economics” should be in the name of the college – 31%

6. When asked if the name of the college should be changed:

413 – yes – 54%
347 – no – 46%

7. But, 80% of the respondents chose a name other than the current one when asked to select a name from a list (question 12)

141 – College of Agriculture and Home Economics
562 – divided among the other choices

8. There seemed to be a clear response that the name of the college should be changed (numbers 5 & 7 above).

From the numerous names suggested by the respondents, most seemed to incorporate the three broad areas of college endeavor: agriculture, consumer sciences, and environmental sciences.

9. From the written comments, several ideas were frequently expressed:
- a. The cost of changing the name should be considered and was questioned.
 - b. Any further deliberations must proceed carefully.
 - c. The quality of programs in the college was more important than the name.
 - d. The acronym of any future name should be considered.
 - e. Let's not repeat the fiasco with "Pistol Pete."

Additional data

Select a name for the college.

College of :

Agricultural and Life Sciences	100 (14%)
Agricultural, Consumer and Environmental Sciences	144 (20%)
Agricultural, Family and Consumer Sciences	103 (15%)
Agricultural, Food and Life Sciences	56 (8%)
Agriculture and Home Economics	141 (20%)
Agriculture and Human Sciences	34 (5%)
Other (write-ins)	125 (18%)

Is the name of the college important to you?

Very Important	306 (40%)
Somewhat Important	324 (43%)
Undecided	57 (7.5%)
Somewhat unimportant	41 (5%)
Very Unimportant	32 (4%)

All Alumni

Should the name of the college be changed? – Yes – 218 (54%), No – 185 (46%)

Should “agriculture” be in the name? – Yes – 379 (94%), No- 24 (6%)

Should “home economics” be in the name? – Yes – 122 (30%), No- 281 (70%)

Choose a name:

Agricultural, Consumer and Environmental Sciences – 88 (24%)

Agriculture and Home Economics – 74 (20%)

Other -- 56 (15%)

Agricultural, Family and Consumer Sciences – 52 (14%)

Agricultural and Life Sciences – 51 (14%)

Agricultural, Food and Life Sciences – 32 (9%)

Agriculture and Human Sciences – 19 (5%)

Respondents affiliated only with family and consumer sciences, home economics, or HRTM organizations or interests

Should the name of the college be changed? -- Yes- 85 (59%), No – 58 (41%)

Should “agriculture” be in the name? -- Yes – 121 (85%), No – 22 (15%)

Should “home economics” be in the name? -- Yes – 46 (32%), No – 97 (68%)

Choose a name:

Agricultural, Family and Consumer Sciences – 33 (25%)

Other - 23 (17%)

Agriculture and Home Economics – 19 (14%)

Agricultural, Consumer, and Environmental Sciences – 18 (13.5%)

Agricultural, Food and Life Sciences – 12 (9%)

Agriculture and Human Sciences – 12 (9%)

Respondents only affiliated with natural resource or environmental sciences organizations or interests

Should the name of the college be changed – Yes – 24 (61.5%), No – 15 (38.5%)

Should “agriculture” be in the name – Yes – 33 (85%), No – 6 (15%)

Should “home economics” be in the name? – Yes 7 (18%), No – 32 (82%)

Choose a name:

Agricultural, Consumer and Environmental Sciences – 14 (37%)

Other – 10 (26%)

Agricultural and Life Sciences – 7 (18%)

Agricultural, Food and Life Sciences – 3 (8%)