

Summary of the College Name Review Follow-up Survey

Dean Lowell Catlett sent out an 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. These emailings were completed by Aug. 25. We did not ask respondents to identify their background or interests, so there is no way to identify interest groups. 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 here 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. The results were as follows:

Option # 1. The College of Family, Agricultural, Consumer, and Environmental Sciences

This name had a low acceptability level (28% and 26%) with 291 registering it as acceptable. Among the 400 comments, the number one criticism of the name was that it was too long (143 comments). The second-highest criticism was that the term "agricultural" did not come first in the name (84 comments).

Option # 2. The College of Agricultural, Human and Environmental Sciences

This name received a majority acceptable rating (62% and 60%) with 662 registering it as acceptable. Of 246 comments, 77 expressed specific problems with the word "human."

Option # 3. The College of Agricultural, Consumer and Environmental Sciences

This name was the most acceptable (69% and 67%) with 748 registering it as acceptable. Among 235 comments, nine objected to "environmental" 33 did not like the term "consumer" and 29 respondents wanted the term "family" in the title.