The purpose of this memo is to request name and roster changes in the College of Business, Technology and Communication as follows. These changes are a result of a yearlong discussion on identity and branding. Name changes should be considered a package.

Name Changes

1. Name change from the College of Business, Technology, and Communication to the **College of Business**. This change was suggested by the college’s executive advisory board and voted on and approved by all departments in college. The name “College of Business”: 1. Is universally accepted; 2. Counts for the vast majority of the programs in the college; 3. Will stand the test of time regardless of the departments in the college; 4. Has significant utility from a branding standpoint; 5. Reflects what many connected with the university, call the College of Business, Technology, and Communication anyway in addition to many other incorrect variations.

2. Name change from the Department of Technology, Art & Design to the **School of Technology, Art & Design** also to be known as the TAD School. The School designation recognizes the national impact of the TAD programs. National recognition, placement, and significant advisory boards are a few of the factors that warrant this recognition. The School designation will also give identity to art and design programs that might not as readily identify with the College of Business name.

3. Name Change from the Department of Mass Communication to the **Department of Media and Marketing**. Mass Communication is a term that is considered dated and does not recognize the current or future student mix of the department. Currently, 3/4ths of the department majors are Marketing Communications majors. Recognizing program mix and recruiting future students are the primary reasons for this change.

4. Name Change from the Department of Accounting to the **Department of Accountancy**. Accounting refers to the process of keeping or maintaining financial records; while accountancy refers to the duties or profession of an accountant. Many accounting programs have changed names to what is considered by many a more appropriate term in the profession.
Roster Change

1. **Dual Roster faculty in the Journalism and Radio and TV Broadcasting rosters with a new Media and Marketing roster.** Currently Valica Boudry is alone in the Journalism Roster and Radio and TV Broadcasting is not an accurate faculty description. The department faculty have unanimously approved this rostering. New additions to the department will only be rostered in Media and Marketing.