

# Cover Sheet: Request 10997

## Remove "Administration" from Warrington College of Business

### Info

Process	Unit New/Modify/Close College
Status	Pending
Submitter	Griffith,Casey Todd cgriffith@aa.ufl.edu
Created	5/9/2016 4:42:06 PM
Updated	5/9/2016 4:50:44 PM
Description	"During a competitive analysis conducted by 160over90 in 2015, we noticed that many of our business peers are only using one word in referencing themselves - either business or management colleges (i.e. KenanFlagler, Kelly, Foster, Haas). College faculty, staff and Dean's Advisory board provided valuable input to the process. Additionally, when referring to our college verbally, we found that it is most commonly referred to as the UF College of Business. As we strategically position our communications to place more equity in the name Warrington, simplifying the identifier will make, both verbal and written uses, more consistent."

### Actions

Step	Status	Group	User	Comment	Updated
College	Approved	CBA - College of Business Administration, Warrington	Mathis, Renee C		5/9/2016
Added Warrington College of Business (002).pdf					5/9/2016
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			5/9/2016
No document changes					
Graduate Council					
No document changes					
Faculty Senate Steering Committee					
No document changes					
Faculty Senate					
No document changes					
Academic Affairs					
No document changes					
Board of Trustees					
No document changes					
Office of the Registrar					
No document changes					

<b>Step</b>	<b>Status</b>	<b>Group</b>	<b>User</b>	<b>Comment</b>	<b>Updated</b>
OIPR Notified					
No document changes					

Warrington College of Business Administration  
Heavener School of Business  
Fisher School of Accounting  
Hough Graduate School of Business

100 Bryan Hall  
PO Box 117150  
Gainesville, FL 32611-7150  
352-392-2397  
352-392-2086 Fax  
warrington.ufl.edu

April 27, 2016

**Memorandum**

To: Joe Glover

From: John Kraft 

Re: Warrington College of Business Administration name change

The faculty of the Warrington College of Business Administration voted unanimously to remove Administration from the College name. The rationale for this change is attached. Going forward the name of the college will be Warrington College of Business.

APPROVED:

  
\_\_\_\_\_  
Joseph Glover, Provost



Warrington College of Business Administration  
Hough Graduate School of Business

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PO Box 117150  
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352-392-8436  
352-392-2581 Fax  
warrington.ufl.edu

Dr. Angel Kwolek-Folland  
Associate Provost for Academic and Faculty Affairs

## **College Name Modification Proposal – Removal of “Administration”**

*Proposed Change:* **Warrington College of Business**

### *Rationale:*

During a competitive analysis conducted by 160over90 in 2015, we noticed that many of our business peers are only using one word in referencing themselves - either business or management colleges (i.e. Kenan-Flagler, Kelly, Foster, Haas). College faculty, staff and Dean’s Advisory board provided valuable input to the process. Additionally, when referring to our college verbally, we found that it is most commonly referred to as the UF College of Business. As we strategically position our communications to place more equity in the name Warrington, simplifying the identifier will make, both verbal and written uses, more consistent.

The College has an expanded academic program catalog which includes much more than our original MBA program. Hough Graduate School of Business alone offers six (6) specialized master’s programs, Master of Business Administration (MBA) programs have eight (8) cohort options, five (5) Doctor of Philosophy (Ph.D.) programs, one (1) Doctoral program, and one (1) post-doctoral program. Our true identity is much more than Master of Business Administration or the perception “administration” conveys of simply meaning “management”. Removing administration will help us better reflect the true nature of our innovative academic programs, international initiatives, entrepreneurial focus, three (3) Schools, and eleven (11) research centers.

This simple change will convey a more forward thinking message. The impact of the name change on faculty and students will be association with a brand that identifies the true nature of what the Warrington College is all about.

### *Budgetary Implications:*

Cost of implementing this change is minimal. As new communication materials are produced, we will incorporate the new name change. We will not spend money on replacing existing communications until it is necessary to reorder materials. Faculty, staff, and students will be encouraged to use existing materials until time of reordering is necessary.

Tally of the faculty vote at April 27, 2016 faculty meeting: For – 14; Against – 0; Abstain – 0.

S. Selcuk Erenguc  
Senior Associate Dean & Director of Hough Graduate School of Business

## Holt,Rebecca J

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**From:** Kwolek-Folland,Angel  
**Sent:** Monday, May 02, 2016 2:28 PM  
**To:** Holt,Rebecca J  
**Cc:** Kenney,Priscilla J; Mccray,Ileana C; Griffith,Casey Todd  
**Subject:** FW: Signature  
**Attachments:** WCBA name change.pdf

Hi Becky—

The attached request for a name change for the College of Business Administration looks fine. They've provided a place for Joe to sign. Once signed, please forward to Casey Griffith so he can get it into the approval system.

Thanks!  
Angel

Angel Kwolek-Folland, Ph.D.  
Associate Provost for Academic and Faculty Affairs  
Professor of History and Women's Studies  
University of Florida  
PO Box 113175  
Gainesville, FL 32611  
Office 1-352-392-4792  
FAX 1-352-392-8735

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**From:** Kenney,Priscilla J  
**Sent:** Thursday, April 28, 2016 2:04 PM  
**To:** Kwolek-Folland,Angel <akf@aa.ufl.edu>  
**Subject:** RE: Signature

Hi Angel,

Attached is the memo to Dr. Glove and the revised proposal that addresses the additional issues. Let me know if this is ok.

Thanks much!

*Priscilla Kenney*

*Administrative Assistant*

101 Hough Hall, P O Box 117150, Gainesville, FL 32611  
352-392-8436 / Fax 352-392-2581

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**From:** Kwolek-Folland,Angel  
**Sent:** Thursday, April 28, 2016 1:08 PM  
**To:** Kenney,Priscilla J <[priscilla.kenney@warrington.ufl.edu](mailto:priscilla.kenney@warrington.ufl.edu)>  
**Subject:** RE: Signature

Yes, that's fine. Just send it to me.

I think what happened is that they were trying to fast-track it, but the FS by-laws spell out the process and it includes the UCC and GC. So it just takes a while. It will be ready for FS by August.

Angel Kwolek-Folland, Ph.D.  
Associate Provost for Academic and Faculty Affairs  
Professor of History and Women's Studies  
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**From:** Kenney, Priscilla J  
**Sent:** Thursday, April 28, 2016 1:05 PM  
**To:** Kwolek-Folland, Angel <[akf@aa.ufl.edu](mailto:akf@aa.ufl.edu)>  
**Subject:** RE: Signature

Thanks. I'll have the document updated and forwarded back to you. Is it still appropriate to have a memo to Dr. Glover asking for his approval? So a memo and the attached rationale?

*Priscilla Kenney*

*Administrative Assistant*  
101 Hough Hall, P O Box 117150, Gainesville, FL 32611  
352-392-8436 / Fax 352-392-2581

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**From:** Kwolek-Folland, Angel  
**Sent:** Thursday, April 28, 2016 12:55 PM  
**To:** Kenney, Priscilla J <[priscilla.kenney@warrington.ufl.edu](mailto:priscilla.kenney@warrington.ufl.edu)>  
**Subject:** RE: Signature

Hi Priscilla—

Yes, this will need more work. The proposal also needs to address students and faculty and the impact on them—probably completely minimal, but should be addressed—and the actual tally of the vote, a description of any input rec'd from appropriate bodies (college council, advisory boards, etc.). Once you have it revised, please send it to me and I'll get it started through the process.

Angel

Angel Kwolek-Folland, Ph.D.  
Associate Provost for Academic and Faculty Affairs  
Professor of History and Women's Studies  
University of Florida  
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**From:** Kenney, Priscilla J  
**Sent:** Thursday, April 28, 2016 12:37 PM  
**To:** Kwolek-Folland, Angel <[akf@aa.ufl.edu](mailto:akf@aa.ufl.edu)>  
**Subject:** FW: Signature

Hi Angel,

Attached is the request we sent to Dr. Glover.

*Priscilla Kenney*

*Administrative Assistant*

101 Hough Hall, P O Box 117150, Gainesville, FL 32611  
352-392-8436 / Fax 352-392-2581

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**From:** Kenney,Priscilla J

**Sent:** Wednesday, April 27, 2016 4:38 PM

**To:** May,Cheryl D <[cmay@aa.ufl.edu](mailto:cmay@aa.ufl.edu)>

**Subject:** Signature

Hi Cheryl,

The attached memo needs the Provost signature. Please let me know if you need anything else. Thanks!

*Priscilla Kenney*

*Administrative Assistant*

Office of Senior Associate Dean Erenguc

HOUGH GRADUATE SCHOOL of BUSINESS

*Warrington College of Business, University of Florida*

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