

Contact: Diana Gonzalez

REQUEST FOR PROGRAM NAME CHANGES AT IOWA STATE UNIVERSITY

PART I – APPAREL, MERCHANDISING, AND DESIGN

Action Requested: Consider approval of the request by Iowa State University to change the following program names:

- ◇ Bachelor of Science Program in Apparel, Merchandising, Design, and Production to the Bachelor of Science Program in Apparel, Merchandising, and Design.
- ◇ Master of Science and Ph.D. Programs in Textiles and Clothing to the Master of Science and Ph.D. Programs in Apparel, Merchandising, and Design.

Executive Summary: The proposed name changes resulted from a recommendation made by external reviewers during an academic program assessment. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan objective (1.1) to “offer high-quality programs through ongoing program improvement for undergraduate, graduate, professional, and non-degree students and special school students.”

Background:

- ◇ Description of programs. The undergraduate program provides a broad-based program of study with flexibility in creating program options. Courses are required in general education, and textiles and clothing core. In the graduate programs, students understand how textiles and apparel are essential in meeting individual and societal needs and the interdependence of nations and cultures as producers and consumers.
- ◇ Proposed name. The proposed name stems from the merger of three departments in the (then) College of Family and Consumer Sciences in 2000. The merger was an administrative restructuring to realize cost savings. The names of the majors were not changed at that time due to recognition of broad similarities in two of the three programs (focusing on business and consumers). However, after the program review in 2008, the faculty proposed name changes for the programs to build recognition between the department name and the names of the programs and to emphasize more clearly the focus of the programs.
- ◇ Comparable name at other institutions. Central Michigan University, Illinois State University, San Francisco State University, and Washington State University offer undergraduate/graduate programs with the proposed name. Ellsworth Community College also offers a similarly titled associate degree program.
- ◇ Effect on students. No changes in degree requirements or course offerings will result from the proposed name changes. Current students will be allowed to complete their program of study with the existing program name or will be “grandfathered” into the new program titles.
- ◇ Effect on resources. No new resources will be required as a result of the proposed name changes.
- ◇ Date of implementation. Upon approval by the Board of Regents, the planned date of the proposed name changes will be Fall 2010.

PART II – HOSPITALITY MANAGEMENT

Action Requested: Consider approval of the request by Iowa State University to change the following program names:

- ◇ Bachelor of Science Program in Hotel, Restaurant, and Institution Management to the Bachelor of Science Program in Hospitality Management.
- ◇ Master of Science and Ph.D. Programs in Foodservice and Lodging Management to the Master of Science and Ph.D. Programs in Hospitality Management.

Executive Summary: The proposed name changes resulted from a recommendation made by external reviewers during an academic program assessment. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan objective (1.1) to “offer high-quality programs through ongoing program improvement for undergraduate, graduate, professional, and non-degree students and special school students.”

Background:

- ◇ **Description of programs.** The undergraduate program provides professional preparation for supervisory and executive positions in foodservice and lodging operations and includes coursework in principles of business management and fundamentals of hospitality operations. In the graduate programs, students understand trends and apply operating practices of hospitality organizations to changing economic, social, political, technological, and environmental conditions.
- ◇ **Proposed names.** The proposed names stem from the merger of three departments in the (then) College of Family and Consumer Sciences in 2000. The merger was an administrative restructuring to realize cost savings. The names of the majors were not changed at that time due to recognition of broad similarities in two of the three programs (focusing on business and consumers). Following the program review in 2008, the faculty proposed program name changes to build recognition between the department name and the names of the programs and to emphasize more clearly the focus of the programs.
- ◇ **Comparable name at other institutions.** Cornell University, Pennsylvania State University, and the University of North Texas offer undergraduate/graduate programs with the proposed names. Des Moines Area Community College, Iowa Lakes Community College, and North Iowa Area Community College offer a similarly titled associate degree program.
- ◇ **Effect on students.** No changes in degree requirements or course offerings will result from the proposed name changes. Current students will be allowed to complete their program of study with the existing program name or will be “grandfathered” into the new program titles.
- ◇ **Effect on resources.** No new resources will be required as a result of the proposed name changes.
- ◇ **Date of implementation.** Upon approval by the Board of Regents, the planned date of the proposed name changes will be Fall 2010.