August 17, 2005

MEMORANDUM

TO: Dr. Arnett C. Mace, Jr.
    Senior Vice President for Academic Affairs and Provost

FROM: Richard L. Porterfield
      Dean

RE: Proposed School Name Change

Please find attached a proposal to change the name of the Daniel B. Warnell School of Forest Resources to the Daniel B. Warnell School of Forestry and Natural Resources. This name change is an important step toward making the University community and the general public more aware of the breadth of scholarship that is represented in the School. I believe that the name change would enhance our recruitment and development efforts while maintaining and expanding our strong relationship with our alumni and the public. I strongly endorse this proposal and encourage its approval for subsequent implementation.

Attachments
NAME CHANGE JUSTIFICATION FORM

School/College Name:  Daniel B. Warnell School of Forest Resources
Proposed Name:  Daniel B. Warnell School of Forestry and Natural Resources

Department Name Changes:  N/A

Major Name Changes:

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<th>Current Major Name</th>
<th>Degree</th>
<th>Proposed Major Name</th>
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Prefix Changes:
A prefix change package should be submitted after the name change has been approved.

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<th>Current Prefix</th>
<th>Current Department</th>
<th>Proposed Prefix</th>
<th>Proposed Department</th>
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<td>School of Forest Resources</td>
<td>FANR</td>
<td>School of Forestry and Natural Resources</td>
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JUSTIFICATION:

See attached justification.

SIGNATURES:

Richard L. Portenfield
Dean
Proposal for a Name Change for the Daniel B. Warnell School of Forest Resources

Justification

The Daniel B. Warnell School of Forest Resources proposes to change its name to the Daniel B. Warnell School of Forestry and Natural Resources. This name change is based on our attempts to more accurately reflect the diversity of scholarship in our School and on the results of three separate surveys, an alumni opinion poll and a faculty vote.

The Daniel B. Warnell School of Forest Resources is composed of a single faculty that manages 4 different majors: Fisheries and Aquaculture, Forestry, Water and Soil Resources, and Wildlife. In addition, a fifth major, Natural Resources Recreation and Tourism, is being proposed this fall. The School maintains a student body of approximately 175 undergraduate professional students (all students currently graduate with a B.S. in Forest Resources), and 160 graduate students.

The School of Forest Resources changed its name from the George Foster Peabody School of Forestry in 1968 to acknowledge the growth in programs of the School. Since that time, the breadth of research and teaching in the School has continued to expand into new and diverse areas. Unfortunately, it has become apparent to us that many in the University community and outside have not come to realize these changes due, in part, to the School’s name. To that end, we have done a substantial amount of research on the positive impacts of changing our name again to the Daniel B. Warnell School of Forestry and Natural Resources.

A survey of some 400 existing freshmen and sophomores on campus was conducted in the spring of 2005 by the UGA Survey Research Center. The survey attempted to gauge the School’s name recognition and whether students across campus were aware of the majors that are offered in the School. We asked respondents: If you wanted to major in Fisheries & Aquaculture, Forestry, Water and Soil Resources or Wildlife, in what School or College on campus would you look for that major? With the exception of the Forestry major, the majority of students would look outside the School of Forest Resources to find a major if they were interested in Fisheries, Water and Soil Resources, or Wildlife. A later question in the survey asked: If the name of the School were “Forestry and Natural Resources”, would you have been more likely to look for our majors within the School? To this, 69% said “yes”.

The survey was repeated with the incoming freshman class with very similar results. A majority would look outside the School for the non-forestry majors. Again, with the name change, 66% would have been more likely to look for the School's majors within the School.

Finally, 67 High School Guidance Counselors responded as to where they would direct students interested in our majors. They too indicated that they would largely direct students to other units on campus. When asked if a change in name to the Daniel B. Warnell School of Forestry and Natural Resources would help them direct students to the School, 91% said "yes".

We also surveyed our alumni regarding a name change. Nearly 3,500 of our alumni were surveyed as to the name change and 851 responded (24.6%). Of those responding, 85% indicated support for a name change as a better reflection of the programs the School offers. Finally, in a vote completed this month, 86% (44 out of 51) of the School's faculty approved the name change in an up-or-down vote.

Resources Needed for this Change

The proposed name change involves only a minimal need for resources, primarily for the changing of stationary, signs, and other identifying material. There are no additional resource needs beyond this that are foreseen.

Conclusion

The results of our research indicate that there is substantial confusion and uncertainty about the programs offered in our School. We believe that changing our name to the Daniel B. Warnell School of Forestry and Natural Resources would substantially improve both the Campus' and general public's understanding of the breadth and scope of our programs and better reflect our diversity. Overall, we believe that this change will improve our recruitment and development efforts.