

Open Forum

**Proposal on a Name Change to
“College of Agriculture and Life Sciences”**

February 14, 2007

Vision for the Future

Be the pre-eminent College in the nation for undergraduate and graduate students seeking careers in agriculture and life sciences

Be the magnet for best, brightest students

Recruitment strategy conveying exciting, diverse career paths

- Recast "Agriculture" as "Making the world a better place"

Vision for the Future

Be at the forefront in scientific frontiers

Genomics

Biorenewables

Human health and wellness

Environmental stewardship

Food safety and security

Producer profitability and competitiveness

1995 College Strategic Plan

" The name of the College does not reflect the scope of its contemporary mission or programs and communicates a limited view to the citizens of Iowa, potential students and the world ... Potential students are not aware of career opportunities in agriculture."

2005 College Strategic Plan

“Leverage strengths in science and technology to enhance research and scholarly excellence ***with emphasis in interdisciplinary initiatives*** involving agricultural, food, and life sciences, environmental sciences and social sciences.”

'America's Best Colleges'

"At *premier ag schools like Iowa State*, old stereotypes about colleges of agriculture have little in common with the broad-based, interdisciplinary education [microbiology student Betsy] Hertz and her fellow students encounter."

— America's Best Colleges 2006, U.S. News & World Report

This Week's Headline in Des Moines Register

High-tech jobs abound in Iowa.
Why aren't workers filling them?

- Fewer students
- No established tech cluster
- Outsourcing fears
- State's rep as farming hub

Perceptions continue of
"agriculture" not involving
science, technology, many other
broader aspects

Fall 2005 Student Survey

***100 freshmen and 50 upperclassmen:
What's the first word that comes to mind
when you think of the word
"agriculture"?***

82% of freshmen: farming

88% of upperclassmen: farming

Fall 2005 Student Survey

What do students from other colleges say when you tell them you're in the College of Agriculture?

Freshmen: 35% think I'm going to farm

Upperclassmen: 37% think I'm go to farm

Other comments: "The 'real sciences' are in another college." "Farm kid." "Cowboy."
"Hick."

Cargill-funded Student Marketing Team, Dec. 2006

Kyle Grigg, student team leader, spoke on often negative perceptions of College of Agriculture image and culture, and recommended College change its name to better reflect new science-driven opportunities such as biotechnology, renewable products, etc., that are solving today's problems.



Spring 2006 Journalism Class

Six student teams in advertising and public relations studied name change

- 2 recommended keeping the name the same
- 4 recommended changing the name to capture broader range of programs

2006 Web Survey: High School Students

115 students asked to rate college names by words best describing college

- 'College of Agriculture' ranked last in "exciting," "prestigious," "up-to-date"
- Adding "Environmental Sciences," "Natural Sciences" or "Life Sciences" to name rated highest

E-mail Comments to the Dean

***81 e-mails since December,
mostly from alumni***

43 in favor, 33 against, other

E-mails posted on "Letter from
the Dean" link currently on
College homepage

Flavor of Comments Received

“This makes a lot of sense. There have already been many name changes in other colleges at the university to reflect the times, so go for it.”

“The name change will only help as we move forward in this very exciting time for agriculture.”

Flavor of Comments Received

“Changing the name will more adequately communicate the breadth of knowledge graduates possess in [many] disciplines.”

“I applaud the proposal to modernize the name. We need to give everyone the perception that the College involves much more than just the traditional areas ... We need to promote and reinforce the concept that everything we do is ‘science’ ... and that we do a tremendous amount that ultimately improves the lives of all.”

Flavor of Comments Received

“I’m glad to see we’re moving forward to better define the depth and breadth of College offerings. I think this is a strong move to attract more students into a field which is changing rapidly.”

“Long overdue. Go for it!”

Flavor of Comments Received

“The message isn’t in the name of the college. The message is in the results of the college.”

“It’s redundant. Agriculture includes life sciences. They are not separate and never will be.”

Flavor of Comments Received

“I’m proud to have graduated from one of the few remaining colleges of agriculture.”

“Adding more to the name would diminish the importance of the agricultural part of the College.”

Flavor of Comments Received

“Our greatest fear in changing the name is a continued watering down of the programs ISU has long been known for. We understand the need for support and changing the name may open more doors; just make sure you do not close doors that have made ISU what it is!”

“There is something to be said for tradition and being proud of what you are ... especially in a state like Iowa where agriculture is so prevalent and the backbone of the state.”

What the Name Change Is NOT

- **NOT** a break from 150 years of pride, tradition and heritage
- **NOT** a de-emphasis of traditionally strong programs
- **NOT** a claim that the College will be the sole place for 'life sciences'; it will be about partnerships, just as "agriculture" goes on now with partners in LAS, Vet Med, Engineering, Human Sciences, Business

Opportunity Lies Ahead

College of Agriculture and Life Sciences

- Pride and emphasis on ***innovation in agriculture*** for the next 150 years
- Define role of fundamental sciences in future of agriculture – the basis for innovation
- Increase prominence of life sciences in the College's strategic view
- Lift up strong set of life science disciplines that are part of the College

Opportunity Lies Ahead

College of Agriculture and Life Sciences

- Cutting-edge science solving world problems: "science with practice"
- Diverse, welcoming programs that lead to great careers for those following their passions
- The College continuing to be a premier institution in the eyes of the world

Next Steps

College of Agriculture and Life Sciences

- Confer with Agriculture Faculty Caucus
- Faculty vote, working with departments
 - Propose March 1 as vote deadline