

4
5 **RESOLUTION FOR CHANGING THE NAME OF**
6 **THE UNIVERSITY OF WYOMING/CASPER COLLEGE CENTER TO**
7 **THE UNIVERSITY OF WYOMING AT CASPER**
8

9
10 **WHEREAS**, under UW Regulation 701, the Faculty Senate is charged with promoting
11 the interests and welfare of the University community, including those portions
12 outside of Laramie; and

13
14 **WHEREAS**, the Higher Learning Commission recognizes the University of
15 Wyoming/Casper College Center as a branch campus; and

16
17 **WHEREAS**, the University of Wyoming/Casper College Center has long struggled
18 with clarifying its identity as a part of the University, rather than as part of Casper
19 College; and

20
21 **WHEREAS**, a change in name to the University of Wyoming at Casper would help
22 clarify that identity and help promote the University's image in central Wyoming;
23 now, therefore

24
25 **BE IT RESOLVED** that the Faculty Senate recommends that the University of
26 Wyoming/Casper College Center change its name to the University of Wyoming at
27 Casper, and recommends that the relevant University regulations and the
28 Cooperative Agreement between Casper College and the University be amended to
29 reflect that name change.

Narrative of Reasons for Changing the Name of the 'University of Wyoming/Casper College Center' to the 'University of Wyoming at Casper'

The University of Wyoming/Casper College Center (or UW/CC Center for short) was created in 1976 through the cooperation of UW and Casper College (CC). Initially a modest venture, with just three degree programs offered and an initial enrollment of approximately 60 students, the UW/CC Center now delivers 13 undergraduate degrees and enrolls about 1,000 students per year. At its creation, there was a director (Pete Simpson), one staff person, and one half-time faculty member. Today there are 21 faculty members (one third of which are tenure-track) and 15 staff persons at the UW/CC Center.

The University of Wyoming/Casper College Center delivers UW degree programs in central Wyoming. It is fully UW. That is, the faculty are members of their academic departments and colleges; the students earn UW credits leading to a UW degree; the faculty and staff are paid UW employees. The majors available in Casper are, by University Regulation, held to the same curricular requirements as those on the Laramie campus. The UW/CC Center faculty have the same tenure and promotion requirements as other faculty; the staff undergo the same annual evaluation using the exact same forms as those on the Laramie campus.

The name of the University of Wyoming/Casper College Center, however, does not clarify the nature of this unit of the university. Instead, it is inaccurate and has unfortunate effects. First, the Higher Learning Commission recognizes the UW/CC Center for what it is: a branch campus, rather than a center (which are smaller entities than branch campuses). Second, persons in central Wyoming hear the "Casper College" portion of the name and assume that the UW/CC Center is a part of Casper College. While UW values its partnership with Casper College, the confusion of the UW/CC Center with Casper College is unhelpful. Some alumni end up thinking that they have received their bachelor's degree from CC. Vendors submit their bills to CC rather than to the UW/CC Center. Persons in the community hear the name and are unsure if the UW/CC Center is UW, or CC, or is some third educational entity distinct from both.

Ultimately, the University of Wyoming/Casper College Center name is one that requires significant and repeated explanation. As anyone in marketing or communication would say, names that require explanation are less than ideal. A change of name to the University of Wyoming at Casper (UW-Casper for short) would clarify the branch campus' identity as fully UW. It would increase UW's prominence in central Wyoming, which would help with student recruitment. It would help ensure that UW personnel in Laramie easily understand that their Casper-based colleagues are full members of the UW community.

The proposal for changing the name of UW's branch campus in Casper has received strong support from the Casper College community. They well understand the lack of clarity that the current name has. The CC College Council recommended, on a unanimous vote, approval of the name change. Their College Council is a sizable and inclusive entity, including representatives from the CC Faculty Senate, the professional and support staff associations, all three vice presidents, several deans, and others. The Casper College Board of Trustees voted unanimously in support of the name change as well.

The goal of changing the name of the branch campus to the University of Wyoming at Casper is simple: to help clarify the identity of the branch campus, to convey that it is fully a part of the University of Wyoming. A change in name would not affect the administrative structure or funding of the branch campus. It also will not weaken the excellent partnership with Casper College. Instead, it will increase the prominence of UW in central Wyoming, which in turn will help with student recruitment, fundraising, and other initiatives beneficial to the entire university community, in Casper and beyond.