Name Change of the Collins School of Hospitality Management
Background:

The Collins School is a unique program in the CSU system. A task force made up of Collins faculty was appointed in Fall 2006 to study the issue whether the Collins should change its name from a school to a college. The task force recommended the name change but the recommendation was not acted upon until a permanent dean was appointed.

Resources Consulted:

Dean Andy Feinstein, Joe Casey, John Self, Ed Merritt, Claudia Pinter Lucke.

Discussion:

The Task force surveyed faculty, administrators, students and alumni regarding the name change and 87.8% of the respondents agree (25.6%) or strongly agree (62.8%) to the name change. The benefits of the name change far outweigh the concerns. The concerns are principally three:

a- Student enrollment is small.
b- Collins does not get adequate funding now and changing its status might require additional funding from the University.
c- There is no clear reason for becoming a college.

However, the task force found that enrollment has increased over the past few years and that the school was identified as a major growth program by the CSU Chancellor with 1200-1500 students by 2011. This growth would likely place the Collins hospitality program among the five largest programs in North America. In addition, there is no cost associated with the name change except for minor expenses that will be born internally. Finally, the name change should provide the prestige, flexibility, and infrastructure that would allow for the projected expansion.

The benefits of the name change can be summarized in the following:

a- Prestige that college status would provide over school status and would provide enhanced positive communication, marketing, and partnering opportunities both on campus and in the community.
b- CSHM is a nationally ranked and therefore major program, especially with expected increase in enrollment.
c- Increased ability for faculty and student recruitment.
d- Would be a natural progression for the school.
e- College and the increased size of the program would allow administrative flexibility needed for scheduling classes.
f- Provide additional prestige to attract higher caliber students and allow the college to be more selective.
g- Necessary in order to expand to serve more students.
h. Collegiality. If the faculty want the name change, there are no compelling reasons for us to deny the request.

**Recommendation:**

The AP Committee recommends approval of the name change to the Collins College of Hospitality Management.