

THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

ORIGINAL

DIRECTIONS:

- Provide one form with original approval signatures in lines 1 - 4 for **each** proposed action. Keep this form to one page in length.
- Early consultation with the Office of the Associate Provost for Academic Planning & Programs is strongly recommended if there are questions or concerns, particularly with new programs.
- Please submit the signed form to Claudia Rector, Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.
- Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

DATE SUBMITTED: July 7, 2008

PCC LOG NO.

07088

COLLEGE: College of Agriculture and Natural Resources

PROGRAM: Maryland Cooperative Extension

PROPOSED ACTION (*A separate form for each*) ADD _____ DELETE _____ CHANGE: X

DESCRIPTION (*Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide **old** and **new** sample programs for curriculum changes.*)

The College of Agriculture and Natural Resources is proposing to change the name of Maryland Cooperative Extension (MCE) to University of Maryland Extension (UME).

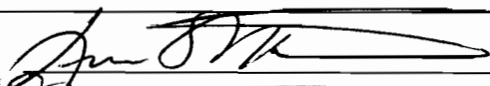
JUSTIFICATION/REASONS/RESOURCES (*Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.*)

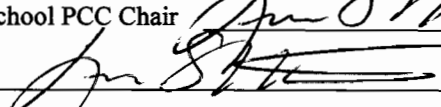
Adding "University of" will ensure that we have a stronger stated linkage with the University of Maryland, which will be a benefit from the university perspective as well as for the general public. There is strong name recognition with the University of Maryland, and this addition will be of great benefit for building branding and value. In addition, it is recommended that we drop the word "Cooperative" from our name because the general public does not recognize nor understand this term.

APPROVAL SIGNATURES - *Please **print** name, sign, and date*

1. Department Committee Chair _____

2. Department Chair _____

3. College/School PCC Chair  _____

4. Dean  7.18.08 _____

5. Dean of the Graduate School (if required) _____

6. Chair, Senate PCC _____

7. Chair of Senate _____

8. Vice President for Academic Affairs & Provost _____

ATTACHMENT 1

Rationale and Justification for Program Name Change

The College of Agriculture and Natural Resources is proposing to change the name of Maryland Cooperative Extension (MCE) to University of Maryland Extension (UME). This recommendation is based upon a MCE Marketing Task Force report which was chaired by Theresa Flannery, Former Assistant VP for University of Maryland Marketing and Communication. The Task Force consists of MCE faculty from Academic Departments, Regional Education Centers, County Offices, as well as the University of Maryland Eastern Shore (task force members are noted below).

The MCE Marketing Task Force recommends that we add “University of” to our name. From an organizational marketing standpoint this makes a great deal of sense. Adding “University of” will ensure that we have a stronger stated linkage with the University of Maryland. This will be a benefit from the university perspective as well as for the general public. There is strong name recognition with the University of Maryland, and this addition will be of great benefit for building stronger branding and value. Changing the name to University of Maryland Extension will help increase the program’s overall identity and recognition internally within the University of Maryland system as well as externally with stakeholders and the general public.

In addition, it is recommended that we drop the word “Cooperative” from our name because the general public does not recognize nor understand this term. Over thirty other peer Extension institutions have omitted the word “Cooperative” from their name.

This proposed change is only a name change; it will not cause any changes regarding educational outreach work that is conducted by MCE on behalf of the University of Maryland. This name change will not cause any structural or management changes within the organization.

The proposed name change has been discussed and reviewed by the MCE Faculty and Staff Advisory Committee, the University of Maryland Eastern Shore, and it was presented at the MCE Annual Conference on April 9, 2008 to all faculty and staff.

MCE Marketing Task Force Committee Members

MCE Administration representatives

- a. Mary Ellen Waltemire, West Region Extension Director
- b. Tom Miller, East Region Extension Director
- c. Dick Byrne, Assistant Director and State Program Leader, Family & Consumer Science and 4-H / Youth Development

1890 Extension representatives

- a. Daniel Kuennen, Senior Agent & Director, Rural Development Center, UMES
- b. Tom Rippen, Principal Agent & Extension Specialist, Seafood Technology, UMES

State faculty representatives

- a. Andrew Ristvey, Commercial Horticulture Regional Specialist, Wye Research & Education Center
- b. Erin Peterson, Lecturer & Horse Specialist, Institute for Applied Agriculture
- c. John Lea-Cox, Associate Professor & Extension Specialist, Plant Science & Landscape Architecture

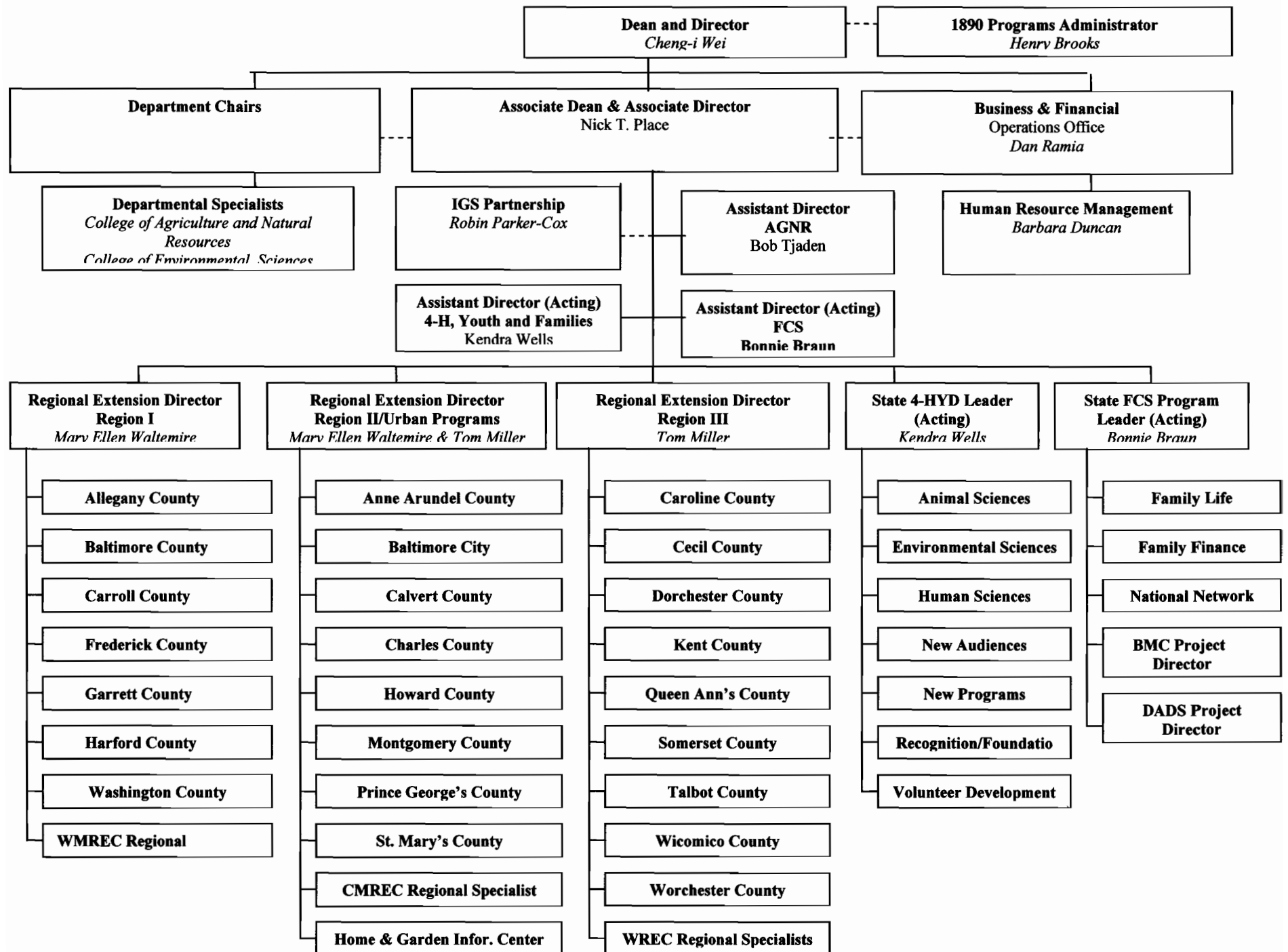
Field faculty representatives

- a. Shannon Dill, County Extension Director and Agriculture & Natural Resource Educator, Talbot County
- b. Jeff Semler, Agriculture & Natural Resource Educator, Washington County
- c. Alganesh Piechocinski, 4-H/Youth Development Educator, Montgomery County
- d. Thelma Lorraine Harley, Family & Consumer Science Educator, Calvert & Charles Counties
- e. Megan O'Neil Haight, Family, Youth & Communities Educator, Worcester County

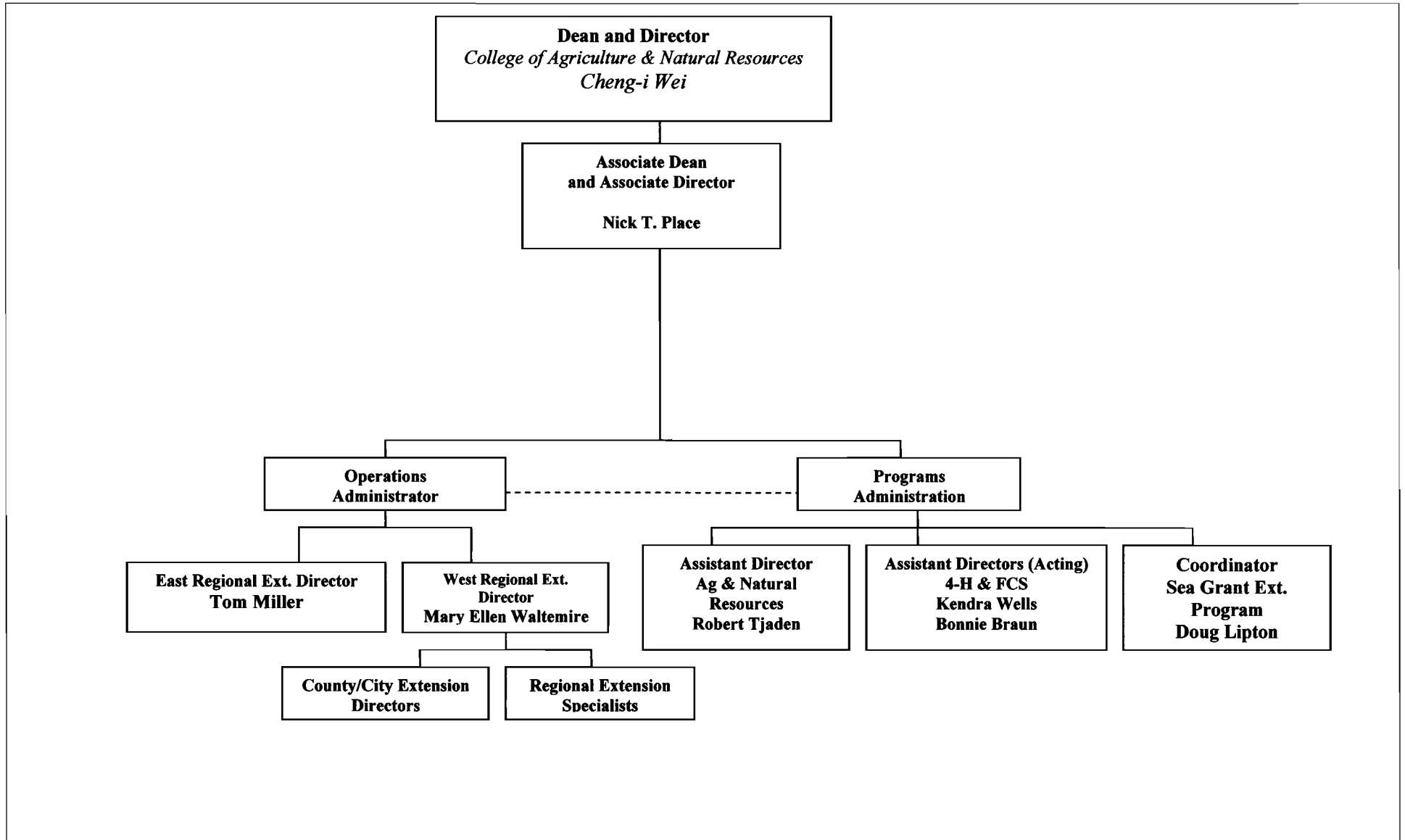
Pam Townsend, AGNR Marketing and Media Services (Co-chair)

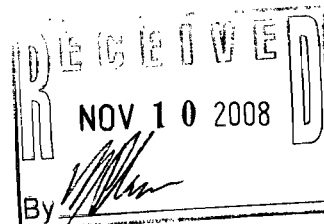
Teresa Flannery, Asst. Vice President, UMD-Marketing and Communications (Chair)

Maryland Cooperative Extension



Maryland Cooperative Extension





SCHOOL *of* AGRICULTURAL AND NATURAL SCIENCES

November 6, 2008

Dr. Nick Place
Associate Professor, Associate Dean & Associate Director
1202 Symons Hall
University of Maryland
College Park, MD 20742

Dear Dr. Place:

I have been in communication with Dr. Henry Brooks concerning the proposed name of the Maryland Cooperative Extension to the University of Maryland Extension. The initial concerns with this change in name has been discussed and resolved. We can see the value and better connection for both land grant universities. Thus, the University of Maryland Eastern Shore supports and endorses this name change.

Sincerely,

A handwritten signature in cursive script that reads "Gladys G. Shelton".

Gladys G. Shelton, Ph.D.
Interim Dean