



UNIVERSITY OF NORTH CAROLINA WILMINGTON

May 1, 2012

Dr. Suzanne T. Ortega  
Senior Vice President for Academic Affairs  
University of North Carolina General Administration  
PO Box 2688  
Chapel Hill, NC 27515-2688

Dear Dr. Ortega,

The University of North Carolina Wilmington requests the renaming of the Donald R. Watson School of Education as the Donald R. Watson College of Education. The proposal has the support of the Donald R. Watson family that has strongly backed the School of Education since it was renamed in 1994 to honor Donald R. Watson, a noted Wilmington businessman and community leader. The UNCW Board of Trustees approved this request on April 19, 2012.

A number of factors and considerations support our request.

- A comparison to similar UNC institutions indicates a preference for colleges of education over schools of education. Appalachian State University, East Carolina University, North Carolina State University, University of North Carolina Charlotte, and Western Carolina University all have established colleges of education. The two exceptions are the University of North Carolina Chapel Hill and University of North Carolina Greensboro, but both maintain central colleges of arts and sciences with 14 additional schools (Chapel Hill) and 6 additional schools (Greensboro).
- Of UNCW's 17 peer institutions, approved by the Board of Governors in October 2011, 9 maintain colleges of education, 3 retain schools of education to avoid confusion with the names of the institutions (College of Charleston, College of New Jersey, and College of William and Mary), 3 are not relevant because their education programs are small or department-level, and 1 is not relevant because it has no education program (University of Texas at Dallas). Only one, Truman State University, maintains a school of education.
- The change will be of advantage to the Watson School of Education in philanthropic opportunities and community partnership activities given the general valuing of college over school among those in and out of academe.
- There will be no increase in the administrative or other costs associated with the change other than changing the name on websites, stationery, and business cards. Existing

supplies of stationery and business cards will be replaced with the new name as the inventory is exhausted.

- Though UNCW has no official definitions or protocols, this change is consistent with the 2010 establishment of the College of Health and Human Services at UNCW. UNCW's informal protocols define a college as a complex administrative unit comprised of three or more departments or schools with similar missions and academic disciplines with at least seven academic degree programs, at least 250 majors, at least for full-time faculty, and student credit hour production equivalent to budgeted instructional faculty FTE, but no less than 25,000 student credit hours per academic year. The Watson School of Education exceeds all of these informal standards.

Name change implementation would be for Fall Semester 2012, officially August 13, 2012.

Thank you for considering our request.

Sincerely,

Cathy L. Barlow

Provost and Vice Chancellor for Academic Affairs

C: Dr. Stephen L. McFarland, Vice Provost  
Dr. Kenneth Teitelbaum, Dean, Watson School of Education