

AGENDA ITEM

May 26, 2016

4. Renaming of a School.....Courtney Thornton

Situation: Western Carolina University requests that the Kimmel School of Construction Management and Technology be renamed to the College of Engineering and Technology.

Within the new college, the Department of Construction Management would become the Kimmel School of Construction Management, which honors the original gift agreement.

The Department of Engineering and Technology would become the School of Engineering and Technology.

Background: Per UNC 400.2.1.1[R], the UNC Board of Governors “must approve any proposals for major reorganization of the administrative structure of the institutions (e.g. establishment of new colleges or professional schools, mergers, name changes, new vice chancellor positions).”

Assessment: Approval of the above-listed name changes is recommended.

Action: This item requires a vote by the Committee, with full Board vote through the consent agenda.

Proposal to Rename the Kimmel School of Construction Management and Technology

Rationale

It is proposed that the Kimmel School of Construction Management and Technology be renamed the College of Engineering and Technology. The two current departments, Construction Management (CM) and Engineering and Technology (E&T), would become Schools, the Kimmel School of Construction Management and the School of Engineering & Technology, respectively within the new organizational structure. The Center for Rapid Product Development would not be affected by the renaming. The Department Head positions would be retitled to Directors, very similar to the structure of other schools within colleges at Western Carolina University (WCU), including the College of Fine and Performing Arts, College of Education and Allied Professions, and College of Health and Human Sciences. There will be no change in position descriptions or responsibilities for these positions. All program directors, faculty, and staff positions will retain the same position descriptions in the collegial and annual review processes.

As the history of engineering and technology education at WCU has been ongoing since 1905 (see History section below), it is now time in the institution's progress for the next step forward and allow the Kimmel School programs to be recognized as a College. When the Kimmel School was created there were no separately ABET accredited engineering programs solely housed within the school, there was a joint Electrical Engineering program with the University of North Carolina – Charlotte. The only ABET accredited programs were the engineering technology programs. The original Kimmel School donation was to create the Kimmel School of Construction, Engineering, and Technology and was referenced as this in many news and media outlets. The final result was the name was shortened to the Kimmel School of Construction Management and Technology.

The past several years have seen significant growth in engineering programs at WCU. The BS in Electrical Engineering is fully ABET accredited as a standalone program at WCU. Three years ago, the Bachelor of Science in Engineering (BSE) degree was approved by the UNC Board of Governors for the WCU campus. The BSE program in Cullowhee has three concentrations,

- Mechanical
- Manufacturing
- Electric Power

An additional concentration is being planned in the Biomedical area, in collaboration with our College of Health and Human Sciences. The concentration will focus on biomedical device, orthotics, and prosthetics.

Two years ago the State of North Carolina funded the addition of offering the BSE degree at WCU's Biltmore Park (BP) instructional site in Asheville. The first concentration in the BSE to be offered at this site is in the area of Advanced Manufacturing. We are also offering our Masters of Science in Technology (MST) degree at BP to working engineering professionals in the Asheville area.

Additionally, enrollment of students in the engineering programs at both the Cullowhee and Biltmore Park is growing. In fall 2015, the Kimmel School's enrollment increased to 777 students (catalytics.wcu.edu) with the majority of students enrolled in engineering and technology courses (571 students). Advanced manufacturing growth in the Asheville and western North Carolina region has spurred a significant increase in demand for engineering and technology expertise and employees. We have also been working with the Asheville-Buncombe County Economic Development office in attracting additional advanced manufacturers to the western North Carolina region.

The change of name is important to the economy of the western region of North Carolina. When advanced manufacturers are looking for a potential site for location/relocation of a facility one of the criteria is the location of engineering programs within a 50-mile radius. The change to include engineering in the title of the College allows regional and state economic development offices to emphasize the importance placed on creation and growth of engineering programs at both the Asheville and Cullowhee locations by WCU in attracting new industries to the region and growth in those industries currently located in the region.

The Kimmel School Executive Advisory Board (EAB) has discussed and affirmed the impact of changing the name to include engineering and the creation of a College of Engineering and Technology to be in alignment with the other colleges at WCU. EAB members emphasized that the change is essential in order to address the growing needs of engineering and technology professionals for the economic development and growth of western North Carolina and the emerging I-26 corridor. The change in name also strengthens the institutions profile in the STEM fields regionally, state, and nationwide. The EAB recognizes the growth in engineering programs and enrollment as a catalyst for economic development in western North Carolina and the omission of engineering in the name is not representative of the growth in engineering programs at WCU.

A similar renaming was approved in April 2014 for Eastern Carolina University (ECU), when the UNC Board of Governors approved renaming the former College of Technology and Computer Science to add engineering to its name. The newly named college is the College of Engineering and Technology. The name change at ECU was directly related to economic development initiatives and the growth in their engineering programs (see Appendix A). The addition of engineering and the creation of a College level structure further supports the state of North Carolina's focus on creating more STEM related employment and careers to address the needs of the region and state.

History

Western Carolina University has a long history and reputation for offering education related to engineering and technology professions since 1905, only sixteen years after the creation of the institution. A brief history of the Kimmel School illustrates the progression and growth of its programs in engineering and engineering technology throughout the years. The timeline is shown below.

- 1905 - The institution becomes Cullowhee Normal and Industrial School.
- 1947 - Rodney L. Leftwich comes to Western Carolina Teachers College as the first full-time Industrial Arts Teacher. He is hired as Associate Professor.
- 1948 - The Division of Fine and Industrial Arts is created.
- 1952 - The Division becomes the Department of Fine and Industrial Arts
- 1964 - The department expands Metal working, Graphics, Electricity/Electronics labs into McKee.
- 1965 - Major in Industrial Technology, B.S. Degree, is established to train potential engineers, managers, supervisors and technicians for employment in the region.
- 1968 - Art, Home Economics and Industrial Arts are separated as Schools. Home Economics becomes part of the School of Education and Psychology; Art and Industrial Arts are a part of the School of Arts and Sciences. Dr. Leftwich is Head of Industrial Arts.
- 1970 - The Department is now recognized as the Department of Industrial Education and Technology.
- 1971 - Industrial Education and Technology, Home Economics, and Art move into the newly-completed Belk Building that includes classrooms and laboratories for Graphic Arts, Drafting, Electricity/Electronics, Construction, Metals/Welding, Machine Shop, and Environmental Safety.
- 1972 - A Master of Industrial Education degree program begins in the summer.
- 1976 - School of Technology and Applied Science is formed to include Industrial Education and Technology and Home Economics.
- 1977 - A major established in Manufacturing Engineering Technology.
- 1980 - A major in Industrial Distribution established.
- 1988 - Electronics Engineering Technology major approved.
- 1989 - Dr. George DeSain is appointed Head of the Department of Industrial Education and Technology. The University celebrates its 100th year.
- 1991 - Department is renamed Industrial and Engineering Technology as part of the School of Technology and Applied Sciences. Five major programs are offered.

- 1993 - Department of Nursing and Health Sciences and the Department of Industrial and Engineering Technology are organized under the College of Applied Sciences.
- 1999 - Dr. Dennis Depew is Dean of the College of Applied Sciences. Acting on the Pauline Report (which recommended programs to be added and removed from the University), a program in Construction Management is proposed.
- 2001 - The Department is renamed Engineering Technology.
- 2003 - Through federal funding, the \$8 Million, 28,000 square foot Center for Applied Technologies (CAT Building) was completed, incorporating rapid prototyping, reverse engineering, telecommunications, and other emerging technologies. Belk Building is renovated, instructional technologies are built into classrooms and labs, computer laboratories are added.
- 2004 - Renovation is completed of an unused portion of the Belk Building to establish the Construction Materials and Methods laboratory.
- 2004 - The B.S. Electrical Engineering Program, a joint program with the University of North Carolina at Charlotte, enrolls its inaugural class. The Electrical Engineering Technology program is modified to become Electrical and Computer Engineering Technology (ECET).
- 2004 - The Center for Rapid Product Realization is established to initiate and manage engagement projects among regional commercial interests and the faculty and students in Construction Management, Engineering and Technology.
- 2005 - Department of Construction Management is created.
- 2005 - Masters Degree Program in Construction Management is introduced. It is an online, collaborative two-year program with the College of Business.
- 2006 - Kimmel & Associates, headed by Joseph Kimmel, pledges a \$6.92 million gift over several years that endows six professorships and provides programmatic and scholarship support. Matching funds from the State of North Carolina raise the total to \$10.4 million.
- 2007 - The Kimmel School of Construction Management and Technology is formed. Dr. Duane D. Dunlap is appointed Interim Dean. The Department of Engineering and Technology is created, and Dr. Ken Burbank is appointed head.
- 2008 - Dr. Robert McMahan is appointed Founding Dean of the Kimmel School. The BSEE degree is separately accredited by ABET and is now a standalone program at WCU.
- 2012 - The BSE degree approved by the UNC Board of Governors. Dr. James Zhang appointed Dean of the Kimmel School.
- 2014 - BSE degree approved to be offered at WCU's Biltmore Park instructional site. Dr. Jeffrey Ray selected and approved as the next Dean of the Kimmel School.

- 2015 – Electric Power concentration approved by WCU’s University Curriculum Committee.

As the history of the university’s technology and engineering education proves, Western Carolina University has been at the forefront of providing engineering and technology-related education to support the local and regional needs of western North Carolina industry and business.

Goals and Objectives of the Reorganization

The goals and objectives to be realized regarding the renaming are listed below. The change from a School to a College will place WCU as a destination for students with multiple educational opportunities in engineering and technology-related disciplines. It also allows the Kimmel School to better market the engineering programs to potential students as well as our engineering technology and construction management programs.

Additionally, the change to a college recognizes the stature and growth of the programs in alignment with the other colleges at WCU. The College of Business and the College of Fine and Performing Arts currently exist in a similar organizational structure as the proposed new College of Engineering and Technology. The colleges of Health and Human Sciences and Education and Allied Professions also have a similar structure.

Goal 1. Expanding economic development opportunities in the western North Carolina region.

- Objective 1.1. – Increase economic development opportunities to local and regional chambers of commerce and economic development offices to attract new advanced manufacturing industries to the region.
- Objective 1.2. – Provide greater visibility for our engineering and technology-related programs to existing and future employers.
- Objective 1.3. – Expand the reputation and knowledge of the Center for Rapid Product Development in the region to recognize the engineering and technology-related research talents of the faculty and students at the university.
- Objective 1.4. – Appeal to potential donors for scholarship and naming opportunities.

Goal 2. Increasing promotion and recognition of the current engineering degrees, and future concentrations, for students, alumni, and faculty.

- Objective 2.1. – Increase internship and cooperative education opportunities for BSE, BSEE, and technology-related students.
- Objective 2.2. – Expand recognition of the engineering and technology programs at the state, national, and global levels.
- Objective 2.3 – Enhance the connection of engineering and technology alumni to the university and college.

WCU Mission and Strategic Plan 2020 Alignment

The proposed renaming of the Kimmel School is directly tied to the mission and 2020 vision of Western Carolina University. The university's mission of improving the lives of individuals and enhance economic and community development in the region, state and nation is enhanced by the renaming of the School as proposed.

The renaming of the Kimmel School to the College of Engineering and Technology is in direct alignment with the strategic direction and initiatives of WCU's 2020 Vision. The renaming to the WCU College of Engineering and Technology supports 2020 vision as outlined below:

Strategic Direction #1 – Fulfill the Educational Need of our State and Region

Specifically, the renaming change is in alignment with initiatives 1.1.2: Establish WCU as a hub of innovation, ... in such disciplines as business, the sciences, engineering, technology; 1.1.3: Position WCU as a preferred provider of ... professional programs in the greater Asheville-Hendersonville area...; 1.1.4: Provide access to academic programs at off-campus sites in Western North Carolina within available resources...; 1.5.1: Pursue and cohesive, consistent, and efficient organizational and policy structure to facilitate short-term, educationally based programs; 1.6.3: Expand efforts to recruit students in programs associated with the curricular focus areas; 1.6.4: ...securing of endowed merit and need-based financial aid and institutional fundraising priority.

Strategic Direction #3 – Enhance our External Partnerships

The initiatives impacted by the change of name are 3.2.3: Develop the programs at Biltmore Park to position WCU as a key provider of ... professional programs in the greater Asheville-Hendersonville area along the I-26 growth corridor. 3.2.4: Work with external partners to facilitate economic and community development...; 3.2.5: Seek out and implement internal synergies among outreach efforts and potential partnerships that are focused on economic and community development...; 3.2.6: Facilitate collaborative research and development efforts between WCU and external partners.

Strategic Direction #6 – Garner Support for the Vision

Two initiatives that are directly impacted by the name change are 6.2.3: Create a network for regional engagement and statewide advocacy through a mobilized and informed alumni base. 6.3.7: Develop infrastructure for research and sponsored programs.

Financial cost/benefit

The financial cost to rename the Kimmel School is minimal to both WCU and the University System of North Carolina as no additional resources (staff, faculty, and budget) are being requested. There are several financial benefits to the university and newly named college. Some of these include:

- Increased potential for donor contributions from individuals, corporations, and foundations that recognize the importance of engineering education to support undergraduate and graduate scholarships.
- Enhanced opportunities for faculty research and grant opportunities and collaboration with other Colleges of Engineering in the state and region.
- Improved opportunities for external cooperative education/internship recognizing the increased focus on engineering.

These efforts will allow us to accommodate growth, which will increase the number of engineering graduates entering the workforce and increased engagement with regional industry through the Center for Rapid Product Realization.

Additionally, the new name will benefit the university by increasing visibility and distinctiveness of the engineering and technology programs for recruiting and retaining prospective engineering and technology-related students and faculty. Extended outreach efforts for external support and applied research for programs, affiliated with the Center for Rapid Product Realization, will further benefit regional economic development opportunities.

To reduce expenses related to the renaming, all stock of current promotional materials will be used prior to ordering new materials. These materials include brochures and pamphlets, stationary, business cards, and promotional items.

Current and Proposed Organizational Chart

The current Kimmel School organizational chart is shown below in Figure 1.

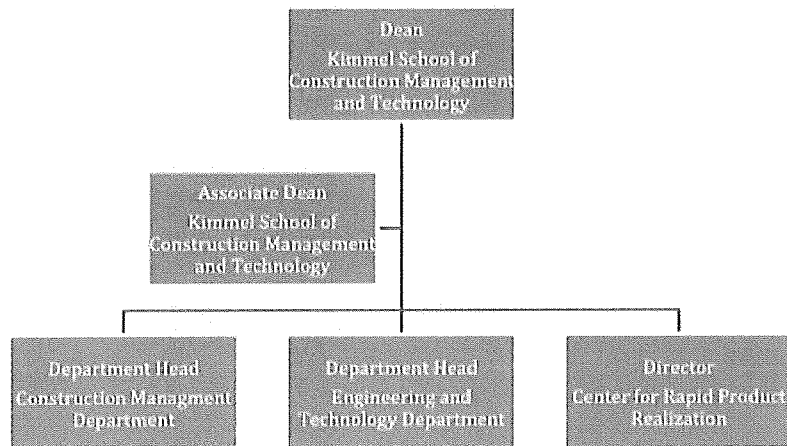


Figure 1. Current Kimmel School Organizational Chart

The proposed organizational chart for the College of Engineering and Technology is shown below in Figure 2.

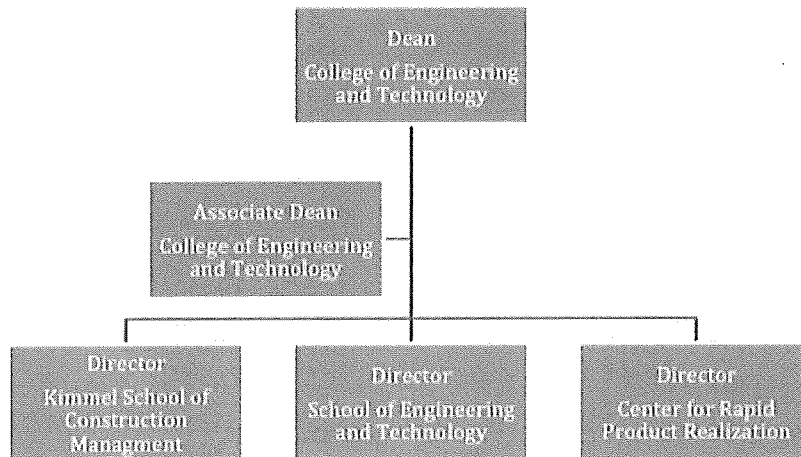


Figure 2. Proposed College of Engineering and Technology Organizational Chart

Timeline:

The proposed timeline for the renaming is shown below.

November 2015 – Submit proposal to Provost and Chancellor for approval by WCU's Executive Council

February 2016 – Chancellor submits to UNC Board of Governors for approval

April/May 2016 – Upon BOG approval, begin updating electronic media (website, Facebook, LinkedIn, and others). Begin phase out of current hard copy promotional materials prior to ordering new materials.

Impact on Resources and Curriculum:

It is not anticipated there will be an impact on the currently allocated resources or curriculum.

Collegial Review

The Collegial Review documents and processes will remain the same for the College as currently in place for the Kimmel School. Departmental collegial review documents will be updated to change to the appropriate school collegial review document.

Students, faculty, and staff

The constituent groups will be positively impacted with the change from a school to a college. This will come from the recognition by the university of the addition and growth of the engineering programs. Additionally, students, faculty, and staff will have the pride and respect from the other North Carolina institutions, both public and private, with Colleges of Engineering (North Carolina State University, University of North Carolina – Charlotte, North Carolina A & T, Duke University, and the newly established College of Engineering at Campbell University) or Colleges of Engineering and Technology (East Carolina University).

Program quality and Recruitment

Program quality will not be impacted. All programs will continue to meet or exceed ABET and ACCE accreditation requirements. Recruitment efforts will be enhanced by the change, primarily due to the recognition by potential students and their parents in comparing Colleges of Engineering or Engineering and Technology. Currently, marketing of our engineering programs is made more difficult by not having a College of Engineering and no mention of engineering in the current school name.

Other WCU units and external constituencies

Other units at WCU (academic and non-academic) will not be impacted. External constituencies will be positively impacted by the name change, due to increased connections with engineering employers and external Advisory Boards and Councils. The name change will increase marketing efforts for regional economic development organizations to attract potential new manufacturing and engineering companies to western North Carolina.



Office of the Chancellor

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February 11, 2016

Dr. David Belcher
Chancellor
Western Carolina University
501 H. F. Robinson
1 University Drive
Cullowhee, NC 28723

Dear David:

I am pleased to extend my support of Western Carolina's proposal to change the name of the Kimmel School of Construction Management and Technology to the **College of Engineering and Technology**.

As I understand it, this school is already structured as a college—with a dean, faculty, and departments—so changing the name simply provides a more accurate reflection of how the unit actually functions.

The request to add the word "engineering" to the name of the unit mirrors a similar request from ECU a couple of years ago. This change targets two important audiences: prospective engineering students and industries/companies who are considering locating in the western part of the state. The proposed name change is thus very much about marketing. It will enhance student recruiting efforts and will also attract industry to your region by making your engineering offerings more obvious.

I wish you success with this proposal and stand ready to assist however I can.

Cordially,

Philip L. Dubois
Chancellor





East Carolina University

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February 15, 2016

Dr. David Belcher, Chancellor
Western Carolina University
501 H.F. Robinson
1 University Drive
Cullowhee, NC 28732

Dear Chancellor Belcher:

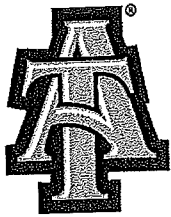
I am pleased to provide my support of Western Carolina University's proposal to change the name of the Kimmel School of Construction Management and Technology to the College of Engineering and Technology.

Statistics show that there is a demand for growth in engineering degrees in North Carolina, and higher education institutions must rise to meet that need. We at East Carolina University are well aware of the importance of this type of change. The growth we have seen on our campus in less than two years since renaming our College of Technology and Computer Science to the College of Engineering and Technology has already had a large impact on our region and our ability to recruit students. I am confident that a similar name change will have a significant impact on Western Carolina.

This change is critical to enhancing the efforts of WCU, and I offer my full support and endorsement of this proposal.

Sincerely,

Steve Ballard
Chancellor



**NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY**

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A LAND-GRANT UNIVERSITY and A CONSTITUENT INSTITUTION of THE UNIVERSITY of NORTH CAROLINA

February 19, 2016

Dr. David Belcher
Office of the Chancellor
Western Carolina University
501 H. F. Robinson
1 University Drive
Cullowhee, NC 28723

Dear Chancellor Belcher:

I am pleased to provide my support of your proposal to change the name of the unit hosting your engineering programs from the Kimmel School of Construction Management and Technology to the College of Engineering and Technology to better define the actual functionality of the unit.

With the continuous growth in engineering programming the institution has witnessed over the past decade, coupled with greater expectations from the Governor and State legislators for UNC institutions to aggressively seek ways to enhance and support economic development, the unit name change will better position Western Carolina to draw stronger interest of prospective student populations and enhanced potential for impactful economic growth. This naming opportunity could clearly become a "win-win" situation by providing greater engineering-focused visibility for the institution while yielding well-prepared graduates to fill the rising demand for engineers by companies and organizations looking to build or expand operations in the western region of the State.

I fully endorse the unit name change you seek for Western Carolina and ask favorable consideration of your proposal by the decision makers.

Sincerely,

Harold L. Martin, Sr.
Chancellor



Office of the Chancellor

ncsu.edu/chancellor

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February 24, 2016

Chancellor David Belcher
Western Carolina University
501 H.F. Robinson
1 University Drive
Cullowhee, NC 28723

Dear David:

I wanted to let you know that NC State supports and endorses the proposed name change of one of your academic units to the College of Engineering and Technology.

I hope that this name change provides Western Carolina University with greater opportunities for students and faculty and more accurately identifies the programs of that unit for prospective students and partnering industries.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Woodson", written in a cursive style.

W. Randolph Woodson
Chancellor

WRW/mgt