

LC State Name Evolution Survey - Administered April 2024

Respondent Type	<i>As a continuation of the campus conversations regarding LC State's identity moniker evolution from college to university, we invite you to share your thoughts.</i>
Staff	Changing the name to Lewis-Clark State University would bring about more recognition, not only to the institution but also to the area locally and nationally. It will invite more students to the campus who seek a degree from a university while maintaining a lower tuition cost.
Alumni (not a current student or employee)	I am in support of this change and am excited for the opportunities it could present for LC State and for our community.
Faculty	I attended a college that transitioned to university - back in the mid 70's. At that time, the college could not be called a university unless it offered upper level degrees. I think it was a PhD that had to be offered before it could be a university. Just making sure someone has asked the question: Are we sure we offer the correct level degree to be considered a university?
Faculty	As both alumna and current faculty, I am fully in support of the name change. For faculty who feel overburdened already, the reassurance and promise that "recognition of LC State as a university will have minimal impact on faculty and staff" is welcomed and reassuring.
Staff	From an international standpoint, Lewis-Clark State "College" causes confusion and is making us less marketable. In many countries, "college" means a vocational or pre-university program. In others, "college" means high school. Lewis-Clark State University will be easier for prospective international students to understand, capture more interest, and add prestige to students' credentials when they apply for a job or further education. Every year, international students mistake us for Lewis & Clark College in Oregon, and the name change should alleviate that issue. Finally, we always spell out our website and email addresses very carefully over the phone, because sometimes the listener hears "lcse" instead of "lcsc." "LCSU" will be much easier!
Staff	Will all of our email addresses and college websites be changing? Right now they say lcsc.edu. At the time of the change, any QR codes would need to be updated on print materials as well correct?
Faculty	I strongly support the name change from college to university.
Staff	As one of the lowest paid personnel on campus, who has been told over the last several years that salaries need to remain stagnant in comparison to the cost of living in order to keep LCSC competitive, it is very hard to support such a move that will see the college spend millions in the rebranding and advertisement of a name change while my wages continue to lag well behind the state average. I understand the desire to change the name, but it's hard to swallow the financial cost when my family lives paycheck to paycheck and struggles to afford the basic necessities of life.

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Staff	As a PSO member of five years, I have worked with numerous students for high school and transfer student recruitment campaigns. A consistent theme for students is being unaware that LCSC offers four year degrees or assuming they will need to transfer to a university at some point in their degree plan. I believe a name change will not only reduce that issue, but it will be more in line with our new offerings for graduate level coursework.
Staff	I feel like changing the name does a disservice to our professional technical programs and the role that we play as the regional community college.
Staff	The name change itself is not a big deal. I am concerned about both short- and long-term financial implications. In the short term, there will be the large expense of changing all the letterhead, signage, swag, etc., along with the waste of the leftovers. More importantly, in the long-term, we are very concerned with enrollment, and our lower student costs helps keep that steady. If we become a university and incur all the costs of increased salaries and requirements, etc., tuition would have to be raised, and many students we get because they do not have budgets to attend expensive universities closer to home could be lost. It seems to me that advertising our concern for our students and our desire to keep costs low (even though we have university quality) could be more advantageous.
Staff	I'm in favor of this change -- the pros outweigh the cons. I have one question and one comment: Question: One of the stated cons is tuition will rise or be perceived to rise if we change "College" to "University." Will tuition rise? Or is it just a faulty perception? Comment: Is the "Bold (not timid) Marketing Move" on Page 5 of the first document intentional? That threw me a little. It looks like a definition inadvertently copied from a Google search or something.
Staff	I support the change.
Staff	While the feedback so far shows support from many faculty and staff, the student government has expressed concerns about the change from College to University. If our schools focus is on our students then their opinions should have a little more weight in this discussion.

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Pro's
Hopefully LCState will receive more money from the State of Idaho if we are a University.

Increased pay for faculty & staff would be an advantage for recruitment and retention purposes.

May draw more students if we are a University, so increased enrollment.

Could market ourselves as a diverse university with offerings of workforce training, vocational/technical, undergraduate and graduate field of study.

Cons:
Will we lose what we market ourselves to be: a small school with small class sizes and personalized attention. Student's normally choose a college over a university because of the small classes, personal attention and that they are not just a number.

Will faculty be required to do research, which may put a faculty's priority on research rather than educating students.