

# Name Evolution Focus Groups & Feedback

Report submitted to President Pemberton on April 2, 2024

## Overview

At the request of Lewis-Clark State College administrators, Dr. Royal Toy, associate professor in the Teacher Education & Mathematics Division, and Logan Fowler, director of Communications & Marketing, facilitated campus conversations between December 2023 and March 2024, compiling feedback regarding the idea of the college changing its name from college to university. This is a synopsis of that feedback.

## Campus Conversations

*Disclaimer: The following is a good faith effort to accurately summarize the feedback and conclusions heard during each meeting. This report does not reflect the specific viewpoints and comments of all individuals in attendance, but rather the reasonable conclusions of each group as a whole.*

### Faculty (Dec. 12, Jan. 17) – Strong support

Two robust conversations were had with a large group of faculty (25-plus attendees) on Dec. 12, 2023, and Jan. 17, 2024. The first of these faculty-led discussions was used to introduce the topic and brainstorm early pros and cons. It was decided that a month would be given to allow attendees time to consider the concept more thoroughly and discuss with other faculty. Upon reconvening, the group expressed resounding support for the name change. A list of pros and cons, as mentioned out at the second meeting, is listed in the adjacent table.

Pros	Cons
<ul style="list-style-type: none"><li>- Avoid CC confusion</li><li>- Match grad offerings</li><li>- Speaks to forward progress</li><li>- Will make a splash</li><li>- Easy to change</li><li>- Would help recruit and retain faculty</li></ul>	<ul style="list-style-type: none"><li>- Won't help enrollment</li><li>- May hurt small-college branding</li><li>- Change can be hard for some</li></ul>

- "I would have felt better not having to explain to my grad advisors that [LC] is a four-year school. It would be nice not having to explain it, and university would do that immediately."
- "I think it's pretty clear. We need to change to university."

### Student Government (Feb. 20) – Moderate opposition

Student leadership (ASLCSC) had prepared its feedback and conclusions prior to the conversation held on Feb. 20. A robust dialogue was had, nonetheless, which allowed for the sharing of perspectives and the development of a larger context.

Pros	Cons
<ul style="list-style-type: none"><li>- Sounds more prestigious</li><li>- Will make us more appealing to those looking for a univ.</li><li>- Benefit to enrollment</li></ul>	<ul style="list-style-type: none"><li>- Makes us sound bigger than we are</li><li>- Tuition will go up, or be perceived as higher</li><li>- lcsu doesn't roll off the tongue as well</li></ul>

- "University makes us sound like a next-level school."
- "Basically, it comes down to identity. We're a small school and we pride ourselves on that."

### Athletics (March 11, 12) – Strong support

Conversations were held at the coaches meeting on March 11 and WAA meeting on March 12. While the conversations were brief, the feedback was positive from both groups.

- "Because we've already been using LC State, the change sounds like it would be pretty seamless."
- "I like the change. I think it's a great idea."

### Staff (March 21) – Mixed

On March 21, two separate meetings were held with PSO and CSO. Both meetings were very well attended. The immediate feedback provided by PSO was mixed. CSO's response was predominantly positive.

- "If we're going to be a university, we're going to need university pay." - PSO member
- "This is a great idea. We're often seen as a community college and this will help." - CSO member

### Alumni & Friends (March 19, April 16, 19) – Strong support (so far)

A conversation was held with the Foundation's executive committee on March 19. Overall, the group expressed strong support for the name change. Additional meetings are scheduled with the Foundation Board (April 16) and the Alumni Association Board (April 19). Feedback from these meetings will be provided in a subsequent report.

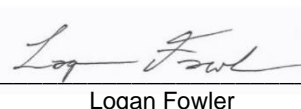
- "I think this is great. I didn't know that doing this was even an option, so great idea."

Report submitted by



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and



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on April 2, 2024.