

**DEGREE/PROGRAM CHANGE
FORM C**

Fields marked with * are required

Name of Initiator: Laurie Schatzberg

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Date:* 11-20-07

Initiator's Rank / Title*

Senior Associate Dean: Anderson Schools of

Management

Faculty Contact* Laurie Schatzberg

Administrative Contact*

Deirdre Markham

Department* Anderson School of Management

Division

Program

Branch

Proposed effective term:

Semester

Fall ▼

Year

2008 ▼

Course Information

Select Appropriate Program

Undergraduate Degree Program ▼

CIP Code

Name of New or Existing Program

* Anderson Schools of Management

Catalog Page Number

87

Select Category

Department ▼

Degree Type

all

Select Action

Name Change ▼

Exact Title and Requirements as they should appear in the catalog.

See current catalog for format within the respective college (enter text below or upload a doc/pdf file)

Anderson School of Management

[Catalog-AndersonName2007-FormCattachment3.pdf](#)

This Change affects other departmental program/branch campuses

Reason(s) for Request * (enter text below or upload a doc/pdf file)

See attached document. The usage of "Schools" has been inconsistent & confusing. See attached history & rationale.

Statements to address budgetary and Faculty Load Implications and Long-range planning

* (enter text below or upload a doc/pdf file)

There are no budgetary or faculty load implications.

November 20, 2007

From: Laurie Schatzberg
Sr. Associate Dean
Anderson School of Management

This document supports Anderson's Form C to change all catalog usage of "Anderson Schools of Management" (plural) or "ASM" to the standard "Anderson School of Management" (singular).

Our school was officially named the "Robert O. Anderson School of Business and Administrative Sciences," by action of the Regents in the mid-1970's. In the following decade, letterhead indicates the "Robert O. Anderson School of Management and the Robert O. Anderson Graduate School of Management." Subsequently there are references to "The Robert O. Anderson School of Management and the Graduate School of Management," with the associated acronyms ASM and GSM. We believe that Anderson was dropped from the graduate program name during a debate about dropping the Anderson name entirely (since no donation had materialized).

The current usage of "Anderson Schools" is a frequent source of question because the graduate and undergraduate programs do not have separate faculty or administration. Dean Wohler has recently discussed with current Anderson faculty the pros and cons of "Anderson School," and she received a variety of feedback. The preponderance of input indicated no strong opinion. The full title of "The Robert O. Anderson School of Management and the Graduate School of Management" remains in effect; we are only seeking permission to standardize the short forms of "Anderson School" and "Anderson School of Management."

As part of our efforts to create brand-awareness for the Anderson name, we have decreased references to ASM, GSM, and Anderson Schools (plural form). Our two motivations for the change are:

- While it is common for schools and colleges to house both graduate and undergraduate programs, it is not common for them to be referred to in the plural.
- Most people, both inside UNM and our external constituents, don't know why "schools" was used, and so it has been very difficult to enforce compliance with that form of the name.

Thus, to ensure that the UNM catalog is consistent with our other branding initiatives and also reflects more common naming practice, we are removing the plural form and references to "ASM" from the catalog. Instead we consistently refer to our school as Anderson or Anderson School of Management. This change is consistent with UNM's Communications & Marketing (UCAM)'s ReDesign project
https://www.unm.edu/~market/UNM_colleges_logos.html