

CALIFORNIA STATE UNIVERSITY, BAKERSFIELD  
ACADEMIC SENATE

EC

**Renaming Schools to Colleges: Academic Affairs Re-organization**

RES 222330

**RESOLVED:** That existing schools be renamed to colleges.

**RESOLVED:** That no new colleges or schools be created until such a time as the Academic Senate has created policies and procedures for the creation of colleges and schools, respectively.

**RESOLVED:** That no changes to existing staff and MPP structure be made; therefore, no positions be created or transferred (MPP and Staff) as a result of the renaming of schools to colleges.

**RESOLVED:** That no costs associated with renaming be transferred to schools or departments.

**RATIONALE:** The renamed organizational structure provides many benefits to the University. Among these benefits are opportunities for fundraising, alignment with majority of CSU campuses and with other similar universities, increased student recruitment, and more logical structure for accreditation purposes.

**Attachment:**

1. School Elevation Exploration Committee (SEEC) Recommendations
2. Summary of campus community survey and open forum
3. Memos from AS standing committees

Approved by the Academic Senate May 4, 2023

Sent to the President May 17, 2023

Approved by the President May 22, 2023

**Distribution List:**

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Provost

AVP Faculty Affairs

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School Deans

Antelope Valley Dean

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Department Chairs

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Date: March 20, 2023  
To: Senate Executive Committee  
From: School Elevation Exploratory Committee (SEEC)  
Co-Chairs Deborah Boschini (AVP Faculty Affairs) & Steve Frye (English Department Chair)  
Re: Recommendations to Academic Senate

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### **Background**

The School Elevation Exploratory Committee (SEEC) was constituted in 2022 by the Academic Senate to consider whether the four academic schools should be elevated to the level of colleges and whether additional levels of academic structure should be considered in the future.

### **Membership**

The composition of SEEC was determined by the Academic Senate, including the following: two Department Chairs from each of the four Schools, the ASI President (or designee), two School Deans, two Senate Executive Committee members, a representative from Antelope Valley, and a representative from the WS Library.

### **Process**

The members of SEEC met several times to consider these structural questions and develop recommendations. Feedback from the following stakeholder groups was incorporated into SEEC's discussions: Department Chairs Leadership Council (DCLC), Graduate Program Directors, Associated Students, Incorporated (ASI), Deans Council, and the Provost's Council.

The committee considered the history of CSUB's academic structure over time and the processes used to restructure academic units, reviewed the structures of other CSU campuses, and identified potential benefits and concerns related to restructuring. Provost Harper confirmed that expenses related to renaming schools to colleges would be funded by administration.

### **Results**

SEEC developed recommendations based on identification of the following potential benefits and concerns (current and future):

#### **Potential benefits identified by stakeholders:**

- Improved image as metropolitan university
- Consistency with other CSU campuses
- Budget benefits (donor sponsorship of naming opportunities)
- Opportunity for organized growth by adding Schools as part of existing structure
- Opportunity to locate Doctoral programs in Schools
- Opportunity for programming synergy and efficiency
- Alignment with accreditation expectations

**Potential concerns raised by stakeholders:**

- Additional work of implementing change
- Perceived change for the sake of change
- Budget concerns (cost of MPPs, staff, etc.)
- Increased ratio of administrators to faculty
- Potential for restructuring to be used to ineffectively address personnel issues
- Space constraints
- Impact on advising and student success/progress
- Impact on Antelope Valley

**Recommendations**

SEEC recommends to the Academic Senate that the four existing schools be elevated to colleges. There was broad support for this recommendation from stakeholder groups.

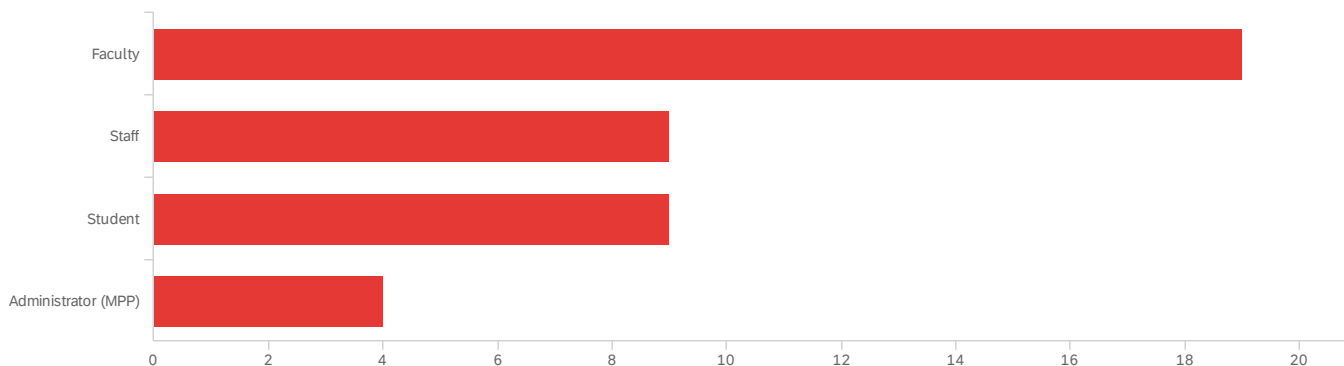
SEEC recommends that the Academic Senate develop an approval process for the formation of future schools within the colleges. By doing so, the Academic Senate would establish authority over the development of this process, as well as authority over the approval of future school proposals.

# Default Report

Schools Elevation Feedback

April 10, 2023 10:58 PM PDT

## Q1 - What is your affiliation with CSUB?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your affiliation with CSUB?	1.00	4.00	1.95	1.03	1.07	41

#	Field	Choice Count
1	Faculty	46.34% 19
2	Staff	21.95% 9
3	Student	21.95% 9
4	Administrator (MPP)	9.76% 4

41

Showing rows 1 - 5 of 5

## Q2 - Do you support Schools being elevated to Colleges? Yes or No. Please explain your choice.

Do you support Schools being elevated to Colleges? Yes or No. Please explain...

Yes. It will help in overall recruitment efforts when compared to other CSU campuses that have colleges instead of schools.

Yes, the elevation will support fundraising and the perception of the university with stakeholders.

Yes, I think we have matured as a university to take that next step.

Uncertain at this point. I'm worried that it will open the door to creation of schools that will have associated costs that may be too much for university of our size. I understand the pros of colleges, but does it make sense for smaller universities?

No; it seems like an extensive amount of work that doesn't really change the structure. If we aren't ready to go to Colleges, schools and departments then maybe that is when we make the change instead of doing it halfway now and then a second change down the road.

Yes! I absolutely support the elevation to "colleges," primarily for the prestige associated with the term and for the fundraising possibilities. It is a bonus that it is more in line with the majority of the CSUs.

Yes

yes; It provides more prestige and gives space for departments to become schools within the colleges

Yes, it's consistent with other campuses and sounds more elevated.

Yes, My department would like to become a School

Yes. This seems to make sense and has several benefits as presented by the taskforce. In addition, I think that we should "elevate" Graduate Studies to a College as well. Many other CSU campuses have this structure and it would increase the ability of graduate program administration to smoothly and efficiently oversee and expand graduate programs.

Yes, to create more room for growth

Yes.

NO. How will this benefit students? Sounds like more opportunity to hire administrators and "appear" fancy to the outside. I think it will also pull more faculty out of teaching to being program managers, program directors etc...

Absolutely I do. I feel like the funding structure would greatly benefit students and student driven projects as well as boosting enrollment numbers. The only 3 CSUs left that have schools instead of colleges have the lowest enrollments in the system.

No. I believe we've discussed it in our department meetings, but my concern is that our department will end up bearing the costs of changing from schools to colleges. I have further concerns that changing from schools to colleges will lead to more administrators. This is funding that can, and should, be going towards the students and the current building infrastructure that make a student's education at CSUB better. Changing this name does not positively affect students like converting funds to student education would.

Yes, needed for accreditation purposes for some professional degrees.

Do you support Schools being elevated to Colleges? Yes or No. Please explain...

Yes

No. There are no advantages to renaming schools into colleges. All programs can be (and are) accredited no matter if they are housed in a school or a college. Schools can be named the same as colleges can. There are plenty of examples across the CSU system for that. The system does not care if a campus has a school or a college structure. On the other hand, the costs for the conversion are real, both present and future. The money spent on the conversion is better invested into the classroom. It will also eat up a lot of faculty and staff time to facilitate a conversion. In the future, the proposed new structure will result in a further increase in administrators (with accompanying staff), further reducing the funding available for instruction. Overall, this proposal is the opposite of student centered.

No. The potential concerns clearly outweigh the benefits. The taskforce recommendations indicate that this might lead to more administrators; we don't need more administrators.

Yes, I support Schools being elevated to Colleges and agree with the potential benefits identified in the SEEC Recommendations.

Yes

I strongly support the elevation. We need to get in sync not only with the rest of the CSU system, but academia as a whole.

he benefits (even though fewer in number than the concerns) outweigh those concerns. Bakersfield is large enough to offer more Doctoral programs, and not lose those potential "keepers" in programs. Additionally, the opportunity for organized growth is much more attractive than the argument for just growth for growth's sake. finally, the budget benefits that other institutions in the CSU system are enjoying would be a boon to C.S.U.B.

Maybe What's the difference? Is it just saying "college" instead of "school"? More information beyond "synergy" buzzwords are needed to make an informed decision.

Yes. Potential benefits identified by stakeholders: • Improved image as a metropolitan university • Consistency with other CSU campuses • Budget benefits (donor sponsorship of naming opportunities) • Opportunity for organized growth by adding Schools as part of the existing structure • Opportunity to locate Doctoral programs in Schools • Opportunity for programming synergy and efficiency • Alignment with accreditation expectations The pros outweigh the cons. Especially the aspect of alignment with accreditation expectations. To help with recruitment and marketing efforts to increase our student population, both undergrad and graduate students. Allows for opportunities for employment for many that have become stagnant in their roles due to stagnant job options at the university. We are losing excellent employees because they don't see a future working at this campus compared to other CSU's, private institutions, and community colleges. Change is innovation, and we have been stuck in the 80s for too long.

Yes. I think it elevates CSUB's already sound reputation as an university and would give a feeling of pride for a student to say they are attending a "college" at our university.

**End of Report**



**To:** Academic Senate

**From:** Executive Committee, Academic Senate

**Re:** Feedback regarding Resolution 222330 Rename Schools to Colleges – Academic Affairs Re-Organization

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Feedback from the standing committees of the Academic Senate –

1. AAC – Chair John Tarjan

- a. The committee believes that the formulation of clear guidelines and criteria for the creation of new schools and colleges (analogous to the work done in relation to new academic department formation recently) should be added to the SEEC recommendation that “the Academic Senate develop an approval process for the formation of future schools within the colleges.”
- b. The committee feels strongly that costs related to the conversion should not be borne by academic departments (e.g. The Management/Marketing Department).
- c. Committee members wonder why the following potential benefit was included when there is no consistency across campuses.
  - i. Consistency with other CSU campuses.
- d. Committee members also feel that the following listed benefits may be a stretch in that other CSU campuses can realize the same benefits without colleges.
  - i. Budget benefits (donor sponsorship of naming opportunities)
  - ii. Alignment with accreditation expectations.

2. AS&SS – Chair Elaine Correa

- a. Concerns that AV has not been discussed and how this impacts the AV campus.
- b. Suggestion for Graduate College to be considered in the decision to vote for the change – I indicated that the request was simply to elevate from Schools to Colleges and not to discuss the number of Colleges but that I would obtain confirmation on my understanding.
- c. Majority of the committee members were not in favor of supporting this request because there was no data provided as to the outlined perceived benefits. Concern that the campus constantly indicates a desire to make ‘data-informed decisions’ but is asking the campus community to decide without being ‘data-driven’.



- d. More data requested on whether the name change really impacts accreditation since the university has not been denied accreditation without a name change.
- e. Would like more data on whether a name change really makes a difference to students and if there are any implications for recruitment purposes or accreditation purposes – data support would be helpful rather than just opinions or comments.

3. BPC – Chair Charles Lam

- a. BPC generally endorses the elevation. However, BPC would like to know more about the items of concern addressed in the report (for example, what is the actual cost? What is the actual impact to Antelope Valley?) The general consensus is to proceed.

4. FAC – Chair Mandy Rees

- a. FAC members reviewed the resolution carefully keeping in mind issues related to faculty and are in support of the renaming.
- b. The Senate resolution ensures faculty control of the process of proposing and approving any new schools or colleges, which FAC supports.