

CALIFORNIA STATE UNIVERSITY, EAST BAY

DESIGNATION CODE: 05-06 BEC 3
DATE SUBMITTED: September 27, 2005

TO: The Academic Senate

FROM: The Executive Committee of the Academic Senate

SUBJECT: ALSS Acronym Change

PURPOSE Action by the Senate

ACTION

REQUESTED: That the Academic Senate approve the Acronym change for the College of Arts, Letters and Social Sciences (ALSS) to the College of Letters, Arts and Social Sciences (CLASS)

BACKGROUND INFORMATION:

The Dean of the College of Arts, Letters and Social Sciences (ALSS), Alden Reimonenq, discussed his plan to change the acronym of the College at the Executive Committee meeting on May 24, 2005. He described his rationale for this proposed change of acronym to CLASS (College of Letters, Arts and Social Sciences) as being mostly for promotional/recruitment purposes. He provided a PowerPoint presentation of the many possibilities for brochure slogans and articulated the benefits of good promotional materials for both the College and the University as a whole.

At the time, the Executive Committee generally agreed with the proposal and did not feel it was necessary to send this issue to the Senate, as it was merely an acronym change, and especially due to the heavy volume of documents already going to the Senate for its last meeting. However, ExCom discussed at its summer retreat that this issue was on the borderline of a name change and that it should go to the Senate this year, if only as a formality, since the President has approved the change.

Approved by the Senate 10/4/05