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MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno
Chair, Faculty Senate

Date: October 31, 2017

Subject: Faculty Senate Legislation #2017-07 (B) – Simplification of the Name of the School of Business Administration TO the Business School

The Faculty Senate, at its October 25, 2017 meeting, voted to approve with one abstention the proposal to change the name of the School of Business of Administration to the School of Business for simplification purposes. The official name will be University of Miami Business School. The proposed change will update the name to follow current top school trends and aid marketing efforts.

This legislation is sent to you for your action.

TAS/rh

Enclosure

cc: Jeffrey Duerk, Executive Vice President and Provost
John Quelch, Dean, School of Business Administration
Anuj Mehrotra, Sr. Vice Dean, School of Business Administration

CAPSULE: Faculty Senate Legislation #2017-07 (B) – Simplification of the Name of the School of Business Administration TO the Business School

PRESIDENT'S RESPONSE

APPROVED: _____


(President's Signature)

DATE: _____

11/21/17

OFFICE OR INDIVIDUAL TO IMPLEMENT: _____

Dean John Quelch

EFFECTIVE DATE OF LEGISLATION: _____

IMMEDIATELY

(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____


REMARKS (IF NOT APPROVED): _____



School of Business Administration
5250 University Drive
Coral Gables, FL 33124

Phone: 305-284-4643
Fax: 305-284-6526

To: Faculty Senate

From: Dean John Quelch 
School of Business Administration

Subject: School Name Simplification Proposal

Date: October 9, 2017

The Faculty of the (University of Miami) School of Business Administration seek approval to simplify and modernize the name of the school to the (University of) Miami Business School. The official name will be University of Miami Business School. The shorter name, Miami Business School, will only be used for marketing purposes. The principal reasons for this request are as follows:

1. The term "business administration" is outdated, and almost all schools have already eliminated the term "administration" from their titles.
2. The "University of Miami School of Business Administration" is also cumbersome from a marketing perspective, particularly in the era of social media. A shorter name will help our search engine optimization.
3. Many schools have shortened their names. The Graduate School of Business Administration at Harvard University changed its name to Harvard Business School in 2002. Other top ten schools, Columbia Business School and London Business School, have also adopted a three-word name.
4. Other leading schools retain lengthy official names, but use short-form names in practice. For example, Stanford Graduate School of Business (the official name) is commonly marketed as Stanford Business School.

Exhibit 1 (attached) shows the current and proposed visual presentations of the School name. Going forward, the name "Miami Business School" will always be associated with the University by being attached to the iconic and well-recognized "U" logo in visual presentation. Official documents such as degree certificates will continue to be issued under the University of Miami name (not Miami Business School).

All school level governance bodies overwhelmingly support changing the name of the school from the **(University of Miami) School of Business Administration** to the **(University of) Miami Business School**. The School Council voted unanimously to approve this name change on September 1, 2017. Subsequently over a 14 day voting period (September 6 – September 19) mandated by the school's bylaws, 96.4% of the faculty voted to approve the name change. In addition, on October 4, 2017, the Academic Deans' Policy Council also unanimously approved the name change to the (University of) Miami Business School.

Exhibit 1

Current Visual Presentation:

UNIVERSITY OF MIAMI
**SCHOOL of BUSINESS
ADMINISTRATION**



Proposed Visual Presentation for Marketing Purposes:



Proposed Visual Presentation for Official Documents:

UNIVERSITY OF MIAMI
BUSINESS SCHOOL



UNIVERSITY OF MIAMI
**SCHOOL of BUSINESS
ADMINISTRATION**



School of Business Administration Phone: 305-284-4643
5250 University Drive Fax: 305-284-6526
Coral Gables, Florida 33146

To: The University of Miami Faculty Senate
From: Dr. Anuj Mehrotra 
Senior Vice Dean for Faculty Development and Research
Subject: School Name Change
Date: October 9, 2017

The voting members of the faculty of the (University of Miami) School of Business Administration were given 14 days (in accordance with school bylaws) to electronically cast their vote for or against changing the name of the (University of Miami) School of Business Administration to the (University of) Miami Business School. The required quorum based on school bylaws was met and 96.4% voted in favor of the name change with only 3.6% against.



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To: Faculty Senate

From: Mrs. Blanca Ripoll 
Secretary, School Council

Subject: School Name Change

CC: School Council Members: Brian Barrett (Speaker of the Council);
Shirley Dennis (First Vice Speaker); Anita Cava (Second Vice Speaker);
Sara Rushinek; Phil Robins; Karoline Mortenson; Howard Gitlow;
Chester Schriesheim; Uzma Khan

Date: September 1, 2017

On September 1, 2017, the elected faculty representatives of the School of Business Administration School Council unanimously voted to approve the name change for the University of Miami School of Business Administration to the (University of) Miami School of Business.