

March 17, 2008

DRAFT

MEMORANDUM

TO: Allan Landon
Chairperson, Board of Regents

VIA: David McClain
President

VIA: John Morton
Vice President for Community Colleges

FROM: Clyde M. Sakamoto
Chancellor, Maui Community College

SUBJECT: Name change for Maui Community College

SPECIFIC ACTION REQUESTED:

This is to request that the University of Hawai`i Board of Regents approve the name change from Maui Community College to University of Hawaii Maui College (UH Maui College) pursuant to BOR Policy Section 3-2 and 3-3 (still checking on this). It is also requested that the overall University of Hawai`i presence in Maui County be titled University of Hawai`i – Maui. This name would include the UH Maui College and the University of Hawai`i Center on Maui.

ADDITIONAL COST:

The additional costs required will include changes in our signage, letterhead materials, and website changes. The campus will absorb the costs for the changes.

RECOMMENDED EFFECTIVE DATE:

Upon approval by the UH Board of Regents and the WASC Jr. Commission's approval of Substantive Change Request, the change will be fully implemented for the 2008-2009 academic year.

PURPOSE:

The purpose of this name change is to more clearly represent the college's programs and services as the mission now includes a four-year baccalaureate degree in addition to our two-year degrees and certificates as well as the programs offered through our University of Hawai`i Center on Maui. The name change will also enable the college to be more

competitive in the recruitment of students, both in the state of Hawai`i, around the nation and worldwide. In the college's marketing efforts, both on the mainland and in foreign countries, we have found that our current name has been a drawback in recruiting serious students, especially those interested in the college's four-year Applied Business and Information Technology (ABIT) degree, fully accredited by the Western Association of Schools and Colleges (WASC) Sr. Commission in summer 2007. For potential students, the name University of Hawai`i Maui College would more clearly identify an institution where they would choose to earn a baccalaureate degree. For community members who are place bound and cannot easily travel to other statewide postsecondary educational alternatives on other islands, UH Maui will also serve as an umbrella title encompassing the University Center.

BACKGROUND INFORMATION:

UH Maui Community College (UH Maui CC) primarily serves the educational needs of the residents of the three islands comprising Maui County: Maui, Moloka`i, and Lana`i. The college is an outgrowth of the Maui Vocational School established in 1931. In 1958, the Department of Public Instruction authorized the name change to Maui Technical School, denoting an upgrade of vocational education to a technical level. In 1964 the Hawai`i State Legislature enacted the Community College Act, establishing a statewide community college system under the University of Hawai`i. Maui Technical School was incorporated into this system on July 1, 1965 and transferred from jurisdiction of the Department of Education to the University of Hawai`i. In 1966, the Board of Regents of the University of Hawai`i authorized the college to confer Associate in Arts and Associate in Science degrees and approved the name change to Maui Community College.

In 1996, the Hawaii State Legislature enacted Act 51 to amend Chapter 305 of the Hawai`i Revised Statutes by authorizing the community colleges to offer four-year vocational technical education programs. The University of Hawai`i System Strategic Plan and the strategic plan for the community colleges support the development and offering of selected baccalaureate degrees at UH community colleges.

A growing trend in the United States is for community colleges to begin offering bachelor's and master's degrees. Many of these institutions have dropped the word "community" from their names. In California among the state-supported 146 two-year post-secondary institutions, 108 of them do not use the word "community" or "junior" in their names. In the State of Florida recent legislation (Senate Bill 1162) re-established St. Petersburg Junior College as St. Petersburg College and provided the authority for this institution to grant baccalaureate degrees. This movement enables students to remain on a community college campus and receive the upper-level and graduate instruction they need to complete a bachelor's or higher degree.

With a continuing commitment to the open admissions philosophy, the college continues to expand its innovative two- and four-year programs and educational opportunities in response to the ever-increasing workforce needs of our county, state, and region. As the

college expands its partnerships, two- and four-year offerings, and geographical reach, it has become apparent that prospective students are often unaware of the growing degree and career opportunities offered by the college. In addition, feedback from marketing efforts for the four-year ABIT degree indicate negative response to the degree because of the current use of the term “community” in the college name. Recent ABIT graduates and majors have questioned the congruence between their four-year degree and the present college title.

This realization prompted discussions regarding the benefits of more clearly delineating the college’s current identity by changing the institution’s name to University of Hawai`i Maui College (UH Maui College). This name clarifies the scope of our programs and service area: the entire county of Maui. This increased ability to recruit students is important to our existing vision, mission, Strategic Plan, and long-term financial health.

Local government officials, alumni, foundation members, faculty, staff, and students have been consulted and have indicated that they support this proposed name change. A survey of faculty resulted in 85 votes for the name change to UH Maui College; a survey of students resulted in over 500 votes for the name change.

The name UH Maui College accurately reflects the college’s traditional two-year degrees, certificates, and continuing education programs while at the same time, it represents innovative opportunities to acquire baccalaureate degrees that are critical for accessing living wage careers for the residents of this multi-island County and State.

ACTION RECOMMENDED

It is recommended that you approve the name change from Maui Community College to University of Hawaii Maui College and the overarching title, University of Hawai`i – Maui. This will include the UH Maui College and the University of Hawai`i Center on Maui.