

AACR 5

Office of the President
June 11, 2013

Members, Board of Trustees:

CHANGE IN NAME OF AN EDUCATIONAL UNIT:
COLLEGE OF DESIGN

Recommendation: that the Board of Trustees approve the change in the name of the School of Interior Design to School of Interiors: Planning / Strategy / Design, in the College of Design, effective July 1, 2013.

Background: The profession of interior design has evolved from a focus on residential design to one that now draws upon a knowledge base from multiple disciplines to enhance the function, safety, and aesthetics of all types of interior spaces. The creation of environments that support and sustain human beings psychologically, physically, and emotionally is a core value of the practice of interior design. The uniqueness of interior design is that it positions the users of space as the central focus of the design. Concurrent to these changes in the profession, mass media has popularized the name interior design to be associated with decorating, women's studies, and a field characterized by having a "knack" as opposed to being a professional discipline requiring specialized education, experience, and examination.

The reasons for the proposed name change are to enhance the marketing potential of the program; better communicate the focus and scope of the program; and increase gender diversity within the program. Based on investigation, the name interiors alone is not immediately associated with decorating. Likewise, practicing professionals define their realm of practice within the design industries by using "interiors" as opposed to "interior design." It is anticipated that the name School of Interiors with the tag line Strategy / Planning / Design will somewhat negate the immediate bias response occurring with the current name and provide greater opportunity to initiate conversations about the school, types of things in which the program engages the students, and career opportunities available to graduates.

The proposed change has been approved by the faculty of the Interior Design program and the College of Design; reviewed and recommended by the Senate Academic Organization and Structure Committee and the Senate Council; and endorsed by the University Senate. The Interim Provost of the University supports this recommendation.

Action taken: Approved Disapproved Other _____