I. PURPOSE & INTENT

These procedures describe the process for changing the name of a college, a department or school within a college, and other academic/student success organizational offices, institutes, and centers (collectively referred to hereafter as “organizational unit”) at the University of South Florida. All such organizational unit name changes shall be made through this process.

II. STATEMENT OF POLICY

There are situations where it is appropriate to change the name of a department or school, to reflect the correct scholastic focus and curricular offerings of that unit; or to change the name of an academic/student success office to better reflect its functions. These situations typically involve, but are not limited to, an expansion, narrowing, or redefinition of the mission, focus, or academic pursuits of a unit. This policy provides guidelines on how that renaming may occur.

Excluded from this policy are:

- Name changes which may occur because of naming opportunities through the USF Foundation
- Organizational units that do not have a reporting relationship to either the Executive Vice President & Provost or the Senior Vice President (SVP) for USF Health

If the renaming of an organizational unit also involves significant structural changes or reorganization, the process described in the University of South Florida Policy #10-055: Policies and Procedures for Proposed Changes in Academic Units at the University of South Florida applies. Colleges should consult with the Office of the Provost or the USF Office of Faculty and Academic Affairs (as applicable) to determine in advance if the changes proposed meet the criteria for consideration under this policy.
III. PROCESS STEPS

1. Organizational units wishing to change their name should complete a Name Change Request Form available from the Office of Decision Support.

2. Justification for the name change must be provided according to instructions provided in the Request Form, along with a proposed implementation date. The justification should address the benefits to the university for the name change, how the name change aligns with the university’s strategic plan and the impact of the mission(s) of the affected unit(s). Also include an estimate of the expected costs for the name change.

3. Requests for name changes for units within a College must be approved through majority vote by the faculty within the unit requesting the change. For name changes of Colleges a majority vote of the College faculty is required for the proposed name change.

4. Requests for name changes for units within a College must be approved by the Dean.

5. Requests made by all other organizational units must be approved by the appropriate administrative manager.

6. Requests impacting organizational units on branch campuses will be routed through the appropriate Regional Vice Chancellor (RVC) for Academic and/or Student Success for concurrence of approval.

7. Once the appropriate Dean, RVCs (as needed), and/or other administrative manager has approved, the requests will be forwarded to the Executive Vice President & Provost for all organizational units within Academic Affairs and to the Senior Vice President for USF Health for all organizational units within USF Health for approval. The Executive Vice President & Provost and the Senior Vice President for USF Health will work in consultation when name changes could potentially impact units within both Academic Affairs and USF Health.

8. Once approved by either the EVP & Provost or the SVP for USF Health (or both when the change impacts both Academic Affairs and USF Health) as appropriate, the Office of Decision support will be responsible for taking all steps necessary to ensure the changes are reflected appropriately across the university through notification to all data custodians and information system owners for incorporation into those systems and business operations.

9. Once approved by either the EVP & Provost or the SVP for USF Health, (or both when the change impacts both Academic Affairs and USF Health) as appropriate, the administrative leader of the organizational unit requesting the name change will be responsible for:
   a. Ensuring that all forms, letterhead and/or marketing materials, including web pages, are updated appropriately.

   b. Notification to specialized accreditors, as necessary.
*Current Responsible Office: Academic Affairs

*Refer to the appropriate Responsible Office website for a current name of the Vice President or other Responsible Officer.

*History: New 7-7-21