VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

Approval of Name Change for the Daniel J. Evans School of Public Affairs to the Daniel J. Evans School of Public Policy and Governance

RECOMMENDED ACTION

It is the recommendation of the administration and the Academic and Student Affairs Committee that the Board of Regents approve changing the name of the Daniel J. Evans School of Public Affairs to the Daniel J. Evans School of Public Policy and Governance, effective July 1, 2015.

BACKGROUND

The field of public policy and administration has evolved dramatically over the past half century. In the 1950s, the broad umbrella term of “public affairs” was adopted by a number of programs in public policy and public administration that were leading the integration of traditional political science public administration with the newly emerging focus on the application of the social sciences and modern scientific management principles to the public sector. At the time, this umbrella name was well understood among academics as an integrative banner.

In the 1970s, new schools emerged whose sole focus was policy design and analysis. A number of these schools chose a name to emphasize their focus on public policy, and to move away from the less-descriptive term “public affairs,” which in practice many people confused with the widely understood but completely unrelated business of public relations.

Over the last decade, top schools in Asia and Europe have chosen to use the word “governance” as their descriptor. Globally, this term is generally understood to refer to public/government decision making and the analysis of those decisions.

Primary Rationale for Use of Term “Public Policy and Governance”

Governance is the most descriptive and forward-looking term to reflect the focus of our teaching and research program on advancing better government by improving performance and outcomes through research, decision support and education. Governance is the study of how public institutions conduct business and manage public resources. It also captures all processes of governing including politics, policy, and management.

Our discipline brings the elements of the social sciences to focus on the application of theory to practice in the public sector. Public Policy and Governance is a more relevant, clear, and comprehensive articulation of the Evans
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School’s multi-disciplinary study of the behavior, outcomes, and impact of government, the market, and the non-profit sector. Public Policy and Governance focuses on the processes and decisions that seek to define actions, grant power, and verify performance through governments at all levels, through market mechanisms operating under government regulation, or through public private networks, formal or informal.

Process

The proposed change has been debated and approved by the Evans School faculty, Faculty Council, Advisory Board, Denny Alumni Council, and student focus groups. The faculty voted overwhelmingly in support of a name change, and a majority of the faculty have a preference for this name versus other options considered. Our students believe the new name will strengthen our ability to attract new students and will increase employers’ understanding of our students’ skills and expertise. Our Advisory Board and Alumni Council believe the descriptive and forward looking nature of the name will contribute significantly to generating interest and excitement about the Evans School’s work. Governor Dan Evans is enthusiastic as well and believes the new name will better describe the teaching, research, and service mission of the School.

REVIEW AND APPROVALS

The Dean of the Evans School and the Provost have reviewed and approved this recommendation. Dean Archibald also consulted with the deans of the School of Law, the Michael G. Foster School of Business, the College of the Environment, the College of Arts & Sciences, and the College of Built Environments. No concerns were raised. We request an effective date of July 1, 2015, which will allow us to have all School materials rebranded by the start of fall quarter 2015.