

From: Mike Bullis [bullism@uoregon.edu]
Sent: Friday, October 31, 2008 1:36 PM
To: Jerry Rosiek
Cc: Karen Sprague; Edward Kameenui; Cathy Kraus
Subject: Re: Q about name change

thanks Jerry.

Karen, I trust this response answers the questions adequately. Please get back in touch with other questions or concerns.

Thanks -- Mike

Jerry Rosiek wrote:

1. Is teacher education still the primary function of this department, and if so, will the new name convey that idea adequately?

No, teacher education should not be considered the primary function of this department. We are an interdisciplinary department whose faculty focus on educational foundations and curriculum. Teacher Licensure is one of four degree programs we will have in our new Department Configuration. Our undergraduate degree, as you know, is in Educational Foundations--which prepares students to pursue several career options including, but not limited to, elementary school teaching. The second masters program is designed to serve a wide array of professional ambitions. Most importantly, our new doctoral program is not limited in its scope to Teacher Education, but is focused on preparing scholars with expertise about the social and cultural foundations of educational processes. We need a Department title that reflects the wider scope of all our degree programs in the College.

That being said, we have planned carefully to make sure that preparation of teachers remains a visible feature of our Departmental identity--through the names of our degrees, our major programs, and in our efforts to develop a brand identification with our teaching licensure program. We have been in ongoing consultation with COE Advancement, UO Advancement, and UO Media Relations to be sure we are doing this in accordance with a) best practices in the field, and b) in compliance with broader UO public relations priorities. In fact, I just spent the last two weeks having a series of discussions with Allan Price, Phil Weiler, Russ Tomlin, and Andrea Wiggins about our plans to use the phrase "UOTeach" as a secondary brand name for our teaching licensure program.

2. Will the new name serve a clarifying function for people unfamiliar with the offerings of the department? Will it allow greater coherence in the way the department presents itself?

Yes. The phrase "Teacher Education" is too narrow a representation of what we do. It is an inaccurate representation of our tenure-line faculty expertise. It frames our

department as an exclusively clinical program, which has the consequence of making it more difficult to recruit the best professors and graduate students. Thus it serves a clarifying purpose for these important constituencies. It is worth noting that the title "Education Studies" is used by other peer institutions for programs that include teacher Education. Other similar names used at peer institutions and Departments include "Educational Foundations", "Curriculum Studies", "Curriculum and Instruction," etc.

Students looking for our masters degree teacher licensure program will have no difficulty finding it.

The new Department title is actually more in line with our Undergraduate program, and is likely to help us clear up occasional misconceptions our undergrad majors have. Specifically, every year a few of our undergraduates--despite being informed in multiple formats and signing forms stating that they understand that our undergraduate degree does not result in teaching licensure--have reached graduation and are surprised to find out that they are not yet licensed to teach. Part of this is because the Department name is Teacher Education, which they incorrectly interpret as meaning that all of our degree programs lead to teaching licensure.

3. Use of the words "Education" and "Educational": Will it be confusing to offer a major called "Educational Foundations" and courses categorized as "Educational Studies" in a Department called "Education Studies"? Course designations are difficult to change since they are widely embedded in student records software.

This has been discussed at length. We believe the Department of Education Studies and a major in Educational Foundations is the best way to go, for a variety of reasons. One is that we do not anticipate this creating significant confusion. Another is that these two phrases seem grammatically correct to us and best convey the actual meaning of the programs to which they refer.

Believe me, we are aware of how hard it is to change courses, degrees, program names, et. at the University of Oregon. None of these decisions are being made lightly.

I hope this answers the committee's questions adequately. If not, please let me know what else I can do to support our proposal, and the students it is ultimately meant to serve.

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> Jerry

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