

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate **From:** J.M. Munro, Chair
Senate Committee on
Academic Planning

Subject: Proposal to Change Name **Date:** November 18, 1993
of Department of Communication to
School of Communication

Action undertaken by the Senate Committee on Academic Planning (SCAP 93-36) gives rise to the following motion:

Motion:

"that Senate approve and recommend approval to the Board of Governors the change of the name of the Department of Communication to the School of Communication."

MEMORANDUM
SIMON FRASER UNIVERSITY
FACULTY OF APPLIED SCIENCES

DATE: October 6, 1993
TO: Jock Munro, Vice-President Academic
FROM: Ron Marteniuk, Dean, Faculty of Applied Sciences
RE: Proposal to Change Name of Department of Communication to a School of Communication

Please find attached a proposal from the Department of Communication regarding the above. I fully support this proposal as do all other academic units in the Faculty of Applied Sciences.

Could you please send this proposal to the appropriate University committees for their approval. Thank you for considering this request.

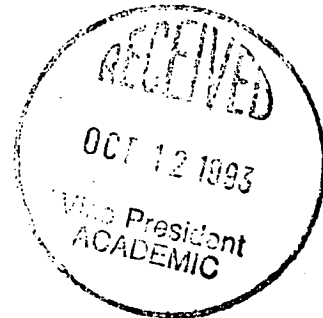


Ron Marteniuk, Dean
Faculty of Applied Sciences

RM/lc

Enclosure

cc: R. Anderson, Chair, Department of Communication



SIMON FRASER UNIVERSITY

DEPARTMENT OF COMMUNICATION



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28 September 1993

Ron Marteniuk
Dean, Faculty of Applied Sciences
Simon Fraser University

re: change of Department to School

This Department is twenty years old this year. It has grown to have one of the largest student bodies in the University, and plays a key role in the development of the field of communication in Canada. It is, therefore, with pride that I convey to you our Department's unanimous request that we become known as The School of Communication. We look forward to announcing this transition in November 1993 when we celebrate our 20th Anniversary.

The reasons for requesting the change from a Department to a School are:

- 1) the other four units in Faculty of Applied Sciences are Schools. We will thus resemble them more fully.
- 2) we have numerous professional relations with the public and private sectors, and this change will enhance our standing in those relationships. We provide advice to these professional bodies, act as their consultants, and do a considerable amount of contract research. We will be able to begin to conduct more professional continuing education as a School. Three-quarters of our faculty have on-going relationships with such bodies, so a change to School will assist them in the extension of their activities. The term "School" conveys to these public and private sector bodies a certain independence which the term "Department" does not. This will, over time, have important economic benefits to us. (A selection of names of these bodies is attached, see Annex.)
- 3) we play a key role in the communication studies community. We are editing the Canadian Journal of Communication here, and we publish the newsletter of the Canadian Communication Association. We will be among those schools which are expected to give direction to the study of communication in Canada, and internationally.
- 4) we prepare students for graduation in the Doctoral and Masters degrees, and seven Major/Minor degrees. These nine types of students require our course offerings to be broad-ranging, and to cover applied sciences, social sciences, humanities. This broad-range of offerings and degrees leads to a very broad range of occupations and employment. The term "School" will assist students and employers to understand our heterogeneity.

When our request to change our name is approved, we propose to establish an Advisory Council composed of distinguished persons who would assist us in the development of the School. We seek the University's best advice on how to pursue this course of action effectively.

Thank you.

A handwritten signature in cursive script that reads "Bob Anderson".
Bob Anderson,
Chair

ANNEX

Canadian Radio and Telecommunication Commission

Departments of Communication, Canada

Health and Welfare, Canada

Environment Canada

International Development Research Centre

Canadian International Development Agency

Asia-Pacific Foundation

Canadian Broadcasting Corporation

Stentor Canada

United Nations Department of Humanitarian Affairs

Amnesty International

International Centre for Research on Communication and Information Technologies

Ford Foundation

U.S. National Science Foundation

Kettering Foundation

Matsunaga Foundation

United Nations Children's Emergency Fund

United Nations Educational, Scientific and Cultural Organization

British Columbia Ministry of Social Services

Multiculturalism B.C., Ministry of Environment

B.C. Telephone

Ministry of Economic Development

B.C. Hydro

B.C. Transit