

UNIVERSITY OF CALIFORNIA, ACADEMIC SENATE

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SANTA BARBARA • SANTA CRUZ

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Chair of the Assembly of the Academic Senate
Faculty Representative to the Regents
University of California
1111 Franklin Street, 12th Floor
Oakland, California 94607-5200

December 22, 2014

AIMÉE DORR
PROVOST AND EXECUTIVE VICE PRESIDENT
UNIVERSITY OF CALIFORNIA

Re: UCSD's proposed "simple" name change from the School of International Relations and Pacific Studies (IR/PS) to School of Global Policy and Strategy

Dear Aimée:

In accordance with the *Universitywide Review Processes For Academic Programs, Units, and Research Units* (the "Compendium"), and on the recommendation of CCGA, the Academic Council has approved UC San Diego's proposed "simple" name change from the School of International Relations and Pacific Studies (IR/PS) to School of Global Policy and Strategy.

Sincerely,

A handwritten signature in cursive script that reads "Mary C. Gilly".

Mary Gilly, Chair
Academic Council

Encl:

Cc: Academic Council
Senior Policy Analyst Banaria
Executive Director Baxter
Senate Executive Directors

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COORDINATING COMMITTEE ON GRADUATE AFFAIRS (CCGA)
Jutta Heckhausen, Chair
heckhaus@uci.edu

ACADEMIC SENATE
University of California
1111 Franklin Street, 12th Floor
Oakland, California 94607-5200

October 15, 2014

ACADEMIC COUNCIL CHAIR MARY GILLY

Dear Mary:

At its October 1 meeting, CCGA voted (9-0-1) to accept UCSD's proposed "simple" name change from the School of International Relations and Pacific Studies (IR/PS) to School of Global Policy and Strategy.

The proposed change does not involve a fundamental modification of the program, a change in the degree requirements, or a need for substantial new resources. Accordingly, CCGA submits its approval of the UCSD name change for formal approval by the Academic Council. I have also included the proposal from the San Diego campus for your information. Please note that the attached campus document embraces several different proposals from UCSD. The School name change is listed as point three (3) of the March 10 memorandum enclosed.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jutta Heckhausen".

Jutta Heckhausen, Ph.D.
Chair, CCGA

Copy: Dan Hare, Academic Council Vice Chair
CCGA Members
Hilary Baxter, Academic Senate Executive Director
Todd Giedt, Academic Senate Associate Director
Michael LaBriola, Academic Council Analyst
Jocelyn Banaria, Senior Analyst, Academic Planning
Kim Barrett, Dean, UCSD Graduate Studies
Mary Lillis Allen, Director, UCSD Graduate Academic Affairs
Lori Hullings, Senate Analyst, San Diego Division

Enclosures (1)

April 8, 2014

CHAIRS, DIVISIONAL SENATE COMMITTEES

SUBJECT: IR/PS – School Name Change Request

Dear Colleagues:

Enclosed is a proposal from the Graduate School of International Relations and Pacific Studies (IR/PS) to change the School's name to the School of Global Policy and Strategy.

Chairs who wish to place this item on their committee's agenda are encouraged to do so. I am requesting that the following committees submit a formal response to the proposed name change.

Undergraduate Council
Graduate Council
Educational Policy Committee
Committee on Planning and Budget

The proposal also includes mention of requests to establish two new professional degrees and change the name of the Master of Pacific International Affairs (MPIA) degree. These requests are under the purview of the Graduate Council and will be handled separately.

Committee responses to the proposal are requested by **Monday, May 5, 2014**.

Senate Council consideration will take place at the May 5, 2014 Senate Council meeting.



Kit Pogliano, Chair
Academic Senate, San Diego Division

Attachment

cc: Gerry Boss, Vice Chair
Academic Senate Staff

**PETER F. COWHEY**

Dean, School of International Relations and Pacific Studies
Qualcomm Chair In Communications and Technology Policy

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La Jolla, California 92093-0519
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MEMORANDUM

Date: March 10, 2014

To: Kit J. Pogliano, Academic Senate Chair, Academic Senate, San Diego Division, 0002

From: Peter Cowhey, Dean, IR/PS

Re: Name Change Requests

This document outlines school and degree name change requests submitted by the School of International Relations and Pacific Studies (IR/PS) as part of a coherent strategic plan encompassing several proposals being submitted to the Academic Senate for review and consideration.

1. Proposals for two new professional degrees:
 - a. Master of Public Policy, and
 - b. Master of Chinese Economics and Policy (placeholder name; TBD; insert actual name before we submit) (in draft).
2. Change the name of the Master of Pacific International Affairs (MPIA) degree to Master of International Affairs (MIA).
3. Change the name of the School.

Background

UC San Diego's strategic plan calls for the research university of the 21st Century to take on major societal challenges with the intent of producing both new insights in basic knowledge and applied solutions that meet those challenges. Central to the endeavor are vigorous new teaching programs linked to a much expanded inter-disciplinary research agenda. UC San Diego commits to doing this in a way that both takes advantage of our position on the Pacific and enhances our global engagement. The IR/PS strategic planning process took these premises as starting points for its thinking about how it will engage students, teaching, and research as the university advances.

Consultation Leading to Name Change

Internal Consultation

The IR/PS strategic planning process looked at:

1. both our strengths and weaknesses today, and
2. ways to invest in a future where we would further enhance our reputation as a leader in research, professional education, and a contributor to global society in alignment with UC San Diego's strategic plan.

External Consultation

The external academic review team was comprised of three senior leaders from relevant and respected professional schools. They:

1. highly praised the faculty, teaching, and leadership of IR/PS;
2. cautioned about the challenge of conveying a clear message to the outside world about how IR/PS balances a complex agenda of being engaged with the Pacific, addressing global issues more broadly, being highly rigorous in its analytic techniques, and being expert in both domestic and global affairs;
3. recommended serious consideration of how to address this "branding" challenge to mitigate impact on our recruitment of students, the placement of our students (a key duty of a professional school), and building our influence in the policy world (a key concern of a policy school).

The question confronting IR/PS, then, was how to better capture the full range of our strengths while also demonstrating continued dedication to strength on the Pacific. This question intersected with our thinking on how IR/PS should respond programmatically to the campus strategic plan.

Internal/External Consultation

Going beyond an internal discussion at the School, and with the generous support of donors, we engaged Townsend Advisers, an international branding consultancy with clients such as Qualcomm. Their work included:

1. External consultation
In addition to internal constituents, our consultants engaged with:
 - a. alumni,
 - b. donors,
 - c. significant employers of our graduates, and
 - d. others in the international affairs field to examine our reputation.
2. Key findings included:
 - a. The term "international relations" does not convey adequately the scope of teaching and research on policy and strategy (including business and non-governmental strategy) of the school.
 - i. The term "international relations" also does not convey the analytical rigor and scope in the School's curriculum that its most frequent employers highly praised.

- ii. “International relations” schools as a whole had a much stronger reliance on practitioners, who taught based on practitioner experience rather than contemporary scholarship, than did IR/PS. Thus, the name did not convey one of our key differentiators.
- b. The term “Pacific” in the name of the School led external audiences to conclude that the School was really at core just about expertise on Pacific countries. (In the early years of IR/PS, that was a sufficiently novel claim to perhaps justify the name – even if the inference by the audience was not accurate – but now every school claims to be expert on the Pacific.)
 - i. The focus on the Pacific in our name is no longer a net plus even though our expertise on the Pacific remains a key part of our underlying reputation.
- c. Townsend Advisers echoed our external academic reviewers and concluded by strongly endorsing a new way of framing IR/PS for the world’s consideration.

We are in the process of taking action on a number of the programmatic conclusions that arose from our extensive reviews over the last 12-18 months.

Changing the name of the School

Given the critical review of the school’s opportunities and challenges – particularly clarifying its message and brand to prospective students, employers, funders (whether traditional donors or major foundations) and working professionals in the policy world – and its ambitions in regard to teaching and research, the School’s faculty spent considerable time thinking about how to clarify our identity in light of our evolving goals and capabilities.

A very important insight emerged from this discussion -- our name does not convey a large part of our core strengths for the reasons outlined previously. Moreover, it frames one of our key strengths, expertise on the Pacific, in a way that does not make the best case for broader value in the 21st Century. This better way of thinking about the Pacific is that our expertise on the Pacific is a key differentiator and strength for our training and research, much like our quantitative strength, on solving major problems confronting the world.

The faculty unanimously concluded that changing the name of the School is important to stating our broader mission and signaling our full range of strengths.

Proposal

The name selected is the School of Global Policy and Strategy.

1. “Global” was selected because it lays out the case that we are addressing global opportunities and challenges. Our expertise on the Pacific is a differentiator in claiming that in a “Pacific Century” we can address the global better because of our strengths in thinking about and assessing Pacific dynamics.
2. “Policy” denotes the common denominator of our varied degree programs (including the one proposed on China) while also signaling that we have the analytic rigor associated with policy schools.
3. “Strategy” denotes our belief that the solutions for the world do not reside in either actions or analytic frameworks that look only at the formal actions of governments. The interactive strategies

of governments, markets, and the non-governmental sectors are essential for understanding and acting on the challenges of the 21st Century.

The proposed name, School of Global Policy and Strategy (GPS), conveys that our training has global applicability. It cues up an image of a global service that is technically precise and trustworthy.

The proposed change also eliminates the word “graduate” from the School’s name. Of the many schools among the 50 or so professional degree programs in the UC system, only one other (Davis MBA) still uses the word “graduate” in their name. Since the School’s creation, we have expanded our educational programs and administer a large undergraduate program (International Studies Program) and have a hybrid degree, the Bachelor of Arts in International Studies and Master of International Affairs (BA/MIA). The word “graduate” in our name is obsolete and confusing.

Resources

With the support of the San Diego Division of the Academic Senate and the Chancellor, we hope our request will be considered by System-wide as a “simple name change” under the Compendium guidelines.

The original steady state plan for IR/PS always identified a long-term enrollment base of 200-225 incoming students per year. The IR/PS faculty has reviewed our existing faculty FTE resources and planned recruitments. The faculty agree we can manage the proposed degree programs with our existing resource base.

Like many other professional schools of public policy or international affairs, the newly proposed degrees will give IR/PS a variety of degree programs to better serve the specific needs of our students and recruit the best by allowing some specialization of degrees.

Change the name of MPIA degree to MIA

As we change the name of the School, it is appropriate to simplify the name of our international affairs degree, the Master of Pacific International Affairs (MPIA).

1. Our alumni agree:
 - a. They consider the degree name to be a detriment to their career and report that they drop the ‘P’ on resumes.
 - b. The name/acronym invokes confusion and questions from employers who do not know us well. It suggests narrowness.
 - c. Their strong preference was that we find something simpler and more universal.
2. Our review of peer schools showed that the closest name to a standard for the field is a Master of International Affairs (MIA).

Proposal

We propose to adopt the degree name Master of International Affairs (MIA) in place of the MPIA. We request permission to offer this degree name change retroactively to alumni, as well as on future degree conferrals.

We recognize that we currently have a BA/MIA for UC San Diego undergraduates who are granted admission to IR/PS in their senior year. The key points are simple:

1. Those undergraduates take exactly the same curriculum as the MPIA students and do so in the same order, with the same standards of performance, and in the same time span.
2. They come in as a cohort with the first year MPIA admits and graduate with them two years later.
3. The BA/MIAs apply for the same jobs and internships with a claim to the same credentials.
4. The degree should be the same.
5. We should honor the wishes of our students, past and present, to relieve them of a degree title that does not help them the way that it should.

Summary

The various proposals submitted by IR/PS to the San Diego Division of the Academic Senate reflect a coherent strategic vision. There is interdependence among the proposals so that we can achieve a larger set of goals for the School ranging from admissions through placement of our students to building our influence in the world of policy makers. It also aims to advance the broader strengths of UC San Diego.

We thank the Academic Senate for working with us to move expeditiously and successfully to these ends.