



Ahmet Palazoglu
Chair, Assembly of the
Academic Senate
Faculty Representative,
UC Board of Regents

Academic Senate

Office of the President
1111 Franklin Street
Oakland, CA 94607

senate.universityofcalifornia.edu

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May 29, 2026

Katherine S. Newman
Provost and Executive Vice President
University of California

Re: Approval of Simple Name Change for UC San Diego School of
Computing, Information and Data Sciences

Dear Provost Newman:

In accordance with Section III.B.2 of the [Universitywide Review Processes For Academic Programs, Units, and Research Units](#) (the “Compendium”), the Academic Council has approved the UC San Diego division’s proposal to change the name of the School of Computing, Information and Data Sciences to the [Donor Last Name] School of Data Science and Computing.

The Senate’s three Compendium Committees ([CCGA](#), [UCEP](#), and [UCPB](#)) are also unanimous in support of UC San Diego’s proposal. Their supporting memos are attached.

Please do not hesitate to contact me if you have additional questions.

Sincerely,

Ahmet Palazoglu
Chair, Academic Council

cc: Academic Council
UCSD Division Chair Plant
UCSD Senate Division Executive Director Hullings
Director of Academic Planning and Policy Corona
Senate Executive Director Lin



Academic Senate

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1111 Franklin Street
Oakland, CA 94607

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COORDINATING COMMITTEE ON GRADUATE AFFAIRS

Partho Ghosh, Chair
pghosh@ucsd.edu

May 13, 2026

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Ahmet Palazoglu
Academic Senate Chair

Dear Chair Palazoglu,

At its May 6 meeting, CCGA voted on the proposal from the San Diego Division to change the name of the School of Computing, Information and Data Sciences to the [Donor Last Name] School of Data Science and Computing. The proposal was approved 10-0-2.

Please let me know if I can answer any questions for you.

Sincerely,

Partho Ghosh
CCGA Chair

cc: Academic Senate Vice Chair Scott
Academic Senate Executive Director Lin
Academic Senate Assistant Director LaBriola
CCGA Members
Director of Academic Planning and Policy Corona
UCSD Interim Dean of the Graduate Division Kim
UCSD Senate Executive Director Hullings
UCSD Senate Associate Director Hill



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UNIVERSITY COMMITTEE ON EDUCATIONAL POLICY (UCEP)
Catherine Sugar, Chair
csugar@ucla.edu

April 20, 2026

Ahmet Palazoglu
Chair, UC Academic Council

RE: Proposal to Rename UC San Diego's School of Computing, Information
and Data Sciences

Dear Ahmet,

The University Committee on Educational Policy (UCEP) discussed UCSD's proposal to rename the School of Computing, Information and Data Sciences during our videoconference on April 20, 2026. The members unanimously approved the proposal.

UCEP appreciates the opportunity to comment on this matter. Please contact me should you have any questions.

Sincerely,

Catherine Sugar, Chair
UCEP



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UNIVERSITY COMMITTEE ON PLANNING AND BUDGET (UCPB)

Robert Brosnan
rjbrosnan@ucdavis.edu

May 6, 2026

Ahmet Palazoglu
Chair, Academic Council

RE: Proposed Name Change of the School of Computing, Information, and Data Sciences at UC San Diego

Dear Ahmet,

During its May meeting, UCPB members unanimously approved the proposed name change of the School of Computing, Information, and Data Sciences at UC San Diego.

Sincerely,

Robert Brosnan
Chair

Attachment
cc: UCPB



OFFICE OF THE CHANCELLOR

9500 GILMAN DRIVE # 0005
LA JOLLA, CALIFORNIA 92093-0005
TEL: (858) 534-3135
FAX: (858) 534-6523

April 8, 2026

PROVOST AND EXECUTIVE VICE PRESIDENT KATHERINE S. NEWMAN
University of California
Office of the PresidentACADEMIC COUNCIL CHAIR AHMET PALAZOGLU
University of California
Systemwide Academic Senate Office

SUBJECT: Proposal to Rename UC San Diego's School of Computing, Information and Data Sciences

Dear Provost Newman and Academic Council Chair Palazoglu,

I am pleased to submit a request to change the name of UC San Diego's School of Computing, Information and Data Sciences to "[Donor Last Name] School of Data Science and Computing." The San Diego Divisional Academic Senate approved the proposal at its April 7, 2026 meeting. Enclosed is the proposal, including rationale and justification for the simple name change, as well as documentation of campus administration and Divisional Senate approvals. Per UC Compendium III.B.2, following campus-level approval, the proposal must be reviewed and approved by the systemwide Academic Council before it can be submitted to the UC President for final review and approval.

If you have any questions or need further information regarding this submission, please contact Executive Vice Chancellor Elizabeth H. Simmons at (858) 534-3130, or by email: evc@ucsd.edu.

With kind regards,

Pradeep K. Khosla
Chancellor
Joan and Irwin Jacobs Chancellor's Endowed Chair

Attachments

cc: Rebecca Plant, Chair, San Diego Divisional Academic Senate
Lori Hullings, San Diego Divisional Senate Executive DirectorMonica Lin, Executive Director, Systemwide Academic Senate
Elizabeth H. Simmons, Executive Vice Chancellor
Robert Continetti, Senior Associate Vice Chancellor
Alison Sanders, Assistant Vice Chancellor and Chief of Staff
Rajesh Gupta, Dean, School of Computing, Information and Data Sciences
Judy Kim, Dean, Division of Graduate Education and Postdoctoral Affairs
John Moore, Dean of Undergraduate Education

April 7, 2026

ELIZABETH H. SIMMONS
Executive Vice Chancellor, Academic Affairs

SUBJECT: Proposal to rename UC San Diego's School of Computing, Information and Data Sciences


Dear EVC Simmons,

The San Diego Divisional Representative Assembly approved the proposal to rename UC San Diego's School of Computing, Information and Data Sciences to the "[Donor Name] School of Data Science and Computing" at its April 7, 2026 meeting. The proposal as approved by the Representative Assembly is attached.

The next step is for the Chancellor to submit the proposal to UCOP Provost Katherine Newman and Academic Council Chair Ahmet Palazoglu. The proposal must ultimately be reviewed and approved by the systemwide Academic Council before it can be submitted to the UC President for final approval.

Please send the proposal to senateproposalsubmission@ucop.edu and copy me, as well as San Diego Divisional Senate Executive Director Lori Hullings, and UC Senate Executive Director Monica Lin.

Sincerely,



Rebecca Jo Plant, Chair
San Diego Divisional Academic Senate

Attachment

cc: Pradeep Khosla, Chancellor
Robert Continetti, Senior Associate Vice Chancellor, Academic Affairs
Courtney Giordano, Associate Chancellor
Rajesh Gupta, Dean, School of Computing, Information and Data Sciences
Kelly Kish, Associate Chancellor and Chief of Staff
Judy Kim, Interim Dean, Graduate Education and Postdoctoral Affairs
John Moore, Dean, Undergraduate Education
Alison Sanders, Assistant Vice Chancellor and Chief of Staff, Academic Affairs
Akos Rona-Tas, Senate Vice Chair
Lori Hullings, Senate Executive Director

March 11, 2026

ELIZABETH H. SIMMONS
Executive Vice Chancellor

SUBJECT: School of Computing, Information and Data Sciences Name Change Request

Dear EVC Simmons,

The School of Computing, Information and Data Sciences (SCIDS) name change request was discussed at the March 9, 2026 Senate Council meeting. Senate Council endorsed the proposed name change to “[Donor Name] School of Data Science and Computing” based on the additional information provided. The proposal will be placed on the April 7, 2026 Representative Assembly agenda.

Sincerely,



Rebecca Jo Plant
Chair
San Diego Divisional Academic Senate

Attachment

cc: Pradeep Khosla, Chancellor
Rajesh Gupta, Dean, School of Computing, Information and Data Sciences
Kelly Kish, Associate Chancellor and Chief of Staff
Alison Sanders, Assistant Vice Chancellor, Academic Affairs
Gillian Hemingway, Deputy Chief of Staff, Academic Affairs
Akos Rona-Tas, Senate Vice Chair
Lori Hullings, Senate Executive Director



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TEL: (858) 534-3130

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LA JOLLA, CALIFORNIA 92093-0001
URL: WWW.EVC.UCSD.EDU

February 18, 2026

Subject: Administrative Response to Senate Review of Name Change Request for School of Computing, Information and Data Sciences (SCIDS)

Dear Chair Plant,

I am pleased to submit the enclosed response to the Senate's concerns regarding the proposed renaming of the School of Computing, Information and Data Sciences (SCIDS).

The response has my endorsement, and we appreciate the Senate's reconsideration of the request. Thank you again for the opportunity to provide administrative feedback.

With best regards,

Elizabeth H. Simmons
Executive Vice Chancellor



RAJESH K. GUPTA
DISTINGUISHED PROFESSOR AND DEAN
RGUPTA@UCSD.EDU
858-822-4391

UNIVERSITY OF CALIFORNIA, SAN DIEGO
SCHOOL OF COMPUTING, INFORMATION AND DATA SCIENCES
405 HALICIOGLU DATA SCIENCE INSTITUTE
9500 GILMAN DRIVE, MAIL CODE 0555
LA JOLLA, CALIFORNIA 92093-0555

February 17, 2026

Dear Chair Plant,

Thank you for your feedback regarding our proposal to rename the School of Computing, Information and Data Sciences. Our lead donor is [Donor Name], who has committed an additional \$50M (for a total of \$125M) in a gift agreement for naming the school. The proposed name, therefore, is [Donor Name] School of Data Science and Computing ([donor last name initial]SDSC), bringing the focus back to Data Science (DSC, which is also the major code for Data Science).

We appreciate the opportunity to address the specific concerns raised by the Senate below as we work toward our scheduled launch date of April 27, 2026.

Addressing the Academic Acronym and Naming Strategy

In addition to the reasons we laid out earlier in our request, we note that the proposed name, [Donor Name] School of Data Science and Computing, brings focus back to DSC, which is already the established major code for Data Science at UC San Diego. This change mitigates the significant brand risk associated with the current "SCIDS" acronym, which has generated negative phonetic and medical associations during our socialization phase. We are glad to note that the Academic Senate agrees with removing the word "Information" from the title, which preserves the original scope and intent completely.

Resolution of SDSC Acronym Concerns

We understand the Senate's concerns regarding the potential for acronym confusion between the new school and the San Diego Supercomputer Center (SDSC). We have worked closely with the SDSC community and its leadership to ensure total alignment. Indeed, retaining the "computing" in the acronym was seen as important given the role of the San Diego Supercomputer Center within the school, a conclusion that was reached by the committees that produced the pre-proposal and final proposal for the new School, as reviewed and approved by the Academic Senate. We are attaching a letter from Professor Frank Wuerthwein, Director of SDSC, directly endorsing the proposed name for the new school.

Additionally, like the Rady and Jacobs Schools, we anticipate the colloquial identity of the unit will be informally known as the "[donor last name] School," further distinguishing it from the Supercomputer Center.

Academic Scope and Resources

This request constitutes a "simple renaming" under Compendium criteria. It involves:

- **No Programmatic Changes:** The curriculum and academic substance remain exactly as originally approved.
- **No New Resources:** The change requires no additional financial or physical resources.
- **Clarified Identity:** Removing "Information" eliminates redundancy and prevents the school from being misrepresented as a Library Science (iSchool) unit, accurately reflecting our hard-computing and engineering focus.

For reasons listed above, we believe this name accurately reflects our primary growth drivers and is consistent with the letter and spirit of the approved proposal produced by the campus-wide committee for the new school. It also ensures the school's title carries the appropriate gravitas for our lead donor and our commitment to promptly launching the new school. Please let me know if I can answer any additional questions or provide further clarifications.

Sincerely,



Rajesh K. Gupta
Distinguished Professor
Dean, School of Computing, Information and Data Sciences



Steven Ford <sford@ucsd.edu>

SCIDS renaming to XSDSC

1 message

Frank K Wuerthwein <fkw@physics.ucsd.edu>

Thu, Feb 12, 2026 at 6:50 AM

To: Rajesh Gupta <rgupta@ucsd.edu>, EVC Simmons <evc@ucsd.edu>

Cc: Steven Ford <sford@ucsd.edu>, Fritz Leader <fritz@ucsd.edu>, "Atkins, Ashley" <ashley@sdsc.edu>

Dear Dean Gupta and EVC Simmons,

As Director of the San Diego Supercomputer Center (SDSC), I am fully supportive of the proposed name change from SCIDS to XSDSC, with X standing for the donor initial.

I am looking forward for SDSC to be part of the "<donor name> School of Data Science and Computing (XSDSC)"

Sincerely, Frank

Frank Wuerthwein
Director, San Diego Supercomputer Center
Professor, UC San Diego

February 10, 2026

ELIZABETH H. SIMMONS
Executive Vice Chancellor

SUBJECT: School of Computing, Information and Data Sciences Name Change Request

Dear EVC Simmons,

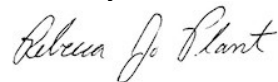
The School of Computing, Information and Data Sciences (SCIDS) name change request was distributed to Senate standing committees and discussed at the February 9, 2026 Senate Council meeting. Senate Council supported a name change for the School of Computing, Information and Data Sciences, but concluded that the proposed name “[Donor Name] School of Data Science and Computing” warrants further consideration. Council offered the following comments.

Council did not support the proposed name “[Donor Name] School of Data Science and Computing” because an acronym of SDSC is already associated with the San Diego Supercomputer Center (SDSC), an established and widely recognized entity outside of UC San Diego. Although Council recognizes that SDSC is part of SCIDS, reviewers were concerned that a letter of support from SDSC was not included. Council noted that positioning a donor’s name at the front of the school’s title may lead to alternative informal references, but the core acronym would remain unchanged and duplicative with the San Diego Supercomputer Center. This concern was raised by several committees, indicating that it is a shared concern amongst faculty.

Council supported eliminating “information” from the school’s title, as outlined in the proposal. Council suggested “School of Computing and Data Science” to be more closely aligned with the current school’s name and differentiate the acronym from SDSC. Some reviewers also questioned whether “computing” is necessary and suggested that, if the emphasis is truly on data science, the name could simply be “School of Data Sciences.” Removing “computing” would also help differentiate the school from other computationally focused programs offered across campus.

The Committee on Planning and Budget, Educational Policy Committee, Graduate Council, and Undergraduate Council reviewed the proposal. Their responses are attached.

Sincerely,



Rebecca Jo Plant
Chair
San Diego Divisional Academic Senate

Attachment

cc: Pradeep Khosla, Chancellor
Rajesh Gupta, Dean, School of Computing, Information and Data Sciences
Kelly Kish, Associate Chancellor and Chief of Staff
Alison Sanders, Assistant Vice Chancellor, Academic Affairs
Gillian Hemingway, Deputy Chief of Staff, Academic Affairs
Akos Rona-Tas, Senate Vice Chair
Lori Hullings, Senate Executive Director

February 2, 2026

REBECCA JO PLANT, Chair
Academic Senate, San Diego Division

SUBJECT: Review of School of Computing, Information and Data Sciences Name Change Request

The Committee on Planning and Budget (CPB) discussed the School of Computing, Information and Data Sciences Name Change Request at their January 20, 2026 meeting. The Committee sees no lasting expenditures, per se, involved in this change and only one-time expenses for signage, so there are no financial downsides. However, CPB is concerned with the potential confusion for students since the acronym SDSC is already associated with the San Diego Supercomputer Center. CPB suggests the proposed name be shortened to “[Donor Name] School of Data Science.”

Sincerely yours,

Oliver Schmidt, Chair
Committee on Planning and Budget

cc: S. Ben-Haim
J. Coomer
L. Hullings
A. Rona-Tas

January 29, 2026

PROFESSOR REBECCA JO PLANT, Chair
Academic Senate, San Diego Division

SUBJECT: Review of the Proposed Name Change of the School of Computing, Information, and Data Sciences

At its January 26, 2026 meeting, the Educational Policy Committee (EPC) reviewed proposed name change of the School of Computing, Information, and Data Sciences. The Committee offered the following comments for consideration:

- The proposed new title, “[Donor name] School of Data Science and Computing,” would result in the acronym SDSC. The SDSC acronym overlaps with the existing San Diego Supercomputer Center (SDSC) at UC San Diego, which is a well-known entity beyond campus. Although the San Diego Supercomputer Center is part of the School of Computing, Information, and Data Sciences, EPC is concerned that the proposal does not include a letter of support from the director of San Diego Supercomputer Center.
- The Committee finds the use of the term “Computing” in the proposed name to be overly broad for a single School. A “School of Computing” raises questions regarding where departments such as Computer Science and Engineering or Electrical and Computer Engineering belong, and where other computationally focused programs across campus belong (e.g., computational social science, computational neuroscience). The Committee also raises questions on whether existing programs, departments, and schools that may be impacted by the proposed name change were consulted, as the proposal does not include letters of support from these relevant units on campus.
- EPC recommends removing “Computing” from the proposed name. From this recommendation, the resulting name for the school would be “[Donor Name] School of Data Science,” which is still broadly encompassing and would also fix the confusion created by the duplicate SDSC acronym.

Sincerely,

Stanley Lo, Chair
Educational Policy Committee

cc: J. Coomer, Senior Senate Analyst
L. Hoang, Educational Policy Committee Vice Chair
L. Hullings, Senate Executive Director
A. Rona-Tas, Senate Vice Chair

January 28, 2026

PROFESSOR REBECCA JO PLANT, Chair
Academic Senate, San Diego Division

SUBJECT: Review of the Proposed Name Change of the School of Computing, Information, and Data
Sciences

At its January 12, 2026 meeting, the Graduate Council (GC) reviewed the proposed name change of the School of Computing, Information, and Data Sciences. The Council had no objections to the proposal. The Council offered the following comment for consideration:

- The Council notes that the proposed new name will have the acronym SDSC, which is also the acronym for the San Diego Supercomputer Center (SDSC). To avoid potential confusion, the Council asks how the School will be distinguished from the San Diego Supercomputer Center (SDSC).

Sincerely,

Sarah Gille, Chair
Graduate Council

cc: J. Coomer, Senior Senate Analyst
A. Gustafsson, Graduate Council Vice Chair
L. Hullings, Senate Executive Director
A. Rona-Tas, Senate Vice Chair

January 27, 2026

PROFESSOR REBECCA JO PLANT, Chair
Academic Senate, San Diego Division

SUBJECT: Review of the Proposed Name Change of the School of Computing, Information, and Data
Sciences

Dear Chair Plant,

At its January 9, 2026 meeting, the Undergraduate Council reviewed the proposed name change of the School of Computing, Information, and Data Sciences. The Council had no objections to the proposal.

Sincerely,

Farhat Beg
Chair
Undergraduate Council

cc: James Cooke, Undergraduate Council, Vice Chair
Jenna Coomer, Senior Senate Analyst
Lori Hullings, Senate Executive Director
Akos Rona-Tas, Senate Vice Chair



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December 4, 2025

Rebecca Jo Plant
Chair, Academic Senate, San Diego Division

SUBJECT: School of Computing, Information and Data Sciences Name Change Request

Dear Chair Plant:

I am pleased to endorse the attached proposal to rename the School of Computing, Information and Data Sciences (SCIDS) to the “[Donor Name] School of Data Science and Computing.”

No curricular, programmatic or new resource requirements will result from this renaming. The change is sought to accommodate popular and accepted changes in the nomenclature of the academic discipline, concurrent with a pending philanthropic naming of the School.

We appreciate the Senate’s consideration of this request.

With best regards,

A handwritten signature in black ink that reads "Elizabeth H. Simmons".

Elizabeth H. Simmons
Executive Vice Chancellor



OFFICE OF THE DEAN
SCHOOL OF COMPUTING, INFORMATION AND DATA SCIENCES
SCIDS.UCS.D.EDU

9500 GILMAN DRIVE, MAIL CODE 0555
LA JOLLA, CALIFORNIA 92093-0555

December 3, 2025

Proposal for a Simple Renaming of the School of Computing, Information and Data Sciences (SCIDS) to the “[Donor Name] School of Data Science and Computing”

1. Executive Summary

This is a request to the Academic Senate for a simple renaming of the academic portion of the name of the *School of Computing, Information and Data Sciences (SCIDS)* to the ***School of Data Science and Computing***.

This request meets the criteria for a simple renaming set forth in **Section III.B.2** of the University of California Compendium: University Review Processes for Academic Programs, Academic Units, & Research Units, as follows:

- **Accepted Nomenclature:** The change is sought to accommodate popular and accepted changes in the nomenclature of the academic field, specifically the industry-wide shift favoring "Data Science" and "Computing" over the legacy inclusion of "Information" in this specific engineering context.
- **No Programmatic Changes:** The renaming does not involve a fundamental modification of the program or curriculum. The academic substance of the school remains exactly as approved in the original establishment proposal.
- **No New Resources:** The name change does not require new resources.

Please also note that there is a concurrent proposal in an advanced stage of donor engagement via the appropriate administrative channels for adding a donor's name to the school (e.g., ***[Donor Name] School of Data Science and Computing***).

Strategic Context: A convergence of brand strategy, market alignment, and stakeholder feedback drives

this recommendation. While the establishment of the School represents a monumental step in UC San Diego's trajectory as a leader in the AI and digital revolution, the current nomenclature—specifically the inclusion of "Information" and the resulting acronym "SCIDS"—presents immediate branding challenges. Accordingly, we propose a small modification to the name of the academic unit that also accurately reflects its primary growth drivers, student composition, and external market perception. The proposed name, **School of Data Science and Computing**, accomplishes three critical objectives:

1. **Mitigates Brand Risk:** It eliminates the problematic "SCIDS" acronym, which has generated negative linguistic associations during the socialization phase.
 2. **Aligns with Market Trends:** It prioritizes "Data Science," the primary enrollment driver and research frontier, aligning with the naming conventions of top-tier peer institutions.
 3. **Maximizes Philanthropic Impact:** It creates a fluid, prestigious naming convention for the incoming donor, ensuring the school's title carries appropriate gravitas.
-

2. Strategic Rationale for Renaming

2.1. Addressing Brand Vulnerability: The "SCIDS" Acronym

A primary motivation for this request is the feedback received regarding the acronym "SCIDS". In higher education branding, acronyms inevitably become the colloquial shorthand for schools (e.g., SIO, GPS, JSOE).

Feedback from faculty, alumni, and potential partners indicates that "SCIDS" suffers from unintended negative phonetic associations (phonetically identical to "skids"—implying downward movement or lack of control, "one the skids", "skid-row", and several other negative slang uses of skids) and medical associations (Severe Combined Immunodeficiency).

A department or school name acts as the "first impression" for recruiters and students. A name that requires explanation or invites hesitation creates friction in recruitment and fundraising. By reordering the components to the **School of Data Science and Computing**, we not only remove the "Information" redundancy but also eliminate the vulnerable acronym. If the donor name is included (e.g., The *Smith* School of Data Science and Computing), the shorthand becomes the donor name, which is the optimal outcome for philanthropic stewardship.

2.2. Removing "Information"

The original proposal for the school was titled "School of Computing, Information and Data Sciences". The inclusion of "Information" was intended to capture broad fields; however, a strategic review suggests this is unnecessary:

- **Redundancy:** In the proposal, the word "Information" appears almost always in conjunction with "Data" without a clearly articulated difference between the two. In the modern technological

context, "Information" is increasingly viewed as a subset of Data Science and Computing rather than a distinct pillar requiring title-level elevation.

- **Curricular Reality:** The academic core of the school is the Halicioğlu Data Science Institute (HDSI). The curriculum focuses on machine learning, AI, and statistical methods. "Information" as a standalone title term often connotes Library Science schools (iSchools), which misrepresents the hard-computing and engineering focus of this new unit.
- **Clarified Identity:** The vast majority of the new school's faculty and students are situated in Data Science and Computing. Removing "Information" creates a tighter, more forceful brand identity that accurately reflects our composition. Information, on the other hand, at UC San Diego campus is most commonly associated with "Information Theory" as a part of the Charter in Electrical and Computer Engineering and the California Institute of Information Technology and Telecommunications (Cal-IT2).

In summary, there is expected to be no impact on the new School's ability to launch, host, or jointly participate in programs related to Information theory, biomedical informatics, or bioinformatics, as discussed in the School establishment proposal (Page 57), because of this name change. On the other hand, a simplified name brings the new School's name closer to the campus standard nomenclature for schools (such as engineering, business, physical sciences, biological sciences, social sciences etc.) that seeks to focus on the highest abstraction levels for their academic fields than attempt to capture all individual components.

3. Alignment with Job Market and Research Trends

3.1. The "Data Science First" Strategy

The proposed renaming places "Data Science" at the front of the school's title. This is a deliberate strategic move to align with the explosive growth of the field and the specific strengths of UC San Diego.

- **Enrollment Drivers:** The Data Science major has seen extraordinary growth, becoming one of the most sought-after majors on campus at the BS, MS, and PhD levels. "Data Science" is the volume driver for the new school and deserves billing parity or primacy.
- **Industry Signals:** Students occasionally face an "identity crisis" with recruiters who do not immediately understand their degree based on complex department names. By front-loading "Data Science," we align the school's identity with the specific terminology used by top-tier employers (Google, Amazon, Biotech) who are recruiting for "Data Scientists" and "AI Specialists," not "Information Scientists".

3.2. National Benchmarking

Applying a benchmarking strategy to our new school, we see a distinct trend toward "Computing" and "Data Science" as the dominant nomenclature among peer institutions:

- **UC Berkeley:** Division of Computing, Data Science, and Society (CDSS).
- **MIT:** Schwarzman College of Computing.
- **UVA:** School of Data Science.

Renaming to the **School of Data Science and Computing** aligns UC San Diego with the nomenclature of our immediate competitors, ensuring we are not viewed as an outlier with an antiquated "Information" designation.

4. Strategic Implications for Philanthropy

The pending donor naming provides a critical window of opportunity to execute this change. Naming opportunities are most successful when the underlying entity has a clear, powerful, and prestigious title.

- **Acoustics and Flow:** "[Donor Name] School of Computing, Information and Data Sciences" is cumbersome (14+ syllables). "[Donor Name] School of Data Science and Computing" is tighter and emphasizes the highest-value keywords (Data, Computing) immediately following the donor's name.
 - **Donor Intent:** Philanthropists currently investing in this space are motivated by Artificial Intelligence, Big Data, and the "Data Deluge" mentioned in the original proposal. Aligning the school's name with the donor's likely vision for *future* innovation (Data Science/AI).
-

5. Implementation and Transition

5.1. Academic Senate and Administrative Review

The original proposal has already undergone rigorous review. This renaming request does not alter the *substance* of the school—the curriculum, FTEs, and financial models remain as approved in the Full Proposal.

5.2. Justification via Compendium Criteria Per Section III.B.2 of the University of California *Compendium*, this proposal constitutes a "simple name change." We confirm the following criteria are met:

- **Nomenclature Update:** The change is sought to accommodate popular and accepted changes in the nomenclature of the academic discipline, specifically the primacy of "Data Science" and "Computing" in modern academic and industrial vernacular.
- **No Substantive Programmatic Changes:** This name change is not associated with any fundamental modification of the program or degree requirements. The academic structure remains exactly as approved.
- **No New Resources:** There are no new resources required for this name change.

6. Conclusion

The establishment of this school is a recognition that "transforming data into knowledge" is the "most compelling need of modern times". The name of the school must be equally compelling.

Retaining the "SCIDS" acronym creates unnecessary branding friction. Retaining "Information" dilutes the focus on the high-growth areas of AI and Computing. By pivoting to the **School of Data Science and Computing**, we achieve a trifecta of strategic wins:

1. We eliminate a problematic acronym.
2. We align our brand with the desires of top-tier students and faculty.
3. We provide our naming donor with a prestigious, modern title that matches the magnitude of their investment.

Sincerely,

A handwritten signature in black ink, reading "Rajesh K. Gupta". The signature is written in a cursive, flowing style.

Rajesh K. Gupta
Distinguished Professor and Dean