

April 16, 2021

## **Faculty Senate Task Force on Stockton: The Next 50 Years and Beyond**

Stockton University has been at the forefront of life-long learning, adaptability, and social justice in an interdependent world. Following Faculty Assembly resolution in June 2020, Stockton Board of Trustees (BOT) passed a resolution titled “Commitment to Diversity, Equity, Inclusion, and Social Justice at Stockton,” requesting the University President to “consider establishing a committee to determine whether a location-based name of the University, consistent with our founders’ original intentions should be pursued.”

Celebrating Stockton’s rich history of last fifty years, our growing presence in Atlantic City as an anchor institution, and in pursuit of Stockton’s strategic plan 2025 that emphasizes the diversity and inclusion as one of the key areas of focus, Faculty Senate is formulating a task force to conduct self-study, lead a faculty discussion and exploration of the institution’s name change as a strategic institutional endeavor envisioning the next fifty years and beyond. This task force will facilitate discussions among as many constituent groups as possible and inform itself through research.

The Task Force shall consider potential gains and losses associated with this change including, but not limited to: financial sustainability, faculty and student recruitment and retention, perceived valuation of Stockton degrees, student and alumni relations. Further review of this task force may constitute the following:

1. Conduct institutional-wide survey to determine whether Stockton should consider a name change with the following groups:
  - a. Faculty, staff, administrators, students, and alumni.
2. Conduct focus groups to explore social-cultural implications from diverse constituent stakeholders.
3. Examine financial implications of name-change transition (e.g., impact on donor base), community perceptions and overall community support.
4. Conduct comprehensive financial analysis of the name change exercise (signage, web development, online presence, stationary etc.).

Present detailed report including items (i – iv) to the Faculty Senate upon completion or latest by April 30, 2023, which will subsequently be shared with the entire Stockton community.

### **Task Force Members**

Co-Chairs: \_\_\_\_\_ & \_\_\_\_\_

Members: