

## Sanders, Ann

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**From:** Surine, Scott  
**Sent:** Tuesday, October 30, 2018 3:29 PM  
**To:** Sanders, Ann  
**Cc:** Zaletel, Cora  
**Subject:** Proposed Academic Departments Re-Alignment

Hi Ann,

Thank you and all involved for allowing us to provide input/feedback. Below are my thoughts:

As Associate Director of Brand Strategy and having reviewed the proposed re-alignment of academic departments, I suggest the following for consideration:

**1) Omit the proposed College of Science, Health and Engineering as well as the College of Arts, Humanities and Social Sciences.**

By doing so, this will:

- A) Alleviate potential confusion of similarly named colleges that reside within colleges**
- B) Allow each of the proposed 7 colleges to operate at an equal level**
- C) Simplify the organizational hierarchy so that the each college lies directly under the University level and would be as follows:**

- **University** (parent entity)
  - College of Arts and Humanities
  - College of Business
  - College of Education
  - College of Health Professions
  - College of Science, Engineering and Mathematics
  - College of Social and Behavioral Sciences
  - College of Tourism, Hospitality and Events

**2) Use the word “and” in the college names as opposed to “&”. This is consistent with our AP-style compliant content on our web pages and print collateral.**

**3) Precede all colleges with “College” (as proposed). Currently some are preceded with “School”.**

**4) If there is a compelling need of which I am not aware, to incorporate the two colleges: College of Science, Health and Engineering as well as the College of Arts, Humanities and Social Sciences, I suggest the colleges that reside within are named with “School of. . . ” to signify these entities reside within the colleges. Therefore the overall Brand Architecture would be as follows:**

- **University** (parent entity)
  - College
    - School
      - Department
      - Program

**5) Avoid acronyms as the College name. This requires explanation as to what the acronym stands for. After first mention in text, the full college name may then use its abbreviated letters.**

Hope this is helpful.

Best,

Scott Surine

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