



TO: Erindale College Council

FROM: Ian Orchard, vice-president and principal, University of Toronto
Mississauga

DATE: April 1, 2010

SUBJECT: Deleting “at” from campus name

Over its 43-year history, the University of Toronto Mississauga has seen many changes – in physical, administrative and programmatic areas, and even in its name. In 1998, Erindale College was renamed the University of Toronto at Mississauga, as part of U of T’s new tri-campus administrative restructuring process.

I would now like to propose, as a formality, dropping the “at” so the campus name becomes “University of Toronto Mississauga.” This latter name has been in common usage for a number of years by students, staff and faculty on campus, in both spoken and written communications, including on letterhead, business cards and envelopes.

In 2007, following a number of stakeholder focus group meetings, the communications and other campus offices eliminated the “at” in the campus name in print and electronic materials. The stakeholders (students, staff, faculty, alumni, external community members) felt that the “at” signalled location only. The focus groups felt this connotation did not reflect U of T Mississauga’s unique programs, buildings, environment and character. And, finally, the groups clearly preferred the name without “at” because it was a simpler, less-cluttered phrase.

For these reasons and, as I noted, a formality, I respectfully submit that the “University of Toronto at Mississauga” name be formally changed to the “University of Toronto Mississauga.”

Be It Resolved,

THAT the name of the University of Toronto at Mississauga be changed to the University of Toronto Mississauga, effective immediately.