FOR CONFIRMATION   **PUBLIC**   **CLOSED SESSION**

TO: Executive Committee

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DATE: October 3, 2013 for October 23, 2013

AGENDA ITEM: 4a)

ITEM IDENTIFICATION:
Institute of Communication, Culture and Information Technology Name Change

JURISDICTIONAL INFORMATION:

Name changes in academic divisions (excluding namings) are considered by the Academic Board and confirmed by the Executive Committee *(AB Terms of Reference, Section 5.2.7).*

GOVERNANCE PATH:

1. Academic Affairs Committee [for recommendation] (September 11, 2013)
2. Academic Board [for approval] (October 3, 2013)
3. **Executive Committee [for confirmation] (October 23, 2013)**

PREVIOUS ACTION TAKEN:

The Institute of Communication, Culture, and Information Technology was established by Erindale College Council, effective July 1, 2010.

HIGHLIGHTS

This is a proposal to change the name of the existing Institute of Communication, Culture and Information Technology (ICCIT), which is an existing Extra-Departmental Unit: A [EDU:A], to the Institute of Communication, Culture, Information and Technology.

On November 27, 2012, the name of the Major Program in Communication, Culture and Information Technology (CCIT) offered by the ICCIT was changed to Communication, Culture, Information and Technology.   This change was approved by the Academic Affairs Committee, a Standing

Committee of the Erindale College Council to signal that the CCIT program involves the study of Information and Technology as opposed to Information Technology. When the CCIT program was introduced in 2002, the term "Information Technology" had a broader definition but over the years "Information Technology" has come largely to mean Computer Science or Computer Science-related fields.

At this time, the ICCIT is proposing to change in a corresponding manner the name of the unit. The "Institute for Communication, Culture, Information **and** Technology" is a more appropriate descriptor of the focus and strengths of the Institute.

The proposed change in name of the Institute would not impact the acronym representing the Institute, nor would it impact any other unit at UTM or within the University of Toronto. The change does however signal an important change in terms of marketing and identity for the Institute.

The ICCIT consulted current and past faculty, students, and staff of the Institute, in addition to relevant University department chairs, program directors, and Sheridan College (a partner in the delivery of the CCIT program), who are all strongly in support of the name change.

FINANCIAL IMPLICATIONS

There are no financial implications for this change.

RECOMMENDATION

Be it Confirmed

THAT the name of the "Institute of Communication, Culture and Information Technology" be changed to the "Institute of Communication, Culture, Information and Technology", effective immediately.

DOCUMENTATION PROVIDED:

Institute of Communication, Culture and Information Technology Name Change Proposal

Existing: Institute of Communication, Culture and Information Technology
New: Institute of Communication, Culture, Information and Technology

Effective Date: Immediately on the final approval by Executive Committee

The Institute of Communication, Culture and Information Technology (ICCIT) at the University of Toronto Mississauga (UTM) is proposing to change the name of the unit to the Institute of Communication, Culture, Information and Technology. The change reflects an evolution in the meaning of the term *Information Technology* which has come largely to mean "Computer Science". In its place, "Information and Technology" is a more appropriate descriptor of the focus and strengths of the Institute.

In 2012, the ICCIT changed the name of the Major program in Communication, Culture and Information Technology (CCIT) to Communication, Culture, Information and Technology. The rationale for the change of name was to clearly signal that the CCIT program involved the study of Information and Technology (in addition to Communication and Culture) rather than Information Technology, which is linked with Computer Science. Presently, we are in process of implementing a redesigned marketing program for ICCIT programs and it is increasingly important to be able to distinguish the Institute and its programs both from other programs outside of the University of Toronto that focus on Information Technology, such as those offered at Ryerson University, as well as Communications programs offered at other Canadian institutions that do not address the broad range of studies in Culture, Information and Technology addressed in the ICCIT programs. Our marketing program also stresses the close linkages to Information Studies at the Faculty of Information and to Technology studies at Sheridan College, so a separation of these two words would more aptly represent these two fields of study and two separate partner institutions.

Rationale

The present name of the Institute embeds the term *Information Technology* in its name. This suggests to some students, faculty, parents and the general public that the Institute is associated with studies in Computer Science. The confusion has an impact on the perception of the programs administered by the Institute, the research agenda of the Institute, and its ability to attract new faculty due to the nature of *Information Technology* and its place within the Computer Science sector. Generally speaking the term, *Information Technology*, is used to refer to the technological underpinnings of Computer Science. At the time that the CCIT program was initially named, the term Information Technology had a broader definition. In the late 1990s, Information Technology programs began to emerge in academia in response to the need for staff to manage computing infrastructure in a variety of organizational settings (Computing Curricula 2005, p.11). At first the field was rather broad and referred to the general management of computing resources; over time, however, the field of Information Technology has become more specific in its technical expertise and refers more to the maintenance of software and hardware tools, as well as networks. When the CCIT program was first initiated, the term Information Technology was general enough to apply to this program; however, since that time there have been major developments in the theory and application of computers and related technologies -- such as

mobile devices and web-based technologies -- and the CCIT program has moved more toward this theoretical, broad application of technology and information rather than toward a more specific, technical approach. Since the name of the program has been changed to reflect this, it is also appropriate to make the name of the Institute consistent with the name of the main program administered by the Institute.

Programs within ICCIT are focused on the design, use, and application of many Information Technologies in a social context. Thus, although ICCIT programs address Information Technology artifacts they consider them in a social context and students do not create computer applications or investigate theories of computing, which are the basis for studies in Computer Science. Furthermore, in addition to information technologies, students in ICCIT programs have the opportunity to consider the design, use and management of other technologies such as biotechnology, nanotechnology and other associated technologies.

The increasingly close relationship between the Institute and the Faculty of Information will be enhanced through the explicit identification of "Information" in the title of the Institute. This both reflects on of the strategic directions of the Institute and also signals the combined programs that we are in process of developing with the Faculty of Information. In addition, the ICCIT is in the process of enhancing the offerings to provide students with the opportunity of studying Information theory, information policy and preparedness, surveillance, information infrastructure and media design as part of a new initiative in association with the Faculty of Information.

The renaming of the Institute, such as with the renaming of the Major program within it, does not necessitate a change in the acronym representing both the program (CCIT) or the Institute (ICCIT), which is vitally important from a marketing and identity perspective.

Consultation

We have consulted current and past faculty, students, and staff of the Institute who are strongly in support of the name change. We have also consulted with the Chair of the Department of Visual Studies at UTM, who is well versed in the history of the CCIT Major program from his previous position as Director of the now defunct Institute of Communication and Culture. The ICCIT Director has also been in contact with the Chair of the Department of Mathematics and Computing Science at UTM, who agrees with the name change. In addition, both Michael Rubinoff, Associate Dean - Department of Visual and Performing Arts at Sheridan College, and Michael Jones, CCIT Program Coordinator at Sheridan College, agree that the name change would be appropriate. Finally, the ICCIT Director has discussed the name change with the Dean of the Faculty of Information, who is in full agreement that our institution names should be more closely related. We also have the support of the Vice Principal Academic and Dean at UTM. All of these parties are in support of the proposal.

Reference Cited:

The Joint Task Force for Computing Curricula 2005. (2005). Computing Curricula 2005: Overview Report. Retrieved from the Association of Computing Machinery website: http://www.acm.org/education/curric_vols/CC2005-March06Final.pdf).