



APPENDIX "D" TO REPORT NUMBER
167 OF THE ACADEMIC BOARD –
APRIL 21, 2010

TO: Academic Board

SPONSOR: Cheryl Misak, Vice-President and Provost
CONTACT INFO: (416) 978-2122, provost@utoronto.ca

DATE: March 25, 2010 for April 21, 2010

AGENDA ITEM: 8

ITEM IDENTIFICATION:

University of Toronto at Mississauga: Alternative Name Change to *University of Toronto Mississauga*

JURISDICTIONAL INFORMATION:

The Board has authority to approve name changes of academic units.

PREVIOUS ACTION TAKEN:

Governing Council approved an alternative name for Erindale College, approving a resolution that it also be known as the "University of Toronto at Mississauga" on April 21, 1998.

HIGHLIGHTS:

The University of Toronto at Mississauga proposes to change its alternative name to the *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. As described in the memo from the Vice-President and Principal, this change occurred through several processes within the campus and within the University of Toronto.

The proposal has been carefully considered. The proposed revision to the alternative name change was approved at the Erindale College Council on April 9, 2010.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

There are no new/additional financial resources required to implement the name change.

RECOMMENDATION:

It is recommended that the Academic Board approve:

THAT Erindale College's alternative name of the *University of Toronto at Mississauga* be changed to the *University of Toronto Mississauga*, effective immediately.



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.