



TO: Academic Board

SPONSOR: Cheryl Misak, Vice-President and Provost

CONTACT INFO: (416)978-2122, provost@utoronto.ca

DATE: April 7, 2011 for April 26, 2011

AGENDA ITEM:

ITEM IDENTIFICATION:

University of Toronto at Scarborough: Alternative Name Change to *University of Toronto Scarborough*.

JURISDICTIONAL INFORMATION:

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

PREVIOUS ACTION TAKEN:

Governing Council approved an alternative name for Scarborough College, approving a resolution that it also be known as the "University of Toronto at Scarborough" in 1998.

HIGHLIGHTS:

The University of Toronto at Scarborough proposes to change its alternative name to the *University of Toronto Scarborough*. 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 attached 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 unanimously by the Council of the University of Toronto Scarborough on Tuesday, March 29, 2011.

FINANCIAL AND/OR PLANNING IMPLICATIONS: N/A

RECOMMENDATION:

It is recommended that the Academic Board approve:

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



April 5th, 2011

Professor Cheryl Misak
Vice-President and Provost
Simcoe Hall, Room 225
27 King's College Circle
Toronto, Ontario M5S 1A1

Dear Cheryl:

Since its inception in 1964, the University of Toronto Scarborough has undergone a steady evolution in the size of its community, physical campus and the nature of its programs. Throughout this period, its name has also evolved. The campus began as Scarborough College and in 1998 was renamed "University of Toronto at Scarborough".

I would like to propose that the word "at" be dropped from our name so that the official name becomes "University of Toronto Scarborough". The latter name reflects current signage and common usage for a number of years by staff, students and faculty, and is viewed as best representing the campus. This proposed name change is also consistent with the name change (implemented for similar reasons), by the University of Toronto Mississauga in 2010.

Based on a thorough review of the UTSC identity in 2010, various broad-based consultations have taken place with different stakeholder groups. With respect to the present proposed motion, feedback from these consultations indicates that the word "at" in our name connotes location, and that by dropping the word "at", the name better captures the unique character and environment of the campus, while also being a simpler phrase to use.

For these reasons, I submit that the "University of Toronto at Scarborough" name be formally changed to the "University of Toronto Scarborough."

This motion was approved unanimously by the Council of the University of Toronto Scarborough on Tuesday, March 29th, 2011.

Sincerely,

Franco J. Vaccarino, PhD
Principal, University of Toronto Scarborough
& Vice-President, University of Toronto