

Date: Fri, 30 Dec 2011 15:11:16 -0800 (Pacific Standard Time)
From: Cecilia Paul <cece@u.washington.edu>
To: faccfr@u.washington.edu, staffcfr@u.washington.edu
Subject: RE: SFR to SEFS

TO: SEFS faculty, staff, and students
FROM: Tom Hinckley
RE: Name Change: SFR to SEFS

Our new name, the School of Environmental and Forest Sciences, becomes effective January 1, 2012. As you know, we've been considering a name change for more than 15 years as our programs have shifted from traditional forest science and management to conservation and stewardship and the need for a more integrative interdisciplinary approach. This has been a path followed by all forestry schools in the country, a response to new challenges in natural resources management throughout the world and the need to educate professionals to meet these challenges.

Our shift was part of a strategic planning process that began in 1996 and that has been instrumental in developing new mission, vision, and values statements; transforming our curricula and graduate programs; and hiring 15 new faculty members within the last five years. Formal consideration of a name change began in 2006, when the highest priority goal at our strategic planning retreat was "a new name that accurately reflects all we do." The new name was developed in 2010 through a faculty, staff, and student exercise, facilitated by an ad hoc committee, from which a short list of names emerged. In April 2010, the faculty selected from this list and voted to change the name to School of Environmental and Forest Sciences. The new name was formally approved during this quarter.

From 1966 to 1971, I was a graduate student, and then from 1980 to the present, I have been a faculty member. Over that period of time, there have been four name changes: College of Forestry to College of Forest Resources to School of Forest Resources and now to School of Environmental and Forest Sciences. This last change is the only one in which the full campus community of the College/School participated and voted on the change. This has been a bottom-up process. I'm grateful to all of you who participated in the process over the years, and to the ad hoc Name Change Committee chaired by Jim Agee; see http://www.cfr.washington.edu/sfrTools/committees/SFR_NameChangeCommittee_FinalRpt.pdf for the committee's final report.

The following steps have been taken or will be taken soon so that our public face reflects the new name:

- *Our website transition has begun; website banners are being modified to reflect the new name, and site content will be updated over the next few days.

- *Administrators of center and other program websites within the School have been notified to update their use of the school name.

- *UW and CoENV web managers are being notified to update our name wherever it appears on those websites. The Student Services Office has been working to ensure updates in time schedule and other academic information.

*A postcard mailing to alumni and friends is being prepared that will include announcement of the name change.

*Our logo has been modified to include our new name and "College of the Environment." A jpeg file of the logo is available at <http://www.sfr.washington.edu/images/sefslogo.jpg>. Right click on the image to copy or save. Higher resolution graphics formats suitable for use in printed posters and other materials will be forthcoming.

*Links to updated stationery and envelope templates can be found at <http://www.cfr.washington.edu/sfrTools/forms/SEFSLetterheadTemplate.doc> and <http://www.cfr.washington.edu/sfrTools/forms/SEFSEnvelope.pdf>.

In the coming weeks, we will be contacting our colleagues in academic institutions and other collaborators. We invite your help and thank you for spreading the word to all of your external partners!