

**PROPOSAL TO CHANGE THE NAME OF  
UNIVERSITY COLLEGE AND EXTENSION SERVICES  
TO  
COLLEGE OF CONTINUING AND PROFESSIONAL EDUCATION**

University College and Extension Services requests to change its name to **College of Continuing and Professional Education**. This new name better reflects the breadth and scope of educational programs we offer and the audience we serve. The new name also fits the existing mission and values of the College as stated below. The College mission will be further revised after the name change takes place.

**I. Mission of University College and Extension Services**

University College and Extension Services (UCES) programs are major vehicles by which the university fulfills its responsibility to meet the professional development and personal learning needs of citizens, industries, and institutions within the region and beyond. Through its special sessions degrees, certificate programs, credit and non-credit classes, seminars, distance delivered instruction, and customized on-site-training, UCES brings the resources of CSULB to individuals and groups at times, locations, and in formats convenient to their diverse lifestyles.

In all of its programs, UCES strives to be perceived as 'The Best Choice and The Best Value' - top quality instructors and content, innovative and thoughtfully designed formats, and careful attention to the needs of all participants...from corporate executives and entry-level supervisors to aspiring artists, senior citizens, and all others who choose to enrich their lives through continuing education.

**II. UCES Values**

**Access and Opportunity:** We provide access and opportunity by responding to the needs of those we serve, thereby fulfilling their educational aspirations.

**Quality:** We value excellence in customer relations, educational programming, and technical services through continuous improvement, innovation and a constant desire to excel.

**Service:** We are committed to attending to the needs of those we serve by providing professional service through personal attention to detail.

**Integrity:** We embrace honesty and openness in all of our endeavors.

**Communication:** We are committed to direct and open communication, facilitating understanding, and fostering satisfying relationships within our work environment and with those we serve.

**Collaboration:** We are committed to partnering and collaborating with our campus academic colleagues in order to best contribute to the university and our community.

### III. Reasons for Name Change

A. Almost 80% of UCES' programs and revenue comes from special sessions degrees at the graduate and undergraduate level. In partnership with CSULB's other Colleges and academic departments, UCES currently offers 12 Masters Degrees and 2 undergraduate degrees. It also offers university credit courses to a large number of students through its Winter Term, Open University and professional certificate programs throughout the academic year. So the greatest single activity of this College is in the area of resident academic credit courses taught by CSULB's own faculty. The trend toward offering more degree programs through self-support Special Sessions continue to strengthen, and we anticipate several new degree programs will be offered through UCES in the coming years.

However, there is a general confusion and misunderstanding among our students and prospective clients and partners that most of our programs are non-credit or not applicable toward earning a degree because of the words "Extension Services" included in our College name. Traditionally, the word "extension" is associated with only personal enrichment programs and non-credit activities. The name change will eliminate this confusion and misunderstanding and better serve the College and its students.

- B. The new college name - "**College of Continuing and Professional Education**" better describes the types of programs and courses we offer. Most of our degree programs are designed for working professionals in various fields. Our programs also provide individuals -access to the university to "continue" their educational goals. Therefore, we are clearly the major arm of CSULB for continuing professional education.
- C. UCES is one of the eight Colleges at California State University, Long Beach. Yet, this is the only college that does not start its name with the words "College of". This has often raised the question and created confusion, and quite often we find ourselves explaining what our name means. "**College of Continuing and Professional Education**" will align our name with our counterpart Colleges in the university.
- D. Quite often, the two parts of our college name - "University College" and "Extension Services" are interpreted as two administrative entities merged into

one leaving the mistaken impression that the work we do is non-academic. The new title will eliminate this confusion.

- E. In the continuing higher education discipline across the country, the phrase "Continuing and Professional Education" is widely used and better known for representing the variety of programs we offer. We conducted a name scan of comparable academic units nationwide which showed the words "continuing" and "professional" are used quite regularly. The proposed new name will place us on equal footing with our counterparts across the country.
- F. "University College" often leads students and corporate clients to wonder whether we are a "University" or a "College". The new name will clearly demonstrate that we are one of the Colleges of California State University, Long Beach.