

April 11, 2018

Community Forum – Copper Lounge

## Attending

The following WIRE committee members attended the Forum: Hilary Risser, Dan Trudnowski, Scott Risser, Brian Kukay, Matt Stepan. Chancellor Don Blackketter also attended.

## Announcements

- The next Community Forum is April 17 at 5:00 pm in the Copper Lounge.

## Discussion

Hilary opened the Forum with a 15-minute, PowerPoint presentation, which explained WIRE and how the committee arrived at the three name-change options being offered, which are:

- Montana Technological University
- Montana University of Science and Technology
- Montana University of Science, Engineering and Technology

At the conclusion of Hilary's presentation, the floor was open for discussion. Per requirements set forth by OCHE and the Board of Regents, any person who comments at the Forum must state his/her first and last name for the record and a summary of their comments documented. The following is a summary of the comments/discussion that followed.

**John LaFave, MBMG:** John is struggling with the notion of having two names. The name Montana Tech or Tech already conveys excellence. What is gained by having both Montana Tech as our brand and also a longer, more formal name? Will it do us any good? Montana Tech is easy to say, it is strong, and easy to recognize. It seems as though the committee is trying to shoehorn the word "University" into the name. There is potential for confusion—concerned about muddling up Tech's name and its identification. Convinced that no name/name change will make Tech more successful than either Montana Tech or Tech. Nursing has been a great success for Tech. How does it fit into the new name?

### **WIRE's response:**

Changing Montana Tech's Formal Name: Montana Tech already has two names: Montana Tech and Montana Tech of the University of Montana. Changing our formal name allows Montana Tech to grow. We do not want a name that is too restrictive. Montana Tech needs a formal name so that students understand exactly what they can gain from us. Changing our formal name does not create any barriers but it might actually remove some barriers. Montana Tech is not trying to reinvent the wheel. People around Montana know who we are and of our reputation. However, our recruiting efforts are expanding to a more national/international level—we may need more than just Montana Tech to gain recognition nationally/internationally. In the research world, formal names matter. In formal settings, people tend to get confused about Montana Tech's name and what it means (what we offer). Some think we are a trade school. We need to ensure that people outside of Montana know that we are more than a two-year, trade school or a branch campus.

## Attachment #4 Public Feedback (Meetings)

**Nursing and Montana Tech's Name Change:** The nursing department already considers themselves a science program. They are currently raising funds to create a SIM lab, which is a technology-rich form of education. Not all nursing schools use this type of technology in their nursing curriculums. Tech's Nursing Department fits well within Tech. Tech's nursing students are required to take harder math classes than any other nursing students in Montana.

**Dan Foley, Montana Tech graduate and Butte citizen:** Dan likes the third name option. He feels that it highlights the areas that Tech stands for, especially engineering. Tech needs to expand its marketing throughout the country. The new name can be an important marketing tool—names pull people in. Tech is a shining, positive aspect of our community. Tech has to evolve and change. If Tech stays stagnant, they will not survive. So far, Tech has done a great job of looking toward the future.

**William Darvos, Butte citizen:** William agreed with Dan's previous comments. He is fine with keeping Montana Tech as the brand and having an official name. A formal name can be more impressive and could attract more people to Tech.

**Tom Bandy, Chair of the Montana Tech Foundation:** Tom joined the meeting via teleconferencing. According to Tom, he heard all good comments. Many smart people, all who seem to have given this a lot of thought. His comments included the following:

- 1) Hilary suggested that the Montana Tech name will remain—it is not going away. I think this is good.
- 2) Because we're always in competition within Montana for good students (particularly Montana State), I think having University in our formal name will differentiate us against Northern, Western, Eastern and even U of M and Mont St.
- 3) The formal name will help us a lot outside of Montana and internationally.
- 4) The formal name (with University) should help grow our research efforts.
- 5) Finally - what harm can a formal name possibly cause? Especially when keeping the Montana Tech brand?

April 17, 2018

Community Forum – Copper Lounge

No community members in attendance.

April 22, 2018

Community Forum – Copper Lounge

No community members in attendance.