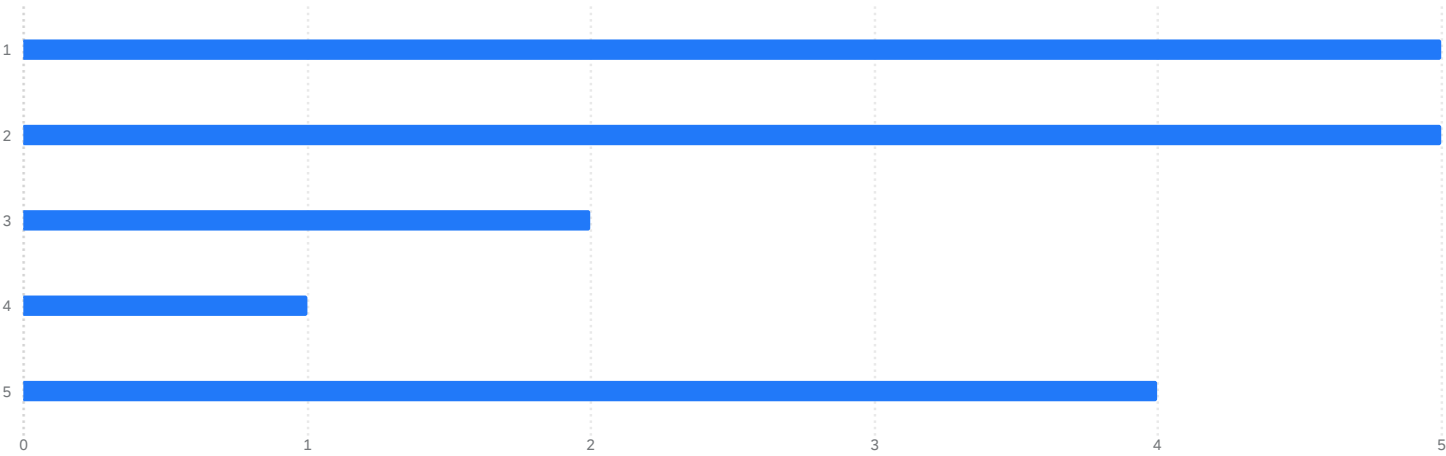


How do you feel about the name change of A&M Commerce to A&M Dallas? Please use the slider below! 17 ⓘ



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Q1 - How do you feel about the name change of A&M Commerce to A&M Dallas? Please use the slider below!	Percentage	Count
1	29%	5
2	29%	5
3	12%	2
4	6%	1
5	24%	4

Please enter below your concerns about this name change? 21 ⓘ

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The name doesn't matter. Many faculty members in our department believe that relocating the business school to Dallas could take advantage of its proximity to industry and corporations, enhance networking opportunities, and boost visibility and prestige. Furthermore, Dallas's vibrant urban environment, cultural amenities, and lifestyle options could make the business school more appealing to potential students.

I understand the marketing strategy. If the University is going to have a city in its name, Dallas certainly has bigger market appeal than Commerce. This goes for both academics and athletics, the name Dallas is obviously much more recognized and may have broader appeal. My concerns: 1. A rebrand to Dallas is a bit disingenuous since students who live on campus or take classes on the Commerce campus would be living or driving 50-70 miles east of Dallas. I'm sure this might create even more confusion to students not from the area, and it might be viewed as a bit dishonest/deceptive. 2. I am sure many alumni would not be happy with the change. 3. Who would pay the cost of the rebrand and how long would it take to recoup that cost? 4. Would investments still take place in the Commerce campus? If this happens, it seems to me the best thing to do is to actually purchase some land and build a campus in Dallas. Maybe the Commerce campus could then have signage that says A&M-Dallas, East Texas Campus or A&M-Dallas, Commerce Campus.

Several reason this is concerning. 1. Not honest to actual location of main campus 2. There have been major issues in the past with school marketing and branding which I feel has finally started to resolve. We would have to go through this all over again. 3. Alumni will be upset and this could affect alumni support 4. Identity of school will once again be lost - we have several accolades under our current name

We are not in Dallas

Please enter below your concerns about this name change?

We are a significant distance away from Dallas. I don't think you could even say we are a suburb at all, so using the Dallas name feels deceptive when recruiting students, or hiring new faculty/staff

I understand the university wanting to have more clout with the name change. But it is misleading in a grand way!! No way is commerce this far East part of the metroplex. Even the weathermen call us East texas

Foolish and ill-conceived. Will make us a laughing stock. Will confuse students and future faculty hires.

It is dishonest. We aren't located in Dallas. We do serve the Dallas area, sure. But when a city name is appended to a university name, the city is the geographic location of the university. Thus, A&M Dallas is not honest. If we want the name to include the Dallas area we serve, it needs to be more inclusive, such as A&M Northeast Texas, A&M Metroplex Region, etc.

Changing our name to Texas A&M University - Dallas is inaccurate, deceptive and will cause many issues regarding recruitment, retention, registration, housing, etc. It will foster confusion, frustration and resentment. We are in Commerce with some representation (like our VisCom program) in Dallas. What about Texas A&M - Commerce Dallas, Texas A&M - Commerce and Dallas, Texas A&M - Dallas Commerce or Texas A&M - Dallas and Commerce? Or - keep the two institutions separate but have them recruit for each other. For example: If accepted into A&M-Commerce, you can also attend classes at A&M-Dallas. If accepted into A&M-Dallas, you can also attend classes at A&M-Commerce. The addition and marketing of the new A&M-Dallas can help shine a BRIGHT light on us - its university relative within driving range, which provides a beautiful rural landscape and college experience. Similarly, the new opportunity to also attend courses at A&M-Dallas will provide new, culturally-rich (museums, etc.) opportunities for those at A&M-Commerce. Big, beautiful, sophisticated and thoughtfully designed billboards are a must for both. We are missing billboards (as well as mobile billboards via vehicle/vinyl wraps on Commerce - Dallas shuttles) that will help to recruit. Other universities have large billboards in Dallas. We need them too - and with our knockout VisCom program, ours should be the best ones out there! The benefit of being able to attend both campuses would help to recruit for, and promote, both institutions. Rural and Urban landscapes and experiences - students would have access to both. The best of both worlds.

We are not in Dallas. The name change would be extremely misleading. While applications might temporarily go up, I think in the long run it will seem like we are scamming people. I think it will also negatively impact alumni donations.

badly communicated; ignores legacy as a sentimental resource; ignores mission of the university in favor of an unclear mission in the Dallas "market"; could work alongside a new, apparently hybrid mission ("rural and urban"), but only if clearly defined, communicated, and established (not as part of "8750 is working out really well [is it?], we have asked some people, let's continue in that direction, btw, System wants it anyway")

This is not a question of whether or not we want a name change. But rather, with A&M System wanting a bigger presence in Dallas, does TAMU-Commerce want to remain the lead campus coordinating those efforts. The exploration should be on the importance of keeping the years of work and increase in students we are seeing come from the metroplex. That is of tremendous value to me and others who see the value of a TAMUC presence remaining in Dallas, rather than having A&M start a competing campus there without us. Therefore, I fully support the names being considered by the President and Chancellor to keep TAMUC at the heart of metroplex offerings as well as Commerce ones. This particularly conversations is NOT about how you feel toward the old East Texas priorities and/or moniker. It is solely about how we maintain and increase OUR presence in the metroplex vs. delegating it to a new university outside our purview, and definitely in competition.

I'm concerned primarily about the cost. I don't like that this will cost millions of dollars and yet we are constantly told there isn't enough money for raises or other critical things. I feel like changing the name won't solve any of the problems we face as a university. It won't do anything for retention, for instance. I see the pros and cons of the name, but my biggest fear is that it will end up being embarrassing, like we are trying to be something that we're not. After all, Commerce is certainly not in Dallas.

I am personally open to the name change. However, I know that a couple of faculty is concerned about the name change; do not want history to be erased.

I think this is a good opportunity for us. I personally don't think that much is going to change. This will happen either way and I do think that having "Dallas" in our name is better than having Commerce. I also do not think that the university has gotten much support from the community to begin with.

I do think the name change is the future of the school, but also recommend with the change bringing in more elements of the symbols used for A&M College Station.

Please enter below your concerns about this name change?

I am primarily concerned about embarrassing ourselves by putting the the city of Dallas in front our our university, etc. -- making it look like an institution of higher education does not actually know our own geography. I am also concerned about the perception that we feel that Commerce or East Texas is "lesser than" Dallas. I am also concerned about the money this is going to cost the university. I do understand the argument that is the System creates a separate A&M - Dallas that it will not be good for Commerce. However, I have never understood why the site in Dallas couldn't be named something like "Texas A&M University - Dallas, a division of Texas A&M University - Commerce..."