

BOARD OF REGENTS
BRIEFING PAPER

1. Agenda Item Title: University of Nevada School of Medicine Naming

Meeting Date: June 10, 2015

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

The University of Nevada School of Medicine has been engaged in a comprehensive process to analyze its brand, image, reputation, and identity for the past year. Using responses received from almost 2,000 individuals through surveys, focus groups, and in person interviews with internal and external groups, the school is requesting a name change.

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

President Marc A. Johnson presents for approval a name change from “University of Nevada School of Medicine” to “University of Nevada, Reno School of Medicine.”

4. IMPETUS (WHY NOW?):

This request is presented in response to a request from the Board of Regents and members of the Health Sciences Committee.

5. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

- Increase School’s alignment with the University of Nevada, Reno
- Increase brand awareness and focus of future marketing related to the School of Medicine
- Increase reputation and community partnerships

6. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

- External audience won’t recognize the school as an established school with a rich history of medical education
- Students, alumni, faculty and staff feel a strong connection to the current name and don’t feel that a qualifier of “Reno” is necessary

7. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:

The University of Nevada School of Medicine maintains its current name.

8. COMPLIANCE WITH BOARD POLICY:

- Consistent With Current Board Policy: Title # _____ Chapter # _____ Section # _____
- Amends Current Board Policy: Title # _____ Chapter # _____ Section # _____
- Amends Current Procedures & Guidelines Manual: Chapter # _____ Section # _____
- Other: Requested by the Board of Regents _____
- Fiscal Impact: Yes__ X ___ No_____
- Explain: Expenses will be related to the purchase and replacement of items bearing the new name. _____

University of Nevada School of Medicine

Branding + Identity Research Highlights

Overview

- Research Instruments and Focus
- Research Highlights
- Name Recommendation

Research Components: (2,000 People Reached)

- Current Student Survey (89 - 31.78%)
- Alumni Survey (162 - 11.21%)
- Community Faculty Survey (233 - 20.47%)
- Faculty and Staff Survey (412 - 28.21%)
- Patient Survey (1,030 - 17.17%)
- Community Leader Interviews (23)
- Secondary Research: Landscape Assessment
- Current Student Focus Groups (2)

Research Focus Areas

- Awareness + Reputation
- Strengths + Weaknesses
- Connection between UNSOM + University of Nevada, Reno
- The Name

Research Highlights

Perceived Awareness + Reputation

- Awareness is greater in northern Nevada
- Reputation is perceived to be good to very good
 - » Reputation is stronger in northern Nevada
- Reputation is perceived to be less favorable in southern Nevada, in the western U.S., and nationally
- Reputation of the residency programs is perceived to be less favorable than the reputation of the school as a whole

Strengths

E-Surveys

- Cost to students (#1)
- Faculty and staff
- Class sizes

Patient Survey

- Professional
- Caring
- Experts
- 85% positive selections

Interviews + Focus Groups

- Student Experience
- Quality of Graduates and Education
- Research
 - » Associated with UNSOM and University of Nevada, Reno

Weaknesses

- Lack of brand awareness and focus
- Research programs and opportunities
- Reputation
 - » Faculty and staff identified clinical care
- Community partnerships
 - » Alumni identified quality of GME
- Size

Connection between UNSOM + University of Nevada, Reno

- Majority think of UNSOM as part of University of Nevada, Reno
 - » Location, history, operational relationship
- Awareness of connection was questioned in interviews
- Among southern Nevadans, strong association of UNSOM with northern Nevada

The Name

- How people refer to the school:
 - » Mixed reports in surveys
 - » Reno often used as a qualifier
- Mixed reactions, beliefs, and emotions
 - » Very strong feelings in southern Nevada
 - » Some strong feelings in northern Nevada (tied to feelings about University of Nevada)
 - » “Neutral” parties saw need for change

The Name

- Surveys: positive or no impact on UNSOM's image and reputation
 - » Current students felt more negatively about impact
- No effect on UNSOM's partnerships
 - » Exception: positive impact on southern Nevada relationships

Landscape Assessment



THE UNIVERSITY OF ARIZONA
College of Medicine
Tucson

UW Medicine



UNIVERSITY OF UTAH
SCHOOL OF MEDICINE



UNM | SCHOOL of MEDICINE



School of Medicine & Health Sciences

Landscape Assessment

- 4 of 5 of the schools reviewed had a clear and strong tie back to their larger universities
 - » All schools reported working very closely with their “parent” university in regards to branding and marketing
- Many shared similar brand elements, and 3 of the 5 had the exact same logo as their university

Name Recommendation

University of Nevada, Reno School of Medicine

Questions?