

## ***Frequently Asked Questions ~ University Status Transition***

*If you have any questions not answered below regarding the transition to University Status ~ please contact the alumni relations office at [alumni@fpc.edu](mailto:alumni@fpc.edu) or 603.899.1131.*

### **Q: Why is Franklin Pierce becoming a university?**

Since its founding in 1962, Franklin Pierce has grown significantly in reputation, impact and academic scope. In addition to our undergraduate campus in Rindge, we operate five regional campuses for Graduate and Professional Studies and offer online courses and degrees. Our graduate level programs now include three master's degrees and two doctorates. We have also extended our global reach with a campus in Vienna, Austria and a partnership with Luhansk University in Ukraine. In short, Franklin Pierce is already functioning as a small university.

### **Q: What are the expected benefits?**

Research shows that the transition to university status will provide numerous advantages to Franklin Pierce, particularly in communicating our breadth of programming, student opportunity, and attractiveness to faculty. Alumni have said they believe university status will increase the value of a Franklin Pierce degree in the eyes of employers and graduate schools. As a global institution, it is also important that our name reflect our identity. In some countries, the term “college” refers to secondary schools. Even in the United States, a number of four-year institutions have become universities to distinguish themselves from community colleges.

In considering the change to university, we recognized that our unique style of education was attracting adult students to our graduate programs. At the same time, we were drawing increasing numbers of students from a national and international population. In the competitive higher education arena, the university name will present a clear, accurate image of Franklin Pierce and increase our visibility both at home and abroad.

### **Q: How was this decision reached?**

As part of the Strategic Planning process during the fall of 2005, College officials began considering a change to university status. Arguments for and against such a move were presented and the results were shared with the Board of Trustees. Trustees received the idea with enthusiasm and approved further study. In the past year, College administrators have conducted discussions and site visits with institutions that made a similar transition. They also performed financial analyses and participated in surveys and focus groups with alumni, students, faculty, staff and donors. All feedback pointed to the benefits of Franklin Pierce becoming a university. The recommendation was brought to the Board of Trustees in June and the change was approved. It was understood that implementation would take place over 18 months to conclude in the fall of 2007.

### **Q: Why the name “Franklin Pierce University?”**

Franklin Pierce conducted a series of surveys concerning naming options with alumni, students, faculty and benefactors of the College. We also hired a branding and market research firm to test the viability of several options. It was concluded that we should not lose the brand equity contained in the Franklin Pierce name. To change our identity completely would require an expensive and time-consuming reeducation in the marketplace where we have worked to earn a well deserved reputation. Having “Franklin Pierce” precede the word “university” will distinguish us from public universities and other institutions whose titles start with “university of...” and often end with a geographic description – such as the University of Michigan.

**Q: When can I start using the name Franklin Pierce University?**

A: The formal, legal name change will take place on July 1. Institutional communications will carry the "college" name until then. We recognize that across our campuses, people will begin using the university title right away as a point of pride. We also understand that the college name and its associations reflect an important legacy. We will honor that legacy by officially retaining the college name until July 1 while we continue to share the news about university status and the future we are about to create.

In the months ahead, we will adopt a new graphic identity that builds off our current image and moves us forward in communicating university status. This identity, which will include the new university name, will require us to create new signs, letterhead, business cards, fax templates and other collateral material. You may notice when these new pieces are ready and being used ~ formally, they will be used no later than July 1, 2007.

**Q: What effect will the new university name have on Franklin Pierce?**

A: The new university name will require the institution to develop a new logo and graphic design for use in its numerous publications, website and other forms of communication. We are working with a branding and communications firm to develop the graphic identity and key messages that will convey our new status as a university. As this process advances, meetings, discussion and training will take place with various campus groups to ensure we present an accurate and unified image of the institution.

**Q: Will the transition to university status affect the institution's reputation among prospective undergraduates as a small, student-focused liberal arts college?**

A: No. In all of our communications with prospective students, parents and guidance counselors, we will carefully explain what it means to be a small university with an emphasis on teaching. Our recruitment messages will focus on the benefits of such a place, where students gain the best of both worlds – a university quality education with the personal attention and flavor of a liberal arts college.

**Q: Will moving to "university status" affect the size of the campus in Rindge and its programs?**

A: There are no plans to significantly increase the student population at the Rindge Campus. The move to university status will actually provide us with the opportunity to showcase the Rindge campus as a different kind of university – a comfortably-sized one where students enjoy close community, small classes and personal attention.

**Q: Will there be any significant changes to the operation of the campuses?**

A: No. University status reflects our current identity and organizational structure. We offer degrees from the bachelor's level through the doctoral level at a traditional residential campus in Rindge and five satellite campuses for Graduate and Professional Studies. We also offer online courses and fully-online degrees. Our change in status simply aligns our public identity with our current structure and breadth of academic programs.

**Q: What changes will be made to diplomas?**

A: All graduates prior to July 1, 2007 will be the last class of graduates from Franklin Pierce College. Those students entering in fall of 2007 will be informed that Franklin Pierce will officially become a university during their first semester. The Class of 2008 will graduate with diplomas that have the university name. Alumni of Franklin Pierce College will have the option to exchange their diplomas for a copy with the new university name. Instructions will be communicated in the months ahead.

**Q: When will the bookstore begin selling Franklin Pierce University merchandise?**

A: Most items will not be available until the fall of 2007, after a graphic identity has been chosen. These items will be available online shortly after they arrive in the bookstore.

**Q: Will the institution's e-mail address and URL change?**

A: Yes. Starting on July 1, Franklin Pierce's web site will be accessible at both fpc.edu and a new URL that reflects the new name. The licensing agency that regulates who can have an ".edu" web extension has said that the overlap between the two sites can last no longer than a year, after which the fpc.edu site will be phased out. The process will be similar with e-mail addresses. Alumni will receive instructions about changes in their e-mail program.

**Q: I am an alumnus/a of Franklin Pierce College. Which name should I put on my resume?**

A: Protocol allows graduates to use either the institution's former name (at the time of graduation) or the institution's current name on a resume.