A name change for Kansas City’s university?

May 2012
• Why should we explore a name change now?

The most important reason to explore a name change at any time is to enhance an entity’s ability to execute its vision, mission and strategy.

It’s **not** about:
- Going back to our roots
- Not liking the name we have
- It’s certainly NOT about leaving the System

It **is** about:
- Clarifying who we are
- Distinguishing ourselves from others

The latter are critical to key elements of our strategy (e.g. enrollment growth and philanthropy)
• What’s in a name?
  – Launched in 1933 as University of Kansas City.
  – Founded during the Great Depression amid community passion for a “real university in Kansas City.”
  – The name reflected the “ownership” and civic pride that Kansas City felt for its new university.
• What’s in a name?
  – Joined the UM System in 1963 and became the University of Missouri-Kansas City.
  – New name changes the emphasis. What stands out?
What does a name do for a university?

A definition for “name”:
A word or words that designate an entity and distinguish it from others.

A name should define: “Who” you are
A name can also define: “Whose” you are

For example:
University of Kansas = a university that serves state of Kansas
University of Missouri = a university that serves state of Missouri
University of Kansas City = a university that serves Kansas City region

Why is this distinction important?
• Why change? Reason No. 1:

To better describe our uniquely intertwined relationship with the city of Kansas City – a signal strength of our university.
• Why change? Reason No. 2:

To position UMKC to increase market share for the best students in the region.
• What draws students to Kansas City’s university?
  – The “city” lure is big.
    • Arts, culture, sports, job and internship opportunities.
    • Unique role as only urban research institution in region.
• **Room to grow**
  
  • Enrollment expected to grow with metro rate opportunity.
  
  • Untapped potential in the greater KC area.
• Why change? Reason No. 3:

To put us in the good company of other accomplished urban universities in major U.S. cities.
Why should we want to be distinguished as "Kansas City’s" university?

- Without Kansas City, the university would not exist
- The university was founded *for* Kansas City – not for the state of Missouri
- 75% of enrollment is from the Kansas City MSA – no change in sight
- Our vision, mission and strategy are regional in nature
- There is more demand in the region than we can meet – before Lumina challenge
- The city’s strategy is the “Big 5” Ideas, which will make the region stronger
- The university is integral to the “Big 5,” which makes it critical to Kansas City’s future
- The proper name change could solidify our mutual dependencies
- Kansas City assets are the envy of every university within 200 miles

A name change can also be an important defensive move!
• **What do we have to defend?**

  — We compete with regional universities for students and philanthropy

  — Regarding the latter, MU, KU and K-State have or will soon launch large capital campaigns and they will all come to Kansas City. (see next slide)

  — Kansas City has more philanthropy per capita than any other city in the world and they all know it.

  — It will be important for us to position ourselves as the University with Kansas City’s best interest at heart.
• KU launched campaign recently.

Dear KU alumni and friends,

Please consider five numbers:

1. $1.2 billion: the goal of Far Above, The Campaign for Kansas, which launched its public phase on Saturday
2. $612 million: the amount already raised toward the campaign — we’re halfway there
3. Four minutes: the time it will take to watch this campaign celebration video produced by KU faculty, staff and students
4. Three: the number of times we think you’ll replay the video
5. Countless: the number of Jayhawk friends with whom we hope you’ll share it

The Campaign for Kansas
• It’s time to “own” the Kansas City region

The timing could not be better:
— We need regional support for scholarships, faculty, facilities, etc.
— Our university profile has never been higher
— “Time to Get It Right” and the Big 5 ideas make it obvious
— The community is asking for it and will pay for it

The challenges are significant:
— Reactions from faculty, staff, students, alumni, Curators, etc.
— The right logic and the right name
— The mascot
— Signage and collateral material
— Etc.
• What’s next?
  – Reach out to our university community: We want to hear from students, faculty, staff, alumni, community, trustees, civic leaders and more.
  – We’ll reach out in-person, but also through surveys, focus groups, neighborhood meetings.
• What’s next? (cont.)
  – Find private support. Not a penny of public money would be used for a name change.
  – Ultimately: Must get approval from Board of Curators.
Questions?

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