

Appendix 14

UNIVERSITY MISSION & IMAGE COMMITTEE

January 14, 2002

FROM: Steve Greenlaw
TO: MWC Self-Study Steering Committee
SUBJECT: Should There Be a Single University Catalog or Two College Catalogs?

This question is one being considered by the Mission & Image Committee. We have not yet reached a decision on the question. We can see advantages to both and suppose that either might work. The following is a list of points we are discussing:

- Although the academic catalog is **primarily an information resource** and *not a marketing publication*, it is the primary institutional resource/reference used by personnel in high school guidance and career offices, public libraries, college and university libraries, and by MWC faculty, staff and students. Other external audiences who regularly receive this publication include prospective faculty members, and prospective students. The academic catalog, given its use by a variety of relevant external constituents, is a critical publication used to identify the institution, and should be part of the publication package used to promote the new university.
- Our external audience is the group for whom we need to spend most of our time promoting, educating and marketing the institution – whether politicians, prospective donors, prospective faculty or prospective students. Offices such as enrollment services and college relations would provide additional marketing publications to promote the university, but all the university publications must have a shared image, theme and message if we are to successfully promote the new university.
- It is common practice for universities to have separate catalogues for graduate and undergraduate programs; it's not clear how this applies to our situation.
- There remains a concern by faculty about the "slippery slope" of losing the distinctiveness of MWC, as it becomes merely part of the overall university. Maintaining separate catalogs would help avoid this.
- JMC has issued catalogs on an annual basis to meet its need for adding and subtracting courses to meet its demands. Can they live with a biennial catalog?
- Or can MWC live with an annual catalog?
- We are on a very tight schedule. Will we have a name for the University in time for the next catalog? Will we get permission from the State for the change to university status prior to Fall 2003?

- The printed catalog could be re-designed to accommodate sections on MWC and JMC clearly identifying them as separate colleges with different regulations, curricula and degree programs. JMC needs the flexibility to make changes in programs, this can be done with numerous references to the catalog website (JMC section), which should reflect changes in programs between printings of the catalog booklet. In time, if the need for a printed catalog still exists, we can consider printing undergraduate and graduate editions, but only after the name and image of the university are firmly accepted and understood by our internal and external audiences (this could take years!)
- In considering the question of catalogs, one needs to differentiate between the academic catalog and the admissions catalog. Perhaps the solution might be to have a single academic catalog for the university, but separate admissions catalogs for MWC & JMC.