

TO: College of Arts and Sciences Curriculum Committee  
FROM: Karen Mumford, Director  
Watershed Institute for Collaborative Environmental Studies  
DATE: September 15, 2020  
RE: Request program name change

We request approval to change the name of the Watershed Institute for Collaborative Environmental Studies (<https://catalog.uwec.edu/undergraduate/arts-sciences/watershed-institute-for-collaborative-environmental-studies/>) to Public Health and Environmental Studies with the next possible Catalog.

Program making request: Watershed Institute for Collaborative Environmental Studies

Date of Department/Program Approval: 8/26/2020

WHY: The need for this change is due to the addition of the new Public Health major. We now support two public health majors (Public Health and Environmental Public Health) and the Public Health minor. We also administer two environmentally themed minors and assist students in environmental and sustainability projects and learning experiences. Changing our name to Public Health and Environmental Studies reflects our program offerings and will make it much easier for students to locate our minors and majors. Finally, we collaborated with Integrated Marketing and Communications (IMC) in the identification of a new program name. Analyses of search terms used by students visiting our website indicated that the proposed new name would benefit our institution's ability to attract students.

We will remain an interdisciplinary program.

Thank you for your consideration.