THE FACULTY SENATE

January 10, 1997

Dr. Ray M. Bowen
President
Texas A&M University

Dear President Bowen:

In my December 16, 1996 letter to you requesting approval of a proposal from the Graduate Council and University Curriculum Committee, the Graduate Council's statement was inadvertently not listed. Please consider the following for approval:

Change the name of the Bioengineering degrees in the Department of Industrial Engineering to Biomedical Engineering

Enclosed is the information considered by the Senate. Please inform me of your decision on this recommendation.

Sincerely yours,

Steven M. Oberhelman
Speaker, 1996-97

Enclosure

pc: Dr. Ronald G. Douglas, Executive Vice President & Provost
Dr. Dan H. Robertson, Chair, Graduate Council
Ms. Linda F. Lacey, Director, Academic Support Services

APPROVED

DATE

Texas A&M University
College Station, Texas 77843-1225
THE FACULTY SENATE

December 16, 1996

Dr. Ray M. Bowen
President
Texas A&M University

Dear President Bowen:

At its regular meeting held December 9, 1996, the Faculty Senate considered and approved the following proposal from the Graduate Council and University Curriculum Committee:

Nonsubstantive Request: Change in Name of Degree Program

from: B.S. degree in Bioengineering
to: B.S. degree in Biomedical Engineering

Enclosed is the information considered by the Senate. Please inform me of your decision on this recommendation.

Sincerely yours,

Steven M. Oberhelman
Speaker, 1996-97

Enclosure

pc: Dr. Ronald G. Douglas, Executive Vice President & Provost
    Dr. Dan H. Robertson, Chair, Graduate Council
    Dr. R. Bruce Simpson, Chair, Curriculum Committee
    Ms. Linda F. Lacey, Director, Academic Support Services

APPROVED

DATE

1/7/97
REPORT OF THE GRADUATE COUNCIL MEETING
14 November 1996

At the Graduate Council's November 14, meeting, the following nonsubstantive degree program request was approved:

Change the name of the Bioengineering degrees in the Department of Industrial Engineering to Biomedical Engineering.

REPORT OF THE UNIVERSITY CURRICULUM COMMITTEE
November 8, 1996

The University Curriculum Committee recommends approval of the following:

Nonsubstantive Request:

*Change in Name of Degree Program*

from: B.S. degree in Bioengineering
to: B.S. degree in Biomedical Engineering
Nonsubstantive Administrative Change Request

NAME OF INSTITUTION ___________ Texas A&M University ___________

CHANGE REQUEST __ Nonsubstantive Administrative Change to change the name of the Bioengineering degrees in the Department of Industrial Engineering to Biomedical Engineering.

Display how administrative unit(s) and program(s) would appear on the Coordinating Board program inventory; include Texas CIP code designation(s). Administrative Unit codes will be supplied.

14.0501.2006

Proposed date for implementation of administrative change: January 1, 1997

Person to be contacted for further information about administrative change(s):

Name: ________ Way Kuo ________ Title: ________ Department Head ________

Phone: ________ (409) 845-5535 ________ Fax: ________ (409) 847-9005 ________

Signatures:

__________ Campus Chief Executive Officer ____________ Date ____________

__________ System Chief Executive Officer (As appropriate) ____________ Date ____________

Governing Board approval date: ____________
Nonsubstantive Administrative Change Request
from the
Department of Industrial Engineering
Change of Degree Program Name From
"Bioengineering" to "Biomedical Engineering"

1. Brief Description

This request is to change the name of the existing degree programs (B.S., M.S., M.E. and Ph.D.) from "Bioengineering" to "Biomedical Engineering." The prefix of Bioengineering courses (currently BIEN) will be changed to BMEN if the degree name change is approved. The Bioengineering degree program is part of the Department of Industrial Engineering. The present curriculum, courses, personnel and administrative structure of the program will not be effected by this request. Furthermore, this change does not require a change in the name of the administrative unit since the degree program will remain within Industrial Engineering. Students already enrolled in the Bioengineering Program will be allowed to complete their degrees under the current title if they wish to do so.

2. Rationale

This name change will better represent the current focus of our ongoing educational and research program to students, employers, potential faculty, funding agencies and others. It will also serve to reduce confusion between the focus of our program and other academic and industrial activities that use the "bio" prefix. In addition, the change will make our terminology more consistent with the terminology widely used at other universities, relevant industries, government agencies and the ABET accrediting body.

Biomedical Engineering is defined as the application of engineering to medicine, physiology and related matters. The term Bioengineering is perceived as a broader term involving the application of engineering to any matter involving biological systems. Thus Biomedical Engineering can be viewed as a subset of Bioengineering. As originally configured the Bioengineering degree at Texas A&M included a wider range of activities such as Food Engineering and Biosystems Engineering in addition to Biomedical Engineering. The Food Engineering program was transferred to the College of Agricultural Engineering many years ago. Biosystems Engineering was an active research group in the past, but it has now dissipated and new faculty are not being recruited to support this area. The current Bioengineering Program is focusing on Biomedical Engineering, and it is our intention to sustain and build on the current activities. The proposed name change is intended to properly represent our current and anticipated focus.
3. Effect on the Administrative Unit and Texas A&M University

The requested name change will have no effect on the administrative structure of the Department of Industrial Engineering, the College of Engineering, or the University. There will be no changes in personnel or significant added costs as a result of the requested change. The name change is for a degree program, but not for the administrative unit of Industrial Engineering. The administrative unit's name and structure will not be effected.

The name change will serve to enhance communication internally as well as outside the University. The renamed Biomedical Engineering program will also be in sharper contrast to the Biomedical Sciences program of the College of Veterinary Medicine. More generally, the name change will better serve the University by more accurately reflecting the University's activities and degree programs.

4. Resource Implications

The proposed name change is intended solely to clarify the focus of the degree and associated research activities. It is not anticipated that the name change will have any direct effect on classes, distribution of personnel, availability of facilities, or availability of equipment. Enrollments and staffing are not expected to be noticeably effected.

5. Costs

Other than the administrative cost of actually changing the name of the program in documents, computer systems, etc., there are no perceived additional costs associated with the proposed name change. Likewise, no significant savings can be anticipated. However efficiency of operations and in dealing with prospective students may be improved if, through more accurate program names, the students can better identify by themselves which of several programs better reflect their interests.
MEMORANDUM

TO:        Dr. Way Kuo, Department of Industrial Engineering

THROUGH: Ms. Linda Lacey, Director of Academic Support Services

FROM:      Dr. John A. Shadduck, Dean

SUBJECT:  Proposed Name Change in the Department of Industrial Engineering

Faculty Senator, Bruce Simpson consulted with me and our Biomedical Science program Administrators about the proposed change of the Bioengineering degree to Biomedical Engineering. While we have no substantive disagreement with the appropriateness of the term Biomedical Engineering, we do believe the use of this name will add further confusion to an already confusing situation. Our Biomedical Science Program office reports that it gets many calls and other inquiries from people who are searching for Bioengineering and cannot find it and so end up with their phone call or letter coming to the Biomedical Science Program area.

Therefore, our response to the proposed non-substantive administrative change request is to agree with the request to support the change, but to urge the Department of Industrial Engineering to take a careful look at how it announces and advertises its degree program. For example, have they ever tried to find the information about the degree program via the phone book, the Rudder Tower Information Center, or any other sources of information readily available to off-campus parents and prospective students? We don’t have any trouble with the name change, but we sure do have trouble with the confusing and unclear listings that result in so many inquires coming to our offices instead of the proper location in Industrial Engineering.

We hope very much that the department will rectify this situation as soon as possible, because we believe the confusion will go up, not down, as the result of the name change. Please see the attached memo for further thoughts.

Thanks.

plr

cc:      Dr. Bruce Simpson
Mr. Ralph Smith
Dr. Evelyn Castigliomi
Memorandum:

To: Dr. John Shadduck, Dean
College of Veterinary Medicine

From: Dr. Evelyn Tiffany-Castiglioni, Assistant Dean
Undergraduate Education

Subject: Request to change the name of Bioengineering to Biomedical Engineering

The Department of Industrial Engineering has submitted a Nonsubstantive Administrative Change Request to change the name of existing degree programs from "Bioengineering" to "Biomedical Engineering." The views of Ralph Smith and myself on this request are as follows:

We consider the Bioengineering undergraduate program to be an excellent one and wish to support their continued development and progress towards new goals. If the proposed name change will better represent the program to "students, employers, potential faculty, funding agencies, and others," as suggested in the petition, and if the ensuing confusion with our program can be lessened, then the Biomedical Science (BIMS) administration does not oppose the change. However, we question some of the rationale presented.

It is not at all clear how the renamed program will "be in sharper contrast to the Biomedical Science program of the College of Veterinary Medicine," as stated in the request. Confusion among potential students and high school counselors is already great concerning the separate identities of the Bioengineering and Biomedical Science programs, and we feel it would become greater with the proposed name change that would make their name more similar to ours. We receive numerous telephone calls from such persons.

At least two steps should be considered to alleviate anticipated program identity problems, regardless of whether the name change is adopted. One approach would be to separately list the Biomedical Engineering program under its own alphabetical heading in appropriate directories, such as the Texas A&M University campus Directory. As currently listed in that source, Bioengineering is found as a tertiary heading under "Engineering, Dwight Look College of" and "Industrial Engineering Department." A second means of reducing public confusion between programs would be to thoroughly verse our own recruiters and job placement
officers from both programs in the goals and focuses of each program. Then both groups of administrators would be capable of responding to the inquiries of potential students, employers, etc., in an informed fashion. We would appreciate vigorous efforts on the part of the Industrial Engineering Department to clearly distinguish their program from ours.

Please do not hesitate to contact Ralph Smith or myself if we can provide further information.

cc: Ralph Smith
3 October 1996

MEMORANDUM

TO: Dr. William A. Hyman
    Program in Bioengineering
    Department of Industrial Engineering

SUBJECT: Proposed Name Change for the Program in Bioengineering

The College of Medicine enthusiastically endorses the proposed name change from Program in Bioengineering to Program in Biomedical Engineering. We appreciate the opportunity to review this issue. We congratulate you on the proposed name change and believe that it will better position your program in today's environment. If we can do anything to assist you as you move forward through the approval process, please do not hesitate to contact me.

Elvin E. Smith, Ph.D.
Interim Vice President for Health Affairs
and Dean of Medicine

cc: Dr. W. Kuo, Head, Industrial Engineering Department