ARIZONA STATE UNIVERSITY

PROPOSAL TO CHANGE THE NAME OF AN ACADEMIC PROGRAM (Degree, Concentration, Certificate, Minor)

This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Office of the University Provost to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean's Office to the Office of the University Provost [mailto: curriculumplanning@asu.edu]. The name change **may not** be implemented until the Office of the University Provost notifies the academic unit that the name change proposal has completed the approval process.

College/School/Institute:	W. P. Carey School of Business
Department/Division/School:	WPC Graduate Programs (CBUSMBA)
Proposing Faculty Group *(if applicable)*:	

Proposal Contact **Name:** Raghu Santanam Title: Department Chair/McCord Chair in Business/Professor

Phone Number: 480-965-8977 **Email:** Raghu.Santanam@asu.edu

Existing Program Information

Program Type:	Degree	**Academic Level:**	Graduate

Degree Type: MS - Master of Science

Name: MS Information Management

Concentration (*if applicable*) (   )

Proposed Program Name

Name: MS Information Systems Management

Concentration (*if applicable*) (   )

Plan code(s) for the program:

If this is a degree program that has multiple concentrations, list all program names and plan codes impacted.
Plan Code: BAINFOMS

Requested effective date: 2019-20

Select the catalog year for which students can begin applying into this program with the new name.
Note:
1. Name changes can only be implemented so as to be effective for a fall semester.
2. All existing and continuing students will be moved to the new name.
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

Briefly describe the proposed change and rationale for the change:

After almost 6 years of declining enrollment, this MS was formally evaluated, and the study yielded the name of the program as a primary concern. The proposed change is from the existing program name, Master of Science in Information Management, to a new title of Master of Science in Information Systems Management.

Information Management is a name that has morphed into something different from the way the phrase was used more than a decade ago when the degree was established. Now, Information Management is an area of study that encompasses Information Systems among many others within the discipline. The change in name to Information Systems Management addresses this challenge by more clearly indicating the content of the degree: information systems and management.

Further, a major concern this will address is that over the last several years, "Information Management" has shifted to represent disciplines like Library Sciences or Content Management. Internet search results are oriented in this way, as are most of our peers and competitors, who list their programs as Information Systems Management. Feedback from prospective students as well as targeted search engine queries associate Information Management as one of the core disciplines of Library Sciences, which has generated confusion in the market as to what the degree truly offers. This change addresses this issue by explicitly stating the content of the degree in the very title. This name was chosen from the name of the offering department, and to stay distinct from other programs at the university.

Further data to support this change comes from a review of EMSI market data and a Google Trends analysis:
EMSI Market Data:
- 11% predicted growth in the next 10 years in the field Computer and Information Systems Managers (Occupation Overview)
- 5 job postings for every 1 job, indicating that organizations may be trying harder to hire for these positions – 4:1 is typical (Program Overview)
- Top Hard Skills (Job Posting Analysis)
  - o The term **"information management"** only appears in **29%** of job postings
  - o The term **"information systems"** appears in **77%** of relevant job postings

Google Trends:
- "Information management" is searched about **half as often** as "information systems" when searching for higher education
- The #3 related search for "information systems" is "best master's degree" because "informatics" and "health informatics" are breakout searches, meaning the term had few, if any, prior searches and is rising in popularity

Summary
Effective lead generation is now, in many ways, inextricably linked to highly targeted search engine optimization and management. The current title of the degree does not allow us to maximize the search engine planning for the degree, and so the change from MS in Information Management to MS in Information Systems Management addresses this issue by giving us a strong, aligned tool in the search engine lead generation sense.

Information Systems Management may not be the most dramatic prima facie change, but it addresses the enrollment concerns and keeps the degree clearly distinct from more technical degrees currently offered in Computer Science or Information Technology. In fact, the proposed new degree name comes from the department that offers the degree.

Discuss the impact of this change on current students and/or enrollment:
There is no expected impact on current students, as current students will graduate with the current program name. Prospective and admitted students have received information on the potential name change from the recruitment staff, as well.

This name change will support current students by associating them with a degree name that is more salient in the marketplace, and will support enrollment growth by presenting greater opportunities for effective lead generation, by signaling to prospects and employers what is offered in the degree, and responds to feedback from our key stakeholders that the Information Management name is no longer an effective representation of the degree.

Rev. 4/2019

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

College/School/Division Dean name:

Signature _Amy Hillman_ Date: 04/12 /2019

College/School/Division Dean name:
(if more than one college involved)

Signature _____ Date: __/ /__

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

University Approval(s)

Graduate College (*if applicable*)
Name: _____

Signature: _alfredo Artale_ Date: 7 /9/20/9

Office of the University Provost
Name: _____

Signature: _____ Date: __/ /20__