

Materials linked from the May 22, 2023 Curriculum Council agenda.

From: Huber, McKenzie Joselle <McKenzie.Huber@oregonstate.edu>

Date: Friday, May 5, 2023 at 4:28 PM

To: Hsieh, Ping-Hung - COB <Ping-Hung.Hsieh@bus.oregonstate.edu>, Ianni, Eric Brandon <iannie@oregonstate.edu>

Cc: Gitelman, Alix I <Alix.Gitelman@oregonstate.edu>

Subject: New

Dear Curriculum Council Co-Chairs,

I am writing to share the name for OSU's new general education curriculum and next steps in communicating to the University community. I've also provided information about the process for arriving at the name. The new curriculum will be called: **Core Education**

Core Education at OSU is a shared experience that provides students with knowledge and tools to pursue their futures. Alongside the major, Core Education develops students to be adaptive, proactive members of society prepared to take on any challenge, solve any problem, advance in their chosen career path, and help to build a better world. OSU delivers Core Education through the Foundational and Signature Core.

Next Steps:

Please let Alix and I know if you would like us to visit the Curriculum Council to discuss the new name. If the name is agreeable to the committee, please let us know at your earliest convenience.

We plan to begin sharing the new "Core Education" name with appropriate stakeholder groups in May and June with a final presentation to Faculty Senate on June 8, 2023.

Best,

Alix and McKenzie

Naming Process:

The Organizational Change Management Committee (OCMC) collaborated with University Relations and Marketing (URM) to research a name and identity for the new general education curriculum. URM and McKenzie conducted research (relevant sources below) to propose options to the OCMC and the Core Team.

URM reviewed names and the web presence of several universities that have recently reformed their general education curriculum. Names range from simply, "General Education," to incorporating school colors and mascots. Examples include:

- [University Alabama Birmingham](#) – Blazer Core
- [Clemson](#) – Clemson Crossings
- [Ohio State](#) – General Education
- [Middle Tennessee](#) - True Blue Core
- [Virginia Tech](#) - Pathways

"Core Education" was born from the acknowledgment of the 30-year-old Baccalaureate Core, and wanting to preserve "Core" if not "Baccalaureate." It also is the umbrella term used to encapsulate the Foundational Core and Signature Core components of the new curriculum. Finally, "Core Education" is closely related to "General Education" in that it can be understood by our diverse stakeholders yet sends the message that it is not just "general." "Core" is also being used by our peers as they transition to new names and new curricula.

Other Proposed Name Options:

URM proposed name options for OCMC to consider. Many of the names paid homage to the unique aspects of the University, such as our identity as a land grant institution, our STEM focus, our mascot and our school colors, and the signature aspects of our new curriculum. We had in-depth discussions about what general education really is, its purpose, and its place in the 21st century for our students and other stakeholders. Some ideas included:

- Core Knowledge
- Core Elements
- Beaver Core
- General Education

URM and OCMC elected not to associate the new curriculum with school colors or our mascot, as others around the nation had done. When discussing how we would refer to the curriculum, we kept coming back to the need for it to be relatable and well-understood to all stakeholders, including prospective students and their families, students, advisors, faculty, community colleges, and employers. "General Education" as the name was ruled out because the OCMC and Core team felt that it was too generic.

Relevant Literature Referenced:

- Bowen, S. H. (2004). Reality check: What's in a name? The persistence of "General Education." *Peer Review: Creating Shared Responsibility for General Education and Assessment*, 7(1). Retrieved January 25, 2023, from <https://www.aacu.org/publications-research/periodicals/reality-check-whats-name-persistence-general-education>
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- Zai, R. (2015). Reframing general education. *The Journal of General Education*, 64(3), 196–217. <https://doi.org/10.1353/jge.2015.0022>

McKenzie Huber | (*she, her*) | Baccalaureate Core Director
Office of Academic Affairs | **Oregon State University**
541-737-6250 | [General Education Website](#)