

Dear University Community,

After much thoughtful consideration, I write to you today to announce the name I've selected for our university. As I have explained before, I will be forwarding this name to the Board of Regents for its consideration during its Oct. 29 meeting.

The name I have selected is University of Colorado Denver. This name uses the strength of the University of Colorado reputation, it locates us in a metro area that has global recognition, and it provides us with the flexibility to highlight the many different schools and colleges while associating them with what I believe will evolve to be one of the great universities in this country. Additionally, it allows us to highlight our two campuses: the Downtown Denver Campus and the Anschutz Medical Campus. If you would like to see information about the top line data collected during the research phase of the process, please use [this link](#).

I thank you and the members of the community who helped me reach this decision. The process of selecting a name has spanned more than eight months as we collected qualitative and quantitative data and tested several options.

During this process, university community members responded to three surveys. The last, which was conducted over three weeks in early September, garnered the largest response. In fact, 4,994 of you from across our university and in leadership roles in our affiliated partner organizations participated in the September survey. Participants ranked the five name options that had risen to the top through earlier surveys and focus groups. The top-line results were telling. The vast majority of respondents were from within our immediate university community. Of the internal responses received, 54.6 percent identified themselves as being faculty, staff and students of the health sciences disciplines and 43.8 percent identified as members of the Denver campus community.

Of the five names surveyed, only one, University of Colorado Denver, garnered more than 50 percent of respondents who found the name to be either "good" or "excellent". Other options, such as keeping our current name or slightly modifying that name to University of Colorado Denver & Health Sciences, failed to draw that level of positive response.

This data certainly assisted me in arriving at my decision. But it was not the sole factor. Many of you took time during the discovery phase to respond personally to me with insights and ideas that have additionally factored into the final result.

Certainly, the largest factor in my decision is my belief that it is the right name for the future of our university for a number of strategic reasons. First, the new name conforms to the traditional structure of university naming. While it might be nice to have an out-of-the-box name, we would likely have had to spend scarce university resources making that name known and understood in the marketplace. Second, it provides a geographical locator that is both nationally and internationally known. In short, people know Denver.

Additionally, Denver typically stands as much for a metropolitan region as for a single and distinct city. For these reasons, the locator Denver provides many varied benefits.

Finally, a substantially shortened name makes possible greatly enhanced associations with our schools and colleges. For most of us, our primary affiliations are with the schools and colleges in which we work. Historically, you have been encouraged to downplay your school/college affiliation. The new name I'm forwarding will make it possible for you to highlight your affiliation with your campus and your school/college.

I know there are some in our university community who will be disappointed about this choice. I know some of you have concerns about the selection of this name and feel it disassociates the university from its world class health sciences disciplines. I have heard those concerns and they weighed on this final decision. But in the end, I believe that the name selected creates new avenues for strengthening promotion of our excellence in the health sciences disciplines. I intend to ensure that these new avenues are pursued and used to their fullest potential.

Additionally, I know there are many friends and supporters in the Aurora community who had hoped for a different outcome. While I respect their deeply held opinions, I believe that the name I've selected will allow us to focus appropriate attention on the Anschutz Medical Campus and its close affiliation with Aurora. I understand the tremendous commitment Aurora community leaders have to the success of the Anschutz Medical Campus and am dedicated to honoring that partnership.

As I have explained, this new name will now be forwarded to the Board of Regents for its consideration on Oct. 29. Once the board has finalized our name, we will turn our attention to mounting a campaign that will solidify the image and reputation of the university, its two campuses, and its many schools and colleges. In the end, our university will not be defined solely by its name. A much broader and deeper effort is necessary to spotlight the excellence in teaching, research, health care, and community service that we represent.

I hope that going forward we can all support this name and see it as the first mile marker on the road toward establishing recognition as the premier research institution in this region.

I thank you for the contributions you make daily to helping create a great university.

Sincerely,

M. Roy Wilson  
Chancellor