

BOARD OF HIGHER EDUCATION
REQUEST FOR BOARD ACTION

NO.: AAC 09-01

BOARD DATE: October 2, 2008

BENTLEY COLLEGE NAME CHANGE

MOVED: The Board of Higher Education hereby approves the Articles of Amendment of Bentley College to change its name to "Bentley University."

Authority: Massachusetts General Laws Chapter 69, Section 30 et seq.

Contact: Dr. Francesca B. Purcell, Associate Commissioner for Academic and P16 Policy

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BACKGROUND

The Degree Granting Regulations for Independent Institutions of Higher Education (610 CMR 2.04) provide the following definition of a college and of a university:

A four-year or senior college must provide a wide range of programs leading to the baccalaureate degree and may also include some programs leading to the master's degree. A university must meet the requirements of a four-year or senior college, must provide graduate programs in two or more professional fields, and must provide programs leading to the doctoral degree in two or more fields of study. A university must clearly identify graduate studies as a distinct element within its organization and must provide the additional faculty, facilities, and resources necessary to support sound graduate programs.

Bentley College is an independent, non-profit, NEASC-accredited institution located in Waltham, Massachusetts. Bentley was organized January 21, 1948, under Chapter 180 of the Massachusetts General Laws as Bentley School of Accounting and Finance, Inc. The School received authority to award the Associate in Accounting and the Bachelor of Science in Accounting January 26, 1961. Approval for the institution to change its name to "Bentley College," with the power to provide instruction in business and the Liberal Arts and Sciences and grant the Associate in Science, Bachelor of Science, Bachelor of Arts, and honorary degrees, was granted February 19, 1971. The Board approved the College to award the Master of Science in Taxation and the Master of Science in Accounting on July 20, 1973. On June 21, 1977, the Board granted Bentley the authority to offer other master's degrees limited to business-related disciplines. In November 2005, the Board approved the College to award the Doctor of Philosophy in Accountancy and the Doctor of Philosophy in Business. Bentley College is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the chief accrediting body of business education.

In preparation to offer the most recently approved doctoral programs, Bentley systematically increased its program offerings and faculty expertise and research capability over a five-year period. For example, support for faculty research increased from \$1.46 million in 2001-2002 to \$2.32 million in 2004-2005. Journal publications and proceeding increased from 916 to 1,250 during a similar timeframe. In its proposal Bentley provided a financial model that had been prepared and balanced through 2011 and that includes stipends for Ph.D. students, faculty and staff salaries and benefits, supply and general expenses to support the Ph.D. program, and depreciation associated with physical space renovations and purchased furniture and equipment specific to the program.

The chief budgetary consideration in establishing Bentley's doctoral programming was the cost of new faculty. The College's financial model has for several years included an incremental \$500,000 each year to hire new faculty. These faculty were identified and recruited with the goal of strengthening the scholarly capability of the faculty, particularly in domains of strategic emphasis. Specifically, the College focused on the following goals:

- add two to three new tenured or tenure-track positions per year in domains of strategic emphasis;

- provide pathways for faculty who would like to retire and replace them with tenure-track faculty in domains of strategic emphasis;
- fill positions created by other faculty departures with tenured or tenure-track faculty; and
- convert adjunct positions to lecturer positions (non-tenure-track, full-time faculty) until reaching appropriate ratios of full-time coverage.

The College's faculty hiring plan for the 2004-05 academic year illustrated this approach. The plan called for recruiting 15 tenured and tenure-track faculty in a coordinated fashion, with particular consideration for joint appointments. The visiting committee commended Bentley's excellent budgeting and control processes as well as Bentley's Board of Trustees support for the doctoral program for several years, as exemplified by their acceleration of the library \$14 million remodeling project and considerable investment in faculty.

PUBLIC HEARING

The required public hearing took place on Thursday, September 25, 2008, at 10:30 a.m. in the office of the Department of Higher Education.

STAFF ANALYSIS AND RECOMMENDATION

Staff is satisfied that the proposed name change meets the criteria as set forth in 610 CMR 2.04 in the *Degree-Granting Regulations for Independent Institutions of Higher Education*.

Recommendation is for approval of the request of Bentley College to change its name to Bentley University.