

PB2019-16

Shadow Board – Shetland Merger Project

Committee	Shadow Board
Subject	Report from Working Group on New College Name.
Action requested	<input type="checkbox"/> For information only <input type="checkbox"/> For discussion <input checked="" type="checkbox"/> For recommendation
Brief summary of the paper	A shortlist of five names for final decision.
Resource implications [if yes, please provide detail]	Yes Signage will be required at a later date; a college logo will be required which will support all electronic documents and online presence.
Risk implications [if yes, please provide detail]	No
Date paper prepared	18-Jun-19
Date of committee meeting	26-Jun-19
Author	Staff representatives with student input
Equality and diversity	No
Status	Non-confidential
Freedom of Information Can this paper be included in 'open' business?*	Yes
Status following the meeting	

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1. Background	
1.1	<ul style="list-style-type: none"> Naming the new college at an early stage allows for key documents (policies and governance documents etc) to bear the correct final wording ready for post-vesting. Naming represents a positive milestone.
1.2	<ul style="list-style-type: none"> Students participated in a HISA consultation event in September 2018. The focus was on the merger and some names were put forward by students. These were included in the working group's deliberations.
1.3	<ul style="list-style-type: none"> All staff from both colleges were invited to make suggestions for a college name, by email or anonymously by box situated in the libraries at both college sites.
2. Report authors	
2.1	<p>Rory Gillies, Operations Manager, Shetland College Staff Representative Andrew Anderson, Shetland College Staff Representative Beth Mouat, NAFC Staff Representative Glenn Gilfillan, NAFC Staff Representative</p>
3. Partners / stakeholders	
3.1	<p>Other Shetland Islands bodies: most organisations are referred to in shorthand or by acronym. Local organisations will want to ensure a distinctive acronym to reduce confusion with the college.</p>
3.2	<p>Students: in the consultation suggestions were diverse. No clear preferences emerged.</p>
3.3	<p>Funders/sponsors – Will need to transfer any relevant documentation (contracts etc) to the new name post vesting.</p>

4. Shadow Board focus	
4.1 Financial	<ul style="list-style-type: none"> No costings have yet been developed for logo, signage etc. These will be covered by SFC Phase 2 merger project funding.
4.2 Strategic	<ul style="list-style-type: none"> The new college communications activities can start, pre-vesting, using the name selected.
4.3 HR	The name of the new college will feature in employment contracts.
4.4 Legal / regulatory	Adoption of a Mem & Arts should feature the college name.
5. Other	

1. Number of suggestions put forward:

58 college names were proposed:

- 3 unassociated names (neither Shetland, Northern, Viking/Nordic or dialect)
- 4 dialect names
- 3 Viking/Nordic names
- 9 names featuring "North" or "Northern" as a lead characteristic
- 38 featured Shetland as a lead characteristic
- 5 proposed were straightforward amalgamations of the two colleges' names.

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2. Shortlist recommended by the working group

- Shetland College and Marine Institute UHI SCAMI
- Shetland Education and Marine Institute UHI SEMI
- Shetland Education and Research Institute UHI SERI
- Shetland College and Marine Centre UHI SCAMC
- Shetland Education and Marine Centre UHI SEMC