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**MEMORANDUM**

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<b>ATTENTION</b>	Senate	<b>DATE</b>	May 22, 2012
<b>FROM</b>	Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP	<b>PAGES</b>	1/1
<b>RE:</b>	Beedie School of Business: Name Change of the CMA Centre for Strategic Change and Performance Measurement to CMA Innovation Centre (SCUP 12-15)		

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At its May 16, 2012 meeting SCUP reviewed and approved the proposal for the request of name change from CMA Centre for Strategic Change and Performance Measurement to CMA Innovation Centre.

**Motion:**

That Senate approve the name of the CMA Centre for Strategic Change and Performance Measurement be changed to the CMA Innovation Centre.

encl.

c: D. Shapiro

OFFICE OF THE VICE-PRESIDENT, RESEARCH

Norbert H. Haunerland, Ph.D.  
Associate Vice-President, Research  
Professor of Biological Sciences

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**ATTENTION Sarah Dench, Secretary  
Senate Committee on University Planning (SCUP)**

FROM Norbert Haunerland, Associate Vice President, Research

RE Renaming of the CMA Centre for Strategic Change and Performance  
Measurement

DATE May 8, 2012

Attached is a memo from Dr. Daniel Shapiro, requesting that the name of the CMA Centre for Strategic Change and Performance Measurement be changed to the **CMA Innovation Centre**. The name change more accurately reflects both the goals and interests of the Centre and the Beedie School's key research themes of knowledge, technology and innovation.

I recommend that the CMA Centre for Strategic Change and Performance Measurement be granted approval by SCUP. Once approved by SCUP the request should be sent to Senate and the Board of Governors for information.

Motion:

That SCUP approve the name of the CMA Centre for Strategic Change and Performance Measurement be changed to the **CMA Innovation Centre**.



Dr. Norbert Haunerland  
Associate Vice-President, Research

Attachment

C: Dr. D. Shapiro, Dean, Beedie School of Business



**BEEDIE SCHOOL OF BUSINESS**  
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**MEMORANDUM**

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**ATTENTION** Office of the Vice President, Research  
**FROM** Daniel Shapiro, Dean  
**RE:** **Renaming of The CMA Centre for Strategic Change and Performance Measurement**  
**DATE** May 3, 2012

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The CMA Centre for Strategic Change and Performance Measurement was established in 2005 with the aim of facilitating research in three broad areas:

- (1) Strategic change and the execution of strategic change;
- (2) Appropriate measurements for the evaluation of the performance of such changes;
- (3) The evolution of organizations undergoing rapid change.

Although this was an appropriate set of goals at the time, the evolution of the business environment, the research undertaken under the auspices of the Centre, and the Beedie School of Business all point to the importance of re-articulating the vision for the Centre, including its name.

Over the past 10 years, the management of innovation has become a critically important theme in the Canadian business environment, including declarations from the Provincial and Federal governments that innovation is key to success for Canadian business. At the same time, the research that the Centre has undertaken has shifted toward a focused, strategic concentration on the management of technological, organizational and social innovation. This shift has reflected the evolution of the Beedie School of Business over the same period, both as more high-productivity scholars focusing on innovation have joined the School, and the School has established Innovation as one of its four strategic research themes.

For these reasons, we are proposing re-naming the Centre as the “CMA Innovation Centre”. The renaming and the specific name have been discussed in detail with the Centre’s Advisory Board, made up of representatives both from the donor – CMA Canada – and from the Beedie School of Business. There is a strong consensus among the Advisory Board that the name CMA Innovation Centre would much better reflect the interests of the donor, the activity of the Centre, and the strategic direction of the Beedie School of Business. Renamed as CMA Innovation Centre, the Centre would be positioned to play a more catalytic, strategic role in the School and in the local and national business communities.