



Reorganization Express



# Naming and Renaming USGS Structure/Organizations/Disciplines

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Ohh....

I wish I were a Natural Science Center  
That is what I truly want to be-e-e  
Cause if I were a Natural Science Center  
Everyone would co-op-erate with me



# United States Bureau of Natural Sciences

- RECOMMENDATION: Adopt the use of “Bureau” similar to other DOI agencies
- Goodbye USGS
- Hello USBNS



Introductions and state issue (no naming convention for offices in the USGS...we were asked to solve this problem)

This team has found a solution. We have recently sent out a press release. The NY Times has picked it up and we have a journalist here today from Holland who is curious how we came to this wonderful result.

(M) Why did the USGS change its name to Bureau of Natural Sciences?

(R) Because we do **SO** much more than geology...

(M) Why have you also renamed all the names of your offices?

(R) Because the USGS lacked a cohesive image and it prevented us from promoting our goal of one bureau, one mission, one message.

(M) Why did this create a problem for you?

(R) Because we did not have a consistent naming policy for our offices or managers, it hampered cooperation with our external customers as well as internal cooperation.

(M) I notice that your org has also reorganized. Is it coincidental that your renaming occurred at the same time?

(R) No it is not coincidental! It was a golden opportunity to reaffirm the bureau as a world leader in natural sciences through our demonstration of scientific excellence and responsiveness to society's needs.

.....

(M) Your result is just so fantastic. What methods did you use to come up with this brilliant idea?

(S) We actually used many creative ideas such as visual explorer, brainstorming, thinking hats, and brainwriting. It all got started with this.....(Steve shows cheese image and explains the significance)

(M) This is so creative, did you use any other methods?

(S) It just so happens that we used the "whack pack" to help us explore new ways of understanding the dilemma. We used new tools ...our research showed there were sacred cows, but in the end we realized there are no sacred cows. For example, one of the "whack pack" cards said: What can you eliminate? What sacred cow can you slay?" Being able to slay that sacred cow, liberated our minds to see the big picture. The sacred cow was the name "USGS" as well as historical center names. This is how we came up with BNS, which fits very well in the DOI and more accurately describes our mission.

(M) What types of processes did you use to zero in on a solution?

(L) We used all of the creative problem solving tools. It was important not to rush to a solution/decision. We resisted the urge and soaked for three days, which in the end caused a little panic. But, it also brought us to a more creative/durable solution or way to manage the dilemma.

(M) How did you finally zero in on the solution or figure out the best way to manage the dilemma?

(L) One of the outcomes was the use of taxonomic convention to organize office hierarchy. Here's our example...(L show flip chart with taxonomy)

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Handout Policy Memo (Steve and Ron hand out the memo)  
Refer to Org Chart with new names (offices and managers)

(M) I have seen your policy memo. Could you explain your naming convention in more detail? (Org chart)

(D) The new BNS is at the departmental bureau level. It is run by the Director. The director is supported by the following staff offices: Office of Hydrology, blah, blah (right side). These offices all have a chief. All offices of national capabilities start with "National" and report to their respective specialties. The heads of these offices are also "chiefs."

Then we have three science regions and they are headed by regional directors (no change from current organizational structure). The change is that the 10 sub-regions will be headed by science directors, who will be identified by their sub-region (e.g., the Science Director for the Mid-Atlantic sub-region will be called the Mid-Atlantic Science Director).

The most sweeping changes are at the Center level, that level right below the science directors. All center names will start with BNS and then will be followed by four elements. The element following BNS is state or sub-region, the second element will be either discipline, natural (integrated), or topical; the third element will be science or research, followed by Center as the fourth element. For field offices, the same naming scheme exists, except we add town, field office.

This is the end of our presentation. However, we have a little group exercise to illustrate the significance and importance of this change.

**Policy Statement**  
**Naming Conventions - Offices and Office Directors**

**Background:** USGS is adopting naming conventions for offices and office directors to promote the concept of “**one bureau, one mission, one message.**” The approach is to demonstrate agency hierarchy, office locations, and research themes in a consistent naming convention.

**Policy Statement:**

- a. United States Geological Survey will be renamed the United States Bureau of Natural Sciences (BNS). All office names will be preceded by BNS.
- b. At headquarters level, we will have Office of Hydrology, Office of Biology, Office of Geology, Office of Geography, Office of Geospatial Information, Office of Administrative Policy/Services, Office of Human Capital, Office of Budget and Performance, Office of Communications & Outreach, headed by Chiefs, e.g., Chief, Hydrologist. Offices with national capabilities will be named National Water Quality Laboratory, National Center for Earth Resources Observations and Science, etc. These offices are headed by Chiefs and report to their respective specialty offices (i.e., Office of Hydrology, etc.).
- c. Below headquarters level, there will be three regional offices, Eastern Region, Central Region, Western Region, headed by Regional Directors.
- d. Contained within the regions will be 10 sub-regions. These sub-regions will be headed by Science Directors; e.g., Mid-Atlantic Science Director. The sub-regions report to their respective Regional Directors.
- e. Contained within the sub-regions will be numerous centers, which will be headed by Center Directors. Center Directors will report to sub-region Science Directors. Naming conventions for centers will conform to the following format:

<i>Bureau of Natural Sciences</i>	<i>State or Sub-region</i>	<i>Geology Geography Hydrology Biology or Natural (if integrated) or Topic/Theme (specialty, up to 2 words)</i>	<i>Science or Research  (define discrimination criteria)</i>	<i>Center</i>
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Examples:

The existing Woods Hole Science Center could be renamed the BNS Northeast Marine Geology Science Center or the BNS Northeast Marine Science Center.

The existing Western Fisheries Research Center could be renamed the BNS Northwest Fisheries Research Center or the BNS Northwest Fish Pathology Science Center.

- f. Field stations, units, or other sub-entities reporting to Centers will follow the above naming convention appended by “-[Town] Field Station, e.g., BNS Iowa Water Science Center - Ft. Dodge Field Office. These units are headed by managers/supervisors.

**Implementation:** The Director, BNS, will approve all office names. All office directors will submit a request through the Regional Directors or Bureau Office Chiefs no later than December 1, 2005. New names will go into effect October 1, 2006. All approved names will be submitted to the Congressional Liaison Office for notification of affected Congressional Districts.

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