

ACTION LEARNING SCENARIO #3

Naming and Renaming USGS Organizations



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The Issue: There are no bureau policy and procedures in place regarding the naming or renaming of USGS organizations (e.g., headquarters offices, including national capabilities; science centers; field stations reporting to science centers, etc.)

In a March 29, 2005, e-mail, the Director stated that the renaming of Water District offices disclosed that certain issues need to be resolved, such as who can make decisions on name changes, what process should be used to arrive at a decision, what procedures should we have in place to ensure consistency in rationale behind naming organizations, and how much consultation with DOI and other interested parties is appropriate or necessary. NOTE: Neither the Departmental Manual nor the Survey Manual provides guidance on which offices or parties to be consulted when changing the name of an organization.

The Director's e-mail further states that, "there are few if any centers that don't already have names". Therefore, the focus of this effort will be on renaming USGS organizations. However, the practices implemented will be useful for naming USGS organizations that are established in the future.

The Challenge: The challenge is to draft a consistent naming convention among all USGS organizations, ensuring that roles are more accurately reflected. Members of the Leadership 201 class can provide valuable input regarding this issue. Questions to be answered are: Who has approval authority for naming or renaming a USGS organization? What should these organizations be named? What process should USGS use to arrive at a decision on whether to name or rename a component? What procedures should we have in place to ensure consistency in the rationale behind naming components? How much consultation with DOI and with outside interested parties is appropriate or necessary? For each type of organization, please indicate proposed title of head of organization, e.g., science center chiefs being called "Center Director".

Background Information: (Attachments)

1 - March 29, 2005, E-mail from the Director, subject, "Center Names"

2 - March 29, 2005, Memorandum from the Director, subject, "New Naming Convention for USGS Water Resources District Offices and District Chiefs"

3 - June 6, 1997, Biology Resources Memorandum, subject, "Center Names" (This memorandum established a philosophy, policy, caveats, and a process for name changes for BRD.)

4 - Sample Levels to Use as Guidance for Drafting Approval Authority to Name and Rename USGS Organizations



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Leadership. . . getting to the  of the matter