

A "Slightly New Name" for an Energetic Organization

It took a two-day strategic planning session, followed by committee and board discussions, and a minimum of six weeks of conference calls, to work through the list of possible name changes for the National Consortium on Health Science and Technology Education (NCHSTE)! In January 2009 at the NCHSTE annual meeting, the board voted to drop "and" from the consortium's official name. In April 2009, the culminating event occurred with a unanimous electronic vote of the board membership to change the name of this organization to the ***National Consortium for Health Science Education (NCHSE)***.

In 1991, when the consortium was organized "*technology*" was certainly the "*buzz*" word. At that time, the organization believed it was necessary to include "*technology*" in its name as a way of emphasizing the integration of technology in healthcare. In today's world, technology is a part of almost everything people do in the workplace and in their personal lives. Technology is a large player in the majority of healthcare careers and beyond. As a result of the widespread use of technology, the organization agreed that technology was no longer needed in its name to define their mission and purpose.

Now the **National Consortium for Health Science Education** is ready to promote this new name to their customers. E-announcements have been sent, the logo has been updated, website updates will occur, and a promotional banner for use at meetings and conferences has been ordered. The new name reflects the innovative and dynamic qualities of an organization poised for growth.

Watch for continued to website updates and marketing materials with the new name. As of June 15, 2009, the new web address will be www.healthscienceconsortium.org. Customers accessing the website using www.nchste.org will automatically be converted to the new domain name.