WHAT'S IN A NAME?

Formal request for feedback on a proposal to change the name of the *New Zealand Computer Society* to the **Institute of IT Professionals**

Institute of Professional Engineers
Institute of Directors
Institute of Chartered Accountants
Institute of Management
Institute of Architects
Institute of IT Professionals

Written by Paul Matthews
Released on behalf of the Executive and Council
of the New Zealand Computer Society Inc

NZCS
NEW ZEALAND COMPUTER SOCIETY

ADVANCING
THE ICT
PROFESSION

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Consultation Information

Formal consultation on the name change recommendation is NOW OPEN.

NZCS has proved a durable organisation over many years, but our name no longer properly reflects what we are about. If we are to effectively represent an industry which has been and continues to be at the forefront of change in our way of life, we must demonstrate that we are able to change ourselves when the occasion demands it.

I firmly believe this is one of those times. This document lays out the rationale for the proposed change very clearly. I think this rationale more than stacks up, and I commend the proposal to you as an important step in the on-going evolution of our organisation.

I realise that it will be a challenge for some to farewell a name that has served us well. If our members adopt this change we will do so with the utmost respect for our past and for those that shaped the organisation to date. But this is the name only. The society will continue tomorrow as it has today and this will continue to be your organisation.

We must look to the future and grow our relevence by showing the same level of dynamic future focus and acceptance of change we ask of our members every day as IT Professionals.

Ray Delany
NZCS President

The timeline for activity is as follows:

5 March 2012
Formal consultations open (*see below*)

15-31 March 2012
Discussion workshops in Auckland, Wellington, Christchurch, Hamilton and Dunedin in conjunction with Branch AGMs (see www.nzcs.org.nz/events)

15 April 2012
Written submissions close

30 April 2012
Announcement of proposal to take to Society Special General Meeting (incorporating feedback from written consultation process)

June 2012
Proposal to Special General Meeting of membership (in association with Society AGM)

Making a written submission

The executive and National Council invite written submissions on the name change proposal (as well as informal consultation through workshops at Branch AGMs).

We've included a set of specific questions and issues we are seeking feedback on in an Appendix to this document and would greatly appreciate you taking a few minutes to respond to some or all of these points.

Or, you can make any comment or feedback whatsoever unrelated to these questions in your submission.

All submissions must be made via email to submissions@nzcs.org.nz before midnight 15 April 2012 to be considered.

Executive Summary

The *New Zealand Computer Society Inc* (NZCS) is the professional body of the Information Technology (IT) industry in New Zealand. As a professional body, NZCS focuses on the education, professionalism and innovation of IT practitioners.

NZCS has been undergoing major change in recent times including a far stronger focus on a range of professional and educational-based projects such as the development of the independent *IT Certified Professional (ITCP)* certification, attention to secondary and tertiary education and a greater level of representation for the profession.

Following over a year of research, analysis and consideration the Society is recommending a major name change to **Institute of IT Professionals** or *IITP* (pronounced double-I, T, P). This is consistent with other similar bodies such as *Institute of Professional Engineers*, the *Institute of Accountants*, the *Institute of Directors*, *Institute of Architects*, *Institute of Management* and many others.

There are numerous reasons for this name change. The current name has become a barrier to the progress, growth and relevance of the organisation and does not represent what the organisation has become.

The only change being signalled is the name; the culture, meaning, intent, purpose and Objects of the Society would remain the same. We're not proposing changing our organisation, just changing the name used when communicating it.

The terms "computer", "society" and "computer society" do not connect with the public, especially younger individuals.

Independent research found that twice as many members of the public believed they "recognised" *Institute of IT Professionals* over *NZ Computer Society*, even though the former doesn't actually exist yet, demonstrating the relevant and recognisable name pattern of the new name vs old.

Crucially just 4% of those under 30 believe they've heard of the current name versus 52% who believe they've heard of the *Institute of IT Professionals*. This is before any marketing activities have been undertaken.

Head to head, 82% of the public said they believe *Institute of IT Professionals* is more appropriate for the name of the body operating professional certification than *NZ Computer Society*. While that is not our only function it is a strong indication of public relevance and trust between the two names.

Internationally, many of our kindred partners are considering similar name changes and the *British Computer Society* has already renamed to the *Chartered Institute for IT*. It's likely others will follow suit should we change.

Much consideration has gone into the structure and detail of the name with the pattern (Institute/Association/Society of/for IT/ICT/Technology/Computing [Professionals]) being the primary focus. Other options were also considered as well as the placement of "New Zealand" in the name.

Following considerable research, analysis and consideration, *Institute of IT Professionals* was determined to be the most appropriate name and is hence the recommended new name.

IT (Information Technology) was chosen over ICT (Information and Communications Technology) for a broad range of reasons outlined in this document. While there will likely be ongoing debate on which term is best, we believe the rationale for IT outweighs that for ICT.

Within New Zealand the primary term used would be *Institute of IT Professionals* or *IITP* without NZ in the name (similar to Institute of Directors). For international use, *IITP-NZ* would be used or *Institute of IT Professionals (New Zealand)*. The full legal name would be changed to Institute of *Information Technology Professionals (New Zealand) Incorporated*.

Following consultation and with general support of the membership, this proposal would be formally put to a Special General Meeting of members in early June 2012. 66% of the voting membership must support this change for it to proceed.

If the name change proceeds it will occur over a two-month period following the SGM. The Society will continue to recognise existing post nominals (such as MNZCS) for 18 months following so members don't have to reprint stationery but will also issue new post nominals, plus new membership certificates in the new name and branding over the following 12 months at no charge to members.

Formal consultation has commenced and the Society invites formal submissions, for or against, from all members and other stakeholders until 15 April 2012. This document contains an appendix with specific questions we're seeking feedback on, however submissions can contain any views, comments or suggestions.

A range of Society leaders past, present and future support this change and we believe it is imperative for the future relevance and growth of the organisation.

We ask that our membership supports the modernisation of our name and considers the recommendation to change to the *Institute of IT Professionals*.

① Introduction

The *New Zealand Computer Society Inc* (NZCS) is the professional body of the Information Technology (IT) industry in New Zealand. NZCS focuses on the education, professionalism and innovation of IT practitioners.

The Society started in October 1960 as the *New Zealand Data Processing and Computer Society* before its name was shortened in 1967.

Our industry changed rapidly and dramatically in the ensuing 45 years. We are no longer *Data Processing professionals* as we were originally known, although we still process plenty of data. We are no longer known as *Computer Professionals*, although by and large we still practice our art on computers.

We are IT Professionals.

Our organisation has existed as long as our profession and seen industry terms change and other organisations come and go. If we are to continue our history and be relevant for the next 50 years our organisation must adapt, grow and change in the way our industry does - and that includes our name.

This document and recommendation is the product of research, analysis and consideration spanning more than a year.

1.1 Who are we?

For over 50 years our organisation has been an integral and major part of our profession. However, as with most organisations our strength, relevance, level of activity and profile has been high and low. There have been times when we haven't kept up with the rapidly changing nature of our industry.

We've reinvented ourselves before, but never to the extent we have over the last four years. In this time we've undertaken significant internal transformation. We've overseen changes in how IT is taught in schools. We've seen the introduction of accreditation of IT Professionals and we've represented our profession like never before.

We've also created projects to drive digital literacy, lead some of our industry's efforts to support small business in quake-hit Christchurch and will soon be spreading our industry's message in schools across the country. We've provided hundreds of events, presentations and courses across the country including a major 50th Anniversary Conference. We've begun aligning tertiary IT degrees to international standards and we've achieved much more besides.

But the job isn't finished yet. If we are to continue to mature and develop into what our industry and our country needs us to be, a modern and relevant professional body, we must be more easily recognised by those around us and that starts with our name.

1.2 Our current name as a barrier

Those who have been involved with the Society for a long time quite rightly have an emotional connection to our organisation – in many cases it's been a part of their professional life for a very long time.

But our organisation is not our name. Our organisation is our members and the IT profession. Our organisation is who we are, what we represent and the activities we undertake. Our name is important in that it identifies us to others but it doesn't define who or what we are.

Most in our industry and our country, especially those under a certain age, don't relate to "Computer", "Society" or "Computer Society" any more, or never will. Many don't understand what it even means and at best, see it as defining our organisation in very narrow terms.

- Recent independent research found **the public by and large don't recognise our name and don't trust it compared to the alternative**.

- A recent online poll of our members found **only 1% see themselves as "computing professionals" versus 91% for IT or ICT Professionals**.

We are the body of Information Technology Professionals, in software development, testing, hardware, communications, analysis, project management, digital design or any of a range of other industry segments.

But in today's language "Computer Society" simply does not communicate this.

We have a great history and we must always honour this legacy. However that doesn't mean we shouldn't adapt and change with the times. Quite the opposite: if we don't, we will fail as we've come close to doing before.

In New Zealand we have the *Institute of Professional Engineers*, the *Institute of Accountants*, the *Institute of Directors*, *Institute of Architects*, *Institute of Management* and many more.

Has the time come for us to become the **Institute of IT Professionals**?

> *"This change is well overdue. It is imperative to reflect the purpose of this organisation, so I wholeheartedly support this initiative and strongly encourage other members to do the same."*
>
> *Elizabeth Eastwood* NZCS WELLINGTON BRANCH CHAIRMAN

1.3 *The proposed name*

The Society recommends a new name: **Institute of IT Professionals** or **IITP** (pronounced double-I, T, P).

The full legal name of the organisation would be *Institute of Information Technology Professionals (New Zealand) Incorporated* however this would only be used in formal situations.

Internationally, our country would be appended: *Institute of IT Professionals (New Zealand)* and IITP-NZ.

1.4 *What is IT?*

Within the context of our organisation we consider all areas covered by the skills of the SFIA Framework to define Information Technology.

This covers hard skills around software development, networking, service management etc but also all other professional areas through to IT sales and marketing and everything in between.

You can view a list of the SFIA skills here: http://nzco.mp/sfia

> *"Our name no longer reflects the breadth of our technology and its applications. The current name almost implies that we deal only with the hardware when software, communications, applications, the structure of organisations, ethical, political, legal, international and other issues are also all a part of our orbit. We need a new name which reflects the enlarged impact of what we do."*
>
> *Perce Harpham* NZCS PRESIDENT 1972-1973

1.5 *Keeping an open mind*

There are many reasons for and against changing our name. In weighing these up, we genuinely believe this is our preferred option.

We've grappled with this issue for many years and believe now is the time for decisive action.

It is our members who will decide whether we proceed. We hope that our membership will consider the pros and cons with an open and objective mind and agree that this is the only option if we are to remain relevant today and into the future.

② The Drivers for Change

Change is an integral part of what we do; our industry is built on continual change and development. One of our favourite sayings is *the only constant in IT is change*.

This doesn't mean we should make changes just for change's sake of course. Any significant change should be well thought-out, researched and only undertaken to bring a demonstrable improvement.

In our case, any new name should also lead to instant recognition of who we are and what we do, within reasonable bounds, or what's the point? This has to be the primary criteria for our name change.

2.1 Representing who we are

The first question we must ask is whether our current name, and any potential alternative name, truly reflects who are as an organisation? A good name will project meaning and help people understand our organisation, at least in a general or "broad" sense.

We are the professional body of IT practitioners and focus on both representing the profession and building professional, educational and innovative outcomes.

> *"We are no longer Computer People, we are IT Professionals and our name has to reflect that. I believe the time is right to make this change."*
>
> *Mike Harte* NZCS PRESIDENT 2001-2003

Our current name carries meaning for those already associated with our organisation. But if you had not come across us before, **do the words *New Zealand Computer Society* portray this meaning?**

Our research indicates that those who know nothing about our organisation don't get this meaning from our name. Anecdotally, many can't differentiate our name from a computing hobbyist club or an organisation promoting digital literacy. Very few unfamiliar with our organisation understand, without explanation, that we are a professional body.

2.2 Public Recognition

As a profession we serve the public in much the same way that all other bona fide recognised professions exist to serve the public. A necessary prerequisite to this is being recognised as such *by* the public.

If we ask the public to trust our members as IT Professionals, they must be able to recognise our organisation as the credible body promoting this trust.

NZCS commissioned independent public polling to ascertain the level of recognition for our name *outside* our industry.

We also sought to gain insight into the *implied recognition* of the proposed alternative name (*Institute of IT Professionals*), ie what percentage of the public believes they recognise the proposed name.[1]

POLL: *Which of these organisations have you heard of before?* *(Abridged)*	
NZ Computer Society	16%
Institute of IT Professionals	30%
(including 8% that had "heard of" both)	

Just 16% of the public recognised *NZ Computer Society* as a name. Yet almost double this number believed they recognised *Institute of IT Professionals*, even though the organisation doesn't exist yet.

This result was even more pronounced in the younger age groups. Just **4% of those aged under 30 "recognised" *NZ Computer Society* versus 52% who "recognised" *Institute of IT Professionals***.

This illustrates conclusively the lack of connection between the current name and the next generation. *These results were for the general public, name recognition within IT is stronger.*

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1 Results were obtained via a random phone poll conducted by a professional and independent research company in February 2012. Margin of error 5.5%.

2.3 Trust and Credibility

The results above demonstrate the *pattern recognition* of the proposed name, discussed in more detail in Section 4. The proposed name is more instantly recognisable and this brings significantly increased credibility.

The results become even more interesting when comparing the perceived public credibility of the two organisation names.

To obtain a comparable level of trust between the existing and proposed name, we asked which organisation, based on name only, the public would trust most to provide accreditation for IT practitioners. This isn't the only function of the organisation but was useful for trust comparison purposes. It's imperative that the public trust the organisation that accredits professionals.

> *"Our organisation plays a vital role in the New Zealand IT industry and I believe this name change is crucial for the society in order to build on existing momentum and maintain relevance in an ever-changing technological world."*
>
> *Brett Roberts* NZCS Auckland Branch Chairman, 2011

Poll: *Which name would you trust most for the body that provides accreditation for those working in IT or computer fields? (Abridged)*

NZ Computer Society	10%
Institute of IT Professionals	45%
Unsure/Refuse	45%

82% of the public trust the name *Institute of IT Professionals* more than *NZ Computer Society*.[2]

This result is profound and matches the experience of our kindred body the *British Computer Society* which recently changed to *The Chartered Institute for IT*. CEO David Clarke reported an immediate dramatic increase in perceived credibility as a direct result of their name change.

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2   Of those expressing a view, not counting unsure/refuse to answer responses.

③ Our kindred partners

NZCS is an independent body that works closely with similar organisations around the world including many similarly named.

A concern expressed by some of our members is whether this name change could potentially distance our organisation from international partners.

Many of our international partners are considering similar name changes with some having already implemented. Proposed new names are similar in structure and style to Institute of IT Professionals.

3.1 British Computer Society now Chartered Institute for IT

In late 2009 as part of a major rejuvenation effort the *British Computer Society* changed their name to BCS, *The Chartered Institute for IT*.

BCS's significant name change provides insight and information as to the impact of a process similar to ours and it's interesting to note the extremely positive outcomes of this change.

Two years on, BCS chief executive David Clarke has categorically endorsed their name change and the impact this has had on their organisation, in terms of membership and public credibility. They've undergone much change over the years yet Clarke lists this as their most significant turning point.

The rationale for their name change was very similar to ours. They had matured as an organisation and had found that their name lacked meaning, credibility or recognition amongst their members and the public, especially younger people.

During discussions Clarke has personally strongly encouraged and endorsed NZCS to undertake this name change; in his words, we'll never look back.

3.2 Other organisations

While we are unable to name them as most discussions have occurred in confidence, the leadership teams of many similarly named organisations we work with have considered or are considering a name change similar to ours.

> *"The perceived credibility of the British Computer Society increased dramatically, literally overnight, when we changed to BCS, The Chartered Institute for IT. We've never looked back."*
>
> *- David Clarke,* BCS CEO

④ Naming Options

The proposed new name, *Institute of IT Professionals* (IITP), was arrived at following significant consideration and research into various options available over a long period of time. As part of this research NZCS considered the naming structure of many other similar organisations in other professions.

On the assumption that a name change is necessary and inevitable it's important to ensure that any new name is consistent with both public naming expectations and other similar organisations' names.

4.1 *Naming conventions*

It was determined that a particular structure of name was consistent with the majority of other bodies.

Following research, options are:

> **Institute | Association | Society**
> **of | for**
> **IT | ICT | Technology | Computing**
> [**Professionals**]
> ["**New Zealand**" at start or end]

Other options were also considered such as *Technology New Zealand* and *IT New Zealand* and others. While these were "snazzier" than the options above, they fail the primary requirement of our new name: that someone unfamiliar with the organisation would gain an understanding of who we are just from the name.

For instance, if we were *Technology New Zealand* does that mean we represented professionals or companies? Or perhaps the use of technology itself? And what does technology mean anyway?

4.2 Institute, Association, Society?

Reviewing other organisations' names it became clear there are three descriptors used broadly.

Institute was chosen for several reasons including:

a) A process of elimination. *Association* is often used in a non-professional body sense to refer to a group of companies or individuals with a specific joint interest (such as an association of telecommunications users in TUANZ) or a Union (such as Post Primary Teachers Association). We believe using Association could confuse who we are thus not meeting the naming requirement.

b) *Society* is a near defunct term and was not considered relevant, leaving Institute.

c) Most other credible professional bodies in New Zealand have settled on *Institute*.

d) Perceptions around name recognition revealed by our commissioned research.

For these reasons and others, we believe *Institute* is the most appropriate descriptor.

4.3 Of or For?

This was a linguistic issue but was resolved by considering who we are and what we are. We are not an organisation providing a service *to* or *for* IT professionals. We are the body *of* IT Professionals.

We believe that our core function of being a membership body needs to be recognised in our name, thus *of* is the most appropriate term.

4.4 IT, ICT, Technology or Computing?

This selection was not as clear and views were split. The main issue is that there is no generally agreed umbrella term for those practicing in our field and consequently none of these options were considered perfect.

Computing was not considered an appropriate term. While computing is a key part of a core constituency of NZCS, the term is considered narrow by many.

> *NZCS has considered changing the name in the past, however now is the time to make these changes – the world is recognising the depth and width of the IT role in business and society.*
>
> **Ian Mitchell** NZCS PRESIDENT 1994-1997

Technology found favour with some, more so due to the shortcomings of IT and ICT as umbrella terms and concern over whether these are too narrow. However, this was dropped for several reasons:

1. Section 253C of the Education Act 1989 prevents the use of the term *Institute of Technology* in a name without approval from the Minister of Education. This removed "Institute of Technology Professionals" as an option.

2. As a generalisation, people in New Zealand don't think of themselves as *Technology Professionals*. The online poll of members found only 5% identified with the term (versus 91% for IT or ICT Professional).

3. The terms means many different things in many different fields. We don't consider medical professionals as part of our constituency, yet they use *Technology* in that field. As do Engineers (in a broad sense, not just in reference to IT), Mechanics and many others professions.

4. The term is considered too generic to the point of losing meaning. The result is it fails the primary name test: the public simply wouldn't know what it is intended to mean.

IT vs ICT was considered the biggest challenge, which presented the most difficulty finding the appropriate broad term.

ICT stands for *Information and Communications Technology* and some view it as representing the convergence between IT and Communications such as mobile, broadband, IP phone systems, etc.

The Society views Communications as an important part of our sector, however, has selected *Information Technology* for the following reasons:

1. Communications are a core part of our field. However so is software, analysis, systems architecture, project management and many other sub-fields. It is our view that not including the C in the name doesn't exclude Communications from our field. In the same way, not including other sub-fields of IT in the overarching name doesn't exclude them.

2. Crucially, many in the public (and in in our sector) don't understand or have never heard of ICT as a term, yet do understand what IT is. Recognition is fundamentally important in a name.

3. Many who use the term (including ourselves) consider IT and ICT more or less interchangeable. We often think of *IT Professionals* operating in the *ICT sector*.

4. While it was close, our online poll showed more related to IT Professional (51%) vs ICT Professional (40%) and we believe this is reflected within the industry.

5. Importantly, very few entrench their position behind one or the other. Most comments, while promoting one or the other, made it clear it was simply a case of personal preference with either generally fine.

6. IT is more consistent with other named activities of our organisation such as *Information Technology Certified Professional* (ITCP), the accreditation of senior IT professionals. Introducing ICT in our name would likely lead to significant confusion.

7. We believe the distinction is not significant enough that we should spend our meagre resources communicating what to many is a new term in addition to communicating who we are.

8. The term "I-C-T Professionals" is clumsy when spoken compared with "IT Professionals", especially as part of a longer name ("Institute of I-C-T Professionals). IITP is also preferable to IICTP as an acronym, which would be confusing, especially alongside ITCP Certification.

Some professionals consider IT to mean computing infrastructure. Some software developers consider the term to exclude them. In all cases, when asked if they consider themselves part of the IT Industry, they all replied in the affirmative.

Is it perfect? No. But it's a term everyone understands to approximate who we are and what we do and thus meets our prerequisite more than any other option.

We cannot let *perfect* get in the way of *good* and we believe this is a far better option than the current name. No doubt there will be continuing debate about our sector's umbrella term, however we believe we must go with what is most recognised in New Zealand and that's *Information Technology*.

4.5 Should we include "Professionals"?

Another issue is whether we should include "Professionals" in our name, as in "Institute of IT Professionals" as opposed to just "Institute of IT".

The problem arises as there is no umbrella term for those that *do* IT. For instance, Accountants are those that practice Accounting. Lawyers are those who practice Law. Architects are those that do Architecture.

Some argue for the term *Information Technologists*. We don't believe this is a term that is widely used or will be any time soon. Most consider themselves "a software developer (sub-field) and an IT Professional (profession)" rather than an Information Technologist.

We believe our name must represent the fact that we are a body of professionals, not a body of vendors or other stakeholders. Thus the suggestion to call ourselves the *Institute of **IT Professionals*** rather than *The Institute of IT*.

This also resolved potential trademark issues. Overall, we represent IT Professionals and believe that should be our name.

> *"With ITCP and other initiatives, 'professionalism' is at the absolute core of who we are and what we do. Our name should reflect that and I'm very happy to support this change."*
>
> *Don Robertson NZCS PRESIDENT 2007-2010*

4.6 Where to put New Zealand?

There's a mix within existing organisations between placing it at the start (eg NZICA, NZ Institute of Chartered Accountants) at the end (eg IPENZ, Institute of Professional Engineers New Zealand) or neither (eg IoD – Institute of Directors).

The name proposal is as follows:

- For most activity within New Zealand we believe NZ is superfluous, thus would use *IITP* (pronounced: double-I,T,P) or *Institute of IT Professionals*.

- Our full legal name would be *Institute of Information Technology Professionals (New Zealand) Inc* to distinguish between our organisation and that in other countries.

- For international matters we would use IITP-NZ or Institute of IT Professionals (New Zealand).

The hope would be that in time, other bodies around the world would adopt the same naming convention, becoming the Institute of IT Professionals (Australia), (Canada) etc.

⑤ Timing and Logistics

If we accept that our current name is outdated and needs to change we have to consider timing and whether the costs and other logistical issues outweigh the benefits of change.

5.1 Timing: Why now?

NZCS is on a pathway to professionalism. We've achieved a lot over the last four years, however we still have a way to go.

As with most similar bodies in other industries, the time to modernise and adapt our name from a Society to an Institute has come after the significant professionalisation of our body.

When we started this process it wasn't the right time to change our name. We are now no longer a *Computer Society*. We're now an *Institute of IT Professionals* and we believe the time is right to make this change.

We are thus now undertaking formal consultation on this issue with our membership and other stakeholders. We will be discussing this at all Branch AGMs in March 2012 and, if the proposal has support, will be putting it to a Special General Meeting of the Society in late May or early June 2012.

If accepted, the changes themselves would take effect shortly following this date with the main publicity in July or August.

"What a great step for our organisation! This is a really important one and I hope NZCS members can see why we need to change and innovate to keep up with the times."

John Ascroft NZCS Canterbury Branch Chairman and CIO of Jade Corporation

5.2 Legal ramifications

There is no legal distinction between a *Society* and an *Institute* in terms of legal structures and there is no suggestion that our organisation change from the Non-Profit Incorporated Society status it now enjoys.

The only legal requirement in terms of the change itself is a change in our Constitution (should the members approve) and subsequent request for change to our entry in the Register of Incorporated Societies. There is no cost for this.

⑥ Costs of making the change

6.1 Cost of change to NZCS

There are internal costs involved in undertaking this change. These include:

- Updating all of the Society's stationery, pamphlets, signage and websites

- The cost of marketing to communicate the name change

- Legal and other costs related to the change

- Supply of new membership and ITCP Certificates

- Short-term loss of brand recognition within the industry (countered by longer-term benefit)

The Society would supply new Membership, ITCP and Corporate and Educational Partner Certificates, in the new name and logo of the organisation, as each membership is renewed over the subsequent 12 months. There would be no cost for these for members or partners.

It is expected that replacement signage and stationary would cost less than $10,000. Some decisions around the supply of certificates are still to be made (for instance whether to supply certificates in a frame) and the cost of such will vary from a few thousand through to significantly more.

The additional launch marketing spend is also not finalised and will depend on a number of factors. As with all marketing spend, however, we would expect to see a return on any investment in this area in the form of additional members.

While certainly not inconsiderable, these costs are not major in the bigger picture and we believe the benefits of making this change outweigh these costs. We are also in a position to leverage this change more than ever before.

6.2 Cost to members

Most of the Society's professional members use the post nominals (such as MNZCS) on their business cards and other stationery.

The Society would recognise the old and new postnominals for an overlapping period of 18 months following the change and believe that most members would have the opportunity to update their business cards in this time without additional expense.

The Society would also work with all members to provide updated logos and other marks to replace those on websites and stationery.

We thus believe any financial cost to our members would be low.

⑦ The Proposed Transition

If this proposal is accepted and proceeds the transition would occur over a 20 month period from the Special General Meeting approving the change.

7.1 Proposed Timeline

Late May / June	Next 2 months	Next 18 months	Thereafter
Special General Meeting (in conjunction with Society AGM) considers recommended change.	Preparation for the change and transition of website and signage. Recognition of the new post nominals immediately following approval at SGM.	Recognition of both the old and new set of post nominals to allow members to transition to the new set as stationery is reprinted.	Only new set of post nominals recognised.

7.2 Post nominals and recognition of previous marks

As with the name change, the post nominals and formal statements around Society membership would change.

The old and new post nominal would be:

Old Member Grade	New Member Grade	Old PN	New PN
Member of New Zealand Computer Society	Member of the Institute of IT Professionals	MNZCS	MIITP
Associate Member of New Zealand Computer Society	Associate of the Institute of IT Professionals	AMNZCS	AIITP
Fellow of the New Zealand Computer Society	Fellow of the Institute of IT Professionals	FNZCS	FIITP
Honorary Fellow of the New Zealand Computer Society	Honorary Fellow of the Institute of IT Professionals	HFNZCS	HFIITP
Affiliate of the New Zealand Computer Society	Affiliate of the Institute of IT Professionals	–	–

⑧ Conclusion

This paper explored some of the key factors that have led the Society to conclude that the time has come to modernise our name.

This is the result of significant research, consideration, debate and analysis over several years. This has also been considered several times in the Society's history, however the time is right now more than ever before.

There are emotive and "resistance to change" reasons to not proceed with this name change, however, the evidence is clear: this is the right step for our organisation.

Independent research shows that the public, by and large, reject our current name and embrace the proposed name before we've undertaken even minor marketing. Our members don't professionally relate to our existing name. Leaders such as the IT Minister herself see the name as implying a limited and dated scope for the organisation.

> *"This is now a credibility issue. Our name was relevant in the 60s, 70s, 80s and maybe even 90s but for the organisation we are becoming in the 21st Century, it no longer appropriately represents us. This change has my strong support."*
>
> *Gillian Reid* NZCS PRESIDENT 1999-2001

We represent an organisation where our members must continually deal with change and repeatedly reinvent themselves just to keep up in a challenging and ever-changing industry. It's time their professional body did the same.

We have a mission and a vision and we are a long way down the road to achieving them. The time is now right to bring our organisation's name and brand in line with this professionalism vision.

It's time we became the **Institute of IT Professionals** and we ask members to support this major change.

Appendix

Consultation Questions

The Society specifically requests feedback on the following questions. Note that submitters may choose to respond to some, all or none of these questions and submissions may take any format.

1. Do you support changing the organisation's name from *New Zealand Computer Society?* If not, why do you think this isn't necessary?

2. Do you agree with the identified Drivers for Change in Section 2? Are there any issues missing and do you think any are given greater or lesser weighting than they should?

3. Do you agree with the assessment of possible naming structures contained in Section 4 or do you believe alternative structures could be used?

4. Do you agree with the analysis between *IT* and *ICT* (and Computing and Technology) in Section 4 and regardless of personal preference, do you believe *IT Professionals* is the most appropriate option given the points raised in this section?

5. Do you agree that *Institute of IT Professionals* is the best name option? If not, what name do you think would be better?

6. Do you agree with the proposed treatment of the words "New Zealand" as outlined in Section 4 (ie that the words are left out in most circumstances as superfluous but used in international and formal matters)?

7. Do you agree with the timeline and proposed Post Nominals provided in Section 7? If not, what could be done to improve these?

8. Are there any further steps you believe the Society could take to minimise the cost and other impact on members due to the proposed change?

9. If the proposed name is put to the *Special General Meeting*, would you support changing to this from *NZ Computer Society* (even if it is not your preferred choice)?

10. What other comments would you like to make in relation to the proposed name change?