



University of New Hampshire

Franklin Pierce School of Law

Name Change FAQs for Faculty, Staff, and Students ***September 2019***

What is the school's full name?

University of New Hampshire Franklin Pierce School of Law

What is the school's abbreviated name?

UNH Franklin Pierce School of Law or the Franklin Pierce School of Law. We can also call ourselves UNH Law or Franklin Pierce.

I'm a current student. When I graduate, what name will appear on my diploma?

University of New Hampshire Franklin Pierce School of Law.

Why did the school's name change to include Franklin Pierce?

The name change was made to honor the school's past, not the legacy of President Franklin Pierce himself.

When it was founded as a private law school, the school was named Franklin Pierce Law Center in affiliation with Franklin Pierce College. Franklin Pierce was the 14th President of the United States (1853-57) and the only United States President who has come from New Hampshire.

As a President, Pierce was a "politician of limited ability"¹ According to "most historians, Pierce is viewed as an inept chief executive whose traditional style of leadership failed in the face of the massive electoral divisions over slavery and the aggressiveness of Southerners."²

Through its connection to the law school, the Franklin Pierce moniker took on a distinct meaning, divorced from the presidential legacy. This separate identity connoted prestige in intellectual property law and legal education, and became recognized around the world.

When the school became part of the University of New Hampshire, the Franklin Pierce moniker dropped off, which caused confusion and concern among alumni, employers, and many other stakeholders who felt an allegiance to the school as Franklin Pierce. Today, in bringing back the name Franklin Pierce, it is

¹ Miller Center at the University of Virginia, *Franklin Pierce*, <https://millercenter.org/president/pierce>.

² Jean H. Baker, Miller Center at the University of Virginia, *Franklin Pierce: Impact and Legacy*, <https://millercenter.org/president/pierce/impact-and-legacy>.



University of New Hampshire Franklin Pierce School of Law

the school's legacy as pioneers in the study and practice of intellectual property and legal education that are being honored.

The school does recognize the complexities that often arise when the name of a historical figure is used in connection with a contemporary institution. We welcome the opportunity to be part of the on-going national dialogue around reckoning with our country's history. The school remains committed, as it has since its founding, to advancing legal education and law practice to promote social justice.

Where can I find our new logos?

You can find them in a Box folder here:

<https://unh.app.box.com/s/niick0y9fkjcmxok0lwlf0sdemgztutz/folder/78067943899>

I run a center within the law school and need a new logo. How do I get one?

CPA can design you a new logo. The process takes about two weeks. Fill out the form here:

<https://www.unh.edu/cpa/contact>

As a faculty or staff member, will I need updated business cards, letterhead, envelopes, notecards, folders, etc.?

Yes.

New business cards, letterhead, and letterhead envelopes can be ordered through UNH Printing. Fill out the forms [here](#) and email them to: claire.powell@unh.edu

Folders and notecards can be ordered through UNH Printing.

Where can I find new digital letterhead for faculty and staff use?

You can find a copy of the digital letterhead in the name update Box folder here:

<https://unh.box.com/s/0u5pia3g0cwom3qky0htqbt4lfp5jgy>



University of New Hampshire Franklin Pierce School of Law

As a faculty or staff member, what should my email signature be?

You can copy, paste, and update the signature below.

Name *Name*

Title



2 White Street | Concord, NH 03301 | youremail@law.unh.edu | 603.513.XXXX

I need a new banner, tablecloth, or sign for my center or department. How do I get one?

4imprint handles these needs for us. If you're ordering a new banner or tablecloth, our color is "royal blue." You can upload the logo you want printed on your material. <https://www.4imprint.com/>

Will I need a new ID? How do I get one?

No, you don't need a new ID.

Will I need a new faculty or staff name badge? How do I get one?

Yes, you will need a new name badge. Please contact Holly Fadden in Human Resources.

I have more questions.

For branding guideline questions, please contact Jenn Oles, Communications & Marketing Manager.

For questions about the student experience of the name change, please contact Lauren Berger, Assistant Dean of Students or Leah Plunkett, Associate Dean for Administration.