

MEMORANDUM

To: University Faculty

From: Mark G. McNamee *MGM*
Senior Vice President and Provost

Date: February 16, 2011

Subject: Academic Citations

For many years, some might say since our founding, this university has suffered with long, unwieldy names. In recent years, we have become generally known by our nickname, Virginia Tech. However, we still have a dual persona in the world of academic citations. Recently, a review of ISI Web of Science indicated that 50 percent of you identify yourself as an employee of Virginia Polytechnic Institute and State University, while the other 50 percent identified with Virginia Tech. Google Scholar reveals that 57 percent identify employment with Virginia Tech. In both cases, the trend over time is clearly in favor of the Virginia Tech name. Just five years ago, 43 percent of citations used Virginia Tech and 35 years ago, it was less than 20 percent.

Most of us have experienced in one form or another, confusion stemming from our long formal name or the confusion of using two names. Citation searches usually require at least two attempts. Moreover, confusion or lack of awareness hurts our development across the globe. It is apparent that many of you already have begun to recognize that and use the shortened name, Virginia Tech.

The Academic Council reviewed these data sources and circumstances this month. Accordingly, we recommend that you identify your affiliation with Virginia Tech in journal articles, professional conferences, or more generally, in almost all instances.

We are not, at this time, recommending a formal name change. The full formal name still has applications. However, our external name recognition is greatly magnified and improved if we continue adoption of Virginia Tech in published articles. I refer you to the University Relations "style manual" for further guidance.

<http://www.branding.unirel.vt.edu/style-guide.pdf>