

A Proposal to Change the Name of the Canadian Association of University Teachers of German / L'Association des Professeurs d'Allemand des Universités Canadiennes

RATIONALE

German studies in Canada have broadened considerably since the Canadian Association of University Teachers of German/L'Association des Professeurs d'Allemand des Universités Canadiennes was founded in the early 1960s. The name does not adequately reflect the professional activities and interests of the membership today:

- The name CAUTG/APAUC suggests a sole focus on teaching, not on scholarship or research.
- The name CAUTG/APAUC suggests that university level teaching involves "German," not German Studies (language, literature, film, media, culture, etc.).

The CAUTG Executive therefore proposes a new name that better reflects the breadth of our field and our professional activities and that includes the most widely accepted name of the field, German Studies: **German Studies Canada/Études Allemandes Canada.**

Benefits of the new name:

- snappy, short and sweet, in both English and French.
- provides us with the opportunity of reaching out to scholars in allied and related fields, thereby expanding the profile and scope of German studies in Canada.
- will make the association more easily recognizable on the international stage where other associations also centre their identity on German studies (German Studies Association; Association for German Studies).

PROCESS FOR CHANGING THE NAME

The CAUTG/APAUC is a corporation registered in the Province of Ontario. In Ontario, there are two options for changing a business name:

- Permanent name change, whereby the CAUTG/APAUC is replaced by German Studies Canada/Études Allemandes Canada. Filing and legal fees would be approximately \$750-\$1,000.
- Business name registration, whereby we retain the original name yet change the operating name to German Studies Canada/Études Allemandes Canada. Filing and legal fees would be approximately \$300-\$400, and the name registration would have to be renewed every five years.

The CAUTG Executive has considered both options and recommends a permanent name change: it signals a new start for the association, it requires no ongoing registration formalities, and we can afford the costs involved. German Studies Canada/Études Allemandes Canada would remain association #23 in the Federation of Humanities and Social Sciences of Canada listing.

Once the name change has been approved by the membership at the CAUTG/APAUC 2021 Annual General Meeting, the Executive will coordinate the changes necessitated by the switch to a new name.

- Updating all internal information to reflect the new name.
- Updating listserv address and executive email addresses.
- Registering new website address + creating redirects from old to new URL.
- Searching and updating all external instances of the association's name (e.g. with Federation, other websites that list CAUTG, etc.).
- Updating the membership portal.
- Revising branding (logos, etc.).

The Executive will also initiate a membership drive for the new association to make it more inclusive by reaching out to German studies scholars outside of traditional Germanistik (e.g. political scientists, historians, etc.). This effort may include special introductory membership rates, special sections at our annual conference, etc.

TIMELINE

- mid-March - notice to members of pending name change motion + invitation to open information meeting.
- late April - open Q&A session for CAUTG/APAUC members and others interested to learn more about the name change and to ask questions and provide comments.
- early May - official motion of name change sent to members.
- June - ABM - vote on name change motion.
- June - submission of name change to the Ontario government.