

South Texas College of Law Gets a New Name



HOUSTON COLLEGE OF LAW

— EST. 1923 —

FORMERLY SOUTH TEXAS COLLEGE OF LAW

Summary: *South Texas College of Law will no longer confuse people about its location by changing their name to better represent where the school is located.*

[South Texas College of Law](#) is not located in Corpus Christi or some other southern Texas city. The school is located in downtown Houston. In order to remove the confusion, the law school has changed its name to Houston College of Law. Law school administrators and board of directors sat down to change the 93-year-old law school's name.

See [2017 U.S. News Best Law Schools List Released](#).

A market research firm held a comprehensive feasibility study to understand the school's brand recognition. They also held focus groups with thousands of individuals that were students, faculty, alumni, staff, and members of the legal community. The results were clear to President and Dean Donald J. Guter. The school needed a name change that was "consistent with the law school's strategic plan and is pivotal to its efforts to further distinguish itself regionally and nationally."

Read [Top Ten Most Diverse U.S. Law Schools](#).

The law school was founded to give working professionals the chance to pursue a legal education. Guter added, "We believe this is a transformative moment in the law school's history that recognizes our past, increases our regional and national profile, and better aligns where we are today with where we want to be tomorrow."

Houston has another law school not to be confused with. Their crosstown rival, the [University of Houston Law Center](#), is worried. In a statement they said, "The University of Houston is concerned about the significant confusion this creates in the marketplace and will take any and all appropriate legal actions to protect the interests of our institution, our brand and our standing in the communities we serve."

Do you think people will confuse the two Houston law schools? Tell us in the comments below.

To learn more about the law school, read [South Texas College of Law Creates Oil & Gas Law Institute](#).

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