

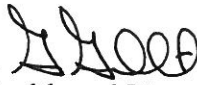
College of Health and
Human Performance

Office of the Dean
East Carolina University
Greenville, NC 27858-4353

MEMORANDUM

252-328-4630 office
252-328-4655 fax
www.ecu.edu/hhp

TO: Marilyn Sheerer,
Provost

FROM: Glen Gilbert, Ph.D. 
Dean, College of Health and Human Performance

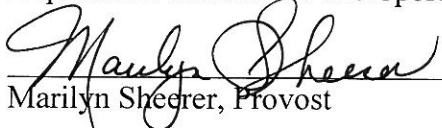
DATE: March 4, 2011

RE: Name change request - Department of Exercise and Sport Science

After careful consideration and discussion, the Department of Exercise and Sport Science requests permission to change the name of the department to the Department of Kinesiology. Conceptually, kinesiology more accurately describes the department's activities and provides better alignment with pertinent professional organizations. Kinesiology is also more recognized by organizations providing ranking and benchmarks for this discipline.

This request was approved by department faculty members in September 2010 and endorsed by the College of Health and Human Performance Executive Committee in January 2011. I concur with the request to change the name to the Department of Kinesiology and submit this for your consideration. The desired date for implementation of the proposed name change is Fall 2011.

I concur do not concur with the request to change the name of the Department of Exercise and Sport Science to the Department of Kinesiology.



Marilyn Sheerer, Provost


3/7/11
Date



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MEMORANDUM

TO: Glen Gilbert, Ph.D., 
Dean, College of Health and Human Performance

FROM: Stacey Altman, J.D., 
Chair, Department of Exercise and Sport Science

DATE: 1 February 2011

RE: Request for Department Name Change

Procedural history

In September 2010, the faculty members associated with the Department of Exercise and Sport Science voted to request permission to change the name of the department from the Department of Exercise and Sport Science to the Department of Kinesiology. The discussion regarding the change started in a department meeting that took place on November 28, 2007. At that time it was decided that further discussion was needed. The issue was raised again after some information was gathered and shared. It was then approximately 18 months before an anonymous faculty vote was taken. Potential advantages, disadvantages, challenges and opportunities were discussed at 3 or more department meetings and in smaller groups throughout those months. After this request was thoroughly vetted and voted on by the faculty members in the department, it was presented to the College of Health and Human Performance (HHP) Executive Committee for comment and endorsement (January 10, 2011). It is with their approval that we now bring the request forward for further consideration. The rationale for the name change is included below.

What is Kinesiology?

Etymologically, the term kinesiology denotes "movement" (kine) and "the study of" (ology). According to the National Academic of Kinesiology (NAK), "In American higher education, the term is used to describe a multifaceted field of study in which movement or physical activity is the intellectual focus. Physical activity includes exercising for improvement of health and fitness; learning movement skills; and engaging in activities of daily living, work, sport, dance, and play. It involves the general population as well as special groups such as children and older adults; people with disabilities, injuries, or disease; and athletes."

Rationale for department name change

Uniformity

In 2008, the department joined the American Kinesiology Association (AKA) because we believe that the AKA's stated purpose of "promoting and enhancing kinesiology as a unified field of study" is important for departments like ours to support. The discipline of kinesiology has been evolving over many years and more recently there has been a call in the literature and from practitioners to unify the field under the umbrella concept of kinesiology (see e.g., Rickli, 2006). The AKA and most departments like ours are heeding that call. The AKA defines kinesiology as "an academic discipline that involves the study of physical activity and its impact on health, society, and quality of life. It includes, but is not limited to, such areas of study as exercise science, sports management, athletic training and sports medicine, socio-cultural analyses of sports, sport and exercise psychology, fitness leadership, physical education-teacher education, and pre-professional training for physical therapy, occupational therapy, medicine and other health related fields." Both the NAK and AKA definitions accurately describe our department's activities.

Notoriety/National Recognition

As noted above, although the American Kinesiology Association and its articulated purpose are relatively new developments, the evolution of the discipline has been occurring for some time. This has been recognized by many entities, including but not limited to the Department of Education (DOE) and the University of North Carolina system (UNC). Both DOE and UNC utilize "kinesiology" in the Classification of Instructional Programs (commonly referred to as CIP codes). Kinesiology is used in the taxonomy used by the National Academy of Science and kinesiology better corresponds with the taxonomy of the National Research Council. Further, outstanding scholars in the field are recognized as Fellows in the National Academy of Kinesiology. Thus, changing the name to the Department of Kinesiology better aligns us with organizations that are providing rankings and benchmarks and those that are providing leadership opportunities for faculty and administrators in the field.

Marketing

In terms of marketing the degree programs within the Department, kinesiology as well as the terms used in the names of our degrees appear frequently even in cursory web searches. Prospective students and their parents should have no trouble finding our undergraduate and graduate degree programs. In fact, with kinesiology in our title, we believe it will actually be easier to find information on our programs. Additionally, we are focusing some attention on revising our website to ensure that our "kinesiology" programs are still distinguishable from those in the state, region and nation.

Rickli, R. E. (2006). Kinesiology-A "homeless" field: Addressing organizational and leadership needs. *Quest*, 58, 288-309