



TO: Academic Board

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DATE: September 21, 2011 for October 6, 2011

AGENDA ITEM: 11

ITEM IDENTIFICATION:

Change in the name of the “Faculty of Physical Education and Health” to “Faculty of Kinesiology and Physical Education.”

JURISDICTIONAL INFORMATION:

Name changes in academic divisions (excluding namings) are considered by the Academic Board and confirmed by the Executive Committee. (5.2.7)

PREVIOUS ACTION TAKEN:

HIGHLIGHTS:

The Faculty of Physical Education and Health (FPEH) is proposing a change in the name of the Faculty to the “Faculty of Kinesiology and Physical Education.” The change in the Faculty’s name is intended to reflect more clearly the scholarship and teaching of the Faculty.

This proposal is the result of an extensive process. The FPEH Faculty Council established an ad hoc Committee in September 2010 to recommend a new name for the Faculty that would more clearly communicate the spectrum of scholarly and academic activity, academic degrees awarded, and domains of expertise within the Faculty. The Committee report includes a careful consideration of the diverse views of faculty members, staff, current students, alumni, current and past leadership of the Faculty, and relevant external organizations with which the FPEH interacts. The committee submitted its final report to the FPEH Faculty Council on 19 May 2011 including the committee’s unanimous recommendation that the name of the Faculty be changed to the Faculty of Kinesiology and Physical Education. In their report, the committee states that the name change “...will address an expressed desire for a name change by a broad spectrum of stakeholders and will strengthen the ability of the Faculty to fulfill its academic mission “to develop, advance, and disseminate knowledge about physical activity, health, and their interaction through research, education and the provision of opportunity.”(p.2) The report is provided for reference.

The proposed name change was positively received by other faculties and is consistent with the recommendation of the eminent scholars who comprised the Provostial review team commissioned to conduct an external review of the Faculty in June 2011 as part of the normal cycle of Faculty reviews.

The leadership of the Faculty believe the name change will facilitate the following objectives:

- a. better reflect the research and educational missions of the Faculty;
- b. draw attention to the Faculty's new Bachelor of Kinesiology degree and increase the pool of student applicants to its programs;
- c. better position both the Faculty as an organization, and individual faculty members, for access to broader research funding and partnering opportunities;
- d. increase the recruitment pool of high performance athletes to represent the University in high performance sports; and
- e. augment the Faculty's potential to attract support, financial and otherwise, from donors, friends of the university, the corporate sector, and different levels of government.

The Faculty is not proposing to change the name of any of its three undergraduate degree programs (BKIN, BPHE, concurrent BPHE/BEEd) nor its two graduate degree program (MSc and PhD in Exercise Sciences).

The final report of the FPEH Faculty Council's ad hoc Name Change Committee was submitted for consideration by the full Faculty Council in the spring of 2011. The committee's unanimous recommendation to change the Faculty name to the "Faculty of Kinesiology and Physical Education" was approved by the FPEH Faculty Council on May 19, 2011.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

Any financial resources required to implement the name change will be absorbed within the normal annual Faculty budget allocation for promotional and communications projects and materials and office supplies. Promulgation of the name change will appear in communications media in a phased fashion and in the normal course of updating such materials.

RECOMMENDATION:

It is recommended that the Academic Board approve:

THAT the name of the "Faculty of Physical Education and Health" be changed to the "Faculty of Kinesiology and Physical Education," effective January 1, 2012.