August 2, 2011

TO: Randy Smith, Ph.D.
Vice Provost for Academic Programs

FROM: Robert A. Bornstein, Ph.D.
Vice Dean for Academic Affairs

RE: Unit Name Change

The faculty in the School of Allied Medical Professions has voted to request a change in the name of the unit to “School of Health and Rehabilitation Sciences”. This request is supported by the School Director, Dr. Deborah Larsen. The request was discussed at the College of Medicine Assembly meeting on July 20, 2011. The proposal was overwhelmingly supported (27 in favor and 1 opposed). The College of Medicine also supports the requested name change.

Please present this to the Council on Academic Affairs for their approval. Feel free to contact me if you have any questions.
School of Allied Medical Professions
College of Medicine

Request for Name Change of School and Majors

The faculty of the School of Allied Medical Professions request approval to change the name of the School to the School of Health and Rehabilitation Sciences. Approval is also sought to change our Bachelors of Science and Master of Science degrees to a BS and MS in Health and Rehabilitation Sciences consistent with the proposed name and our PhD in Health and Rehabilitation Sciences.

Rationale:

The following rationale supports these changes:

1. The School was established in 1966 to provide baccalaureate degrees in allied health professions, but since it was located in the College of Medicine, the term medical was included in the title. There are currently no other units nationally with the title “Allied Medical Professions”.
2. A review of national trends identified systematic change in many benchmark institutions that included dropping the term “allied” and implementation of the name “health and rehabilitation sciences”. Making this change will make the School more competitive with our peer institutions.
3. Since its inception, the School has expanded its programs to include undergraduate programs that do not directly lead to a profession (Biomedical Sciences, Health Sciences); thus, making the inclusion of “professions” in the School’s name inconsistent with the programs represented. Additionally, over time, the School has implemented both an MS and PhD program that have an emphasis on discipline specific research and for which the term “sciences” better describes the program content and outcomes.

Process:

During a retreat in Spring 2010, the faculty voted to pursue a name change for the School. Paul Worth Associates was hired to conduct a series of focus groups with students, faculty, and alumni and obtain competitive benchmark data; this was completed between September 2010 and June 2011.

Benchmark institutions were chosen based on the following criteria: similar size and breadth of programs, proximity, competition for students, and those with growing national reputation (ie. aspirational peers). Table 1 provides an overview of the benchmarking data.

Table 1: Benchmarking Data

<table>
<thead>
<tr>
<th>Institution</th>
<th>Original Name</th>
<th>Current Name</th>
<th>Date Changed</th>
</tr>
</thead>
<tbody>
<tr>
<td>U Pittsburgh</td>
<td>School of Health Related Professions</td>
<td>School of Health and Rehabilitation Sciences</td>
<td>1991</td>
</tr>
<tr>
<td>U Wisconsin</td>
<td>School of Allied Health Professions</td>
<td>College of Health Sciences</td>
<td>Early 1990’s (exact date not available)</td>
</tr>
</tbody>
</table>
Themes noted in the benchmarking data were: 1) a majority of Schools/Colleges changed their name in the last 10 years; 2) the name change eliminated “allied”; 3) the new names were broader to encompass more programs; 4) the use of the terms “health” and “sciences” with or without “rehabilitation” was common.

The Focus group analysis also found common themes: 1) the term “allied” is old fashion; 2) the current name lacks clarity and alignment; 3) there was limited name loyalty; 4) the participants were not adverse to a name change; and 5) terms that resonated with the group were rehabilitation, health, clinical, sciences, and college.

Based on the Paul Worth report, the School faculty voted on two possible names: 1) School of Health and Clinical Sciences and 2) School of Health and Rehabilitation Sciences. The name “School of Health and Rehabilitation Sciences” was chosen by a large majority (35 -13) of the faculty. In July, the College of Medicine Assembly voted almost unanimously (1 negative vote) to support the request to change the School’s name to the School of Health and Rehabilitation Sciences.

Thus, the School’s faculty is requesting approval of the request to change the name of the School to School of Health and Rehabilitation Sciences. In addition, since our BS and MS degrees are named after the current School name, we are requesting that the degree names also change to BS in Health and Rehabilitation Sciences and MS in Health and Rehabilitation Sciences. The requirements for the degrees will not change.