



Memorandum

To: Karen Sprague
From: Dennis Munroe
Subject: Department Name Change Request
Date: February 26, 2007

After conversations with my leadership team and with PARS faculty and staff, I've decided to formally request changing our department's name to the **Department of Physical Education and Recreation**.

If approved, I would like to proceed with full implementation by fall 2007. We will endeavor to minimize the cost of this transition by utilizing our existing supply of letterhead and other pre-printed materials.

Our rationale for the name change is summarized below:

- Our current name does not reflect the academic (Physical Education) part of our mission, often leading to confusion. (Our department is a unique hybrid, with a mission that is both academic and student service/auxiliary.)
- Our current name too easily becomes the acronym "PARS" which is meaningless to those who are not already acquainted with the campus culture. We often find ourselves explaining our structure and programs as the current name is too general. Although it is conceivable that the new name might occasionally be written as the acronym "PER", we believe that it will more likely be shortened to "PE & Rec" or "Phys Ed & Rec", both of which still accurately describe our mission/function.
- Physical Activity and Recreation Services is redundant, as "recreation services" naturally encompasses physical activity. We often hear, "what does that mean?" or "why do you say it twice?"

Finally, we considered but ultimately eliminated several other name variations, two of which initially seemed promising: Physical Education and Recreation Services and Physical Education and Campus Recreation. While both reflected our department's mission/function, their acronyms (PERS and PECR) are problematic.

Thank you for your careful consideration of this request.