

CALIFORNIA  
STATE  
UNIVERSITY,  
FRESNO

**MEMORANDUM**

**DATE:** September 15, 2008

**TO:** Dr. Michael Botwin, Chair  
Academic Senate

**FROM:** Dr. Jeri Echeverria  
Provost and Vice President for Academic Affairs

**SUBJECT: Proposed Health Science Department Name Change**

Enclosed please find the memo dated September 4, 2008, from Dean Benjamin Cuellar, Health and Human Services, requesting a change in the department name from the Department of Health Science to the Department of Public Health. I am pleased to forward the request with my recommended approval.

As outlined in the *Academic Policy Manual* (APM 113, section IV, item F) *Procedures for Organizational Changes in Colleges/Schools, Divisions and Departments and Programs* I am forwarding this request to the Academic Senate.

I look forward to having this item on the Executive Committee agenda in the near future.

JE:nlp

c: Benjamin Cuellar, Dean, College of Health and Human Services  
Andrew Hoff, Associate Dean, College of Health and Human Services

**Office of the Provost  
and Vice President  
for Academic Affairs**

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**MEMORANDUM**

September 4, 2008

**TO:** Jeronima Echeverria  
Provost & Associate Vice President for Academic Affairs

**FROM:** Benjamin Cuellar, Dean  
College of Health and Human Services

**SUBJECT:** Department Name Change for the Department of Health Science

I have received a request from Dr. Miguel Perez, Chair of the Department of Health Science requesting approval for a department name change. They would like to change their name from the Department of Health Science to the Department of Public Health.

Dr. Perez and the faculty present strong arguments and rationale for their name change request. This includes changing market needs and national trends by other similar departments to change their name to Public Health, enhancing unification of the options within their degree and the fact that on August 15, 2008 chairs of health science departments in the California State University (CSU) system agreed that a system-wide name change is needed.

Each CSU campus with a health science program similar to the one here at CSU, Fresno is beginning a process within their prospective campuses to implement a name change that has a variation of public health at its core.

I strongly support their request and would like you to consider approving their request to change their name. I believe it is beneficial in many ways, including identity, marketing, and funding opportunities.

Please let me know if you have any questions.

Attachment

C: Miguel Perez  
Andrew Hoff

**College of Health  
and Human Services**  
Office of the Dean

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BC: va\HSdeptNameChange\090408

## Memorandum

DATE: August 27, 2008

TO: Dr. Benjamin Cuellar, Dean  
College of Health and Human Services

FROM: Miguel A. Perez, Chair  
Department of Health Science

SUBJECT: Department Name Change

At department faculty meetings on January 29, 2007 and March 5, 2007, at which there was a quorum of faculty members, a majority of the faculty passed a motion to change the name of the Department of Health Science to the Department of Public Health. The decision was based on data provided by a two person committee appointed by the chair at that time, Dr. Sherm Sowby, who provided data regarding names of similar programs at sister institutions of higher learning. The impetus for this committee and the name change lies in the need to reflect the current market recognition of the discipline as well as to meet employment requirements.

During the past 20 years, the Department of Health Science has offered undergraduate and graduate degrees in the options of community health, health administration, as well as environmental/occupational health and safety. Changing market needs have led the Department of Health science to adjust curricula and options to meet the market demands of potential employers. As a response to the demand for masters' level training in public health, the Department of Health Science implemented the accredited Masters in Public Health degree with emphasis in the areas of health promotion and health policy and management about 14 years ago. More recently the Department of Health Science started offering a minor in Public Health to better address the needs of our graduating students.

At the national level, a growing number of similar academic programs have changed their names to public health. This name change brings recognition to the orientation of academic programs that focus on the preparation of undergraduate and graduate students for health-related professions in both the private and public sectors. In addition, there is a continuing market demand for degrees in public health-related areas. While government agencies have been a primary source of employment for our graduates, there continues to be increased demand in the private and not-for-profit sector (e.g., Kaiser Permanente, San Joaquin Valley Health Consortium) that recognize the Public Health name over Health Science. While this may be due to the types of agencies that these private entities encounter, the association of "Public Health" is often complimentary with the main agencies that provide funding and or oversight for their operations.

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The Department of Health Science faculty believes that the name change will result in unification of the options within our degree including the interdisciplinary certificate program in Gerontology. It should be noted that all of the options offered in the department are encompassed in the area of public health and reflected in the national priorities delineated in Healthy People 2010 which lists the national health promotion and prevention priorities and which provide the basis for health issues and services at all levels of our society. While national priorities have shifted slightly over the past decade, the central goals have been in improving the health of the nation, reducing disparities in health outcomes, in increasing access to health services each of which are at the core of public health.

Similarly, at a meeting on August 15, 2008, chairs of health science departments in the CSU system, agreed that a system-wide name change is needed. Each of the academic programs will soon begin a process within their respective campuses to implement a name change that has a variation of public health at its core.

According to APM 113, section IV, items F and G, proposals to change the name of a department must be discussed among the effect that units involved and then a formal proposal sent to the Provost and the Academic Senate. The Department of Health Science appreciates your support and approval of this proposal and request that it be forwarded to the Provost and the Academic Senate.

Do not hesitate to contact us if I may answer any questions for you.

Cc: Health Science Faculty