Fall 2015

Dear Alumni:

It is with great excitement that I share with you that the School of Physical Education, Sport, and Exercise Science at Ball State University has been officially renamed to the School of Kinesiology! The School faculty carefully considered national trends and opportunities associated with this School name change. Some of these thoughts are as follows:

- There are multiple professional associations for Kinesiology (e.g., American Kinesiology Association, National Academy of Kinesiology, National Association of Kinesiology & Physical Education in Higher Education).
- There is a rich history in the big-10 conference regarding the adoption of this title.
- Multiple state and peer institutions have adopted this title. The American Kinesiology Association reports that there are 187 institutions with this title, and growing at a steady pace.

Essentially, the former title was considered out of date. Further, our new title is more inclusive of varying programs, particularly as the School of Kinesiology considers moving into the anticipated new College of Health in the near future. We have an opportunity to create a new identity and brand. We choose to lead the movement that promotes and advances health and quality of life for all people through teaching, discovery, and engagement related to physical activity and movement on all levels, including sport, and the sport enterprise.

Please find below our new tag line and description for the BSU School of Kinesiology.

**Tag Line:**

*Kinesiology: The study of the impact of physical activity on health, society, and quality of life.*

**Description of Kinesiology:**

*Kinesiology is an academic discipline which 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, sport administration, athletic training and sports medicine, sport and exercise psychology, fitness leadership, physical education-teachers education, and pre-professional training for physical therapy, occupational therapy, medicine and other health related fields. It includes instruction, research, and professional service related to the behavioral, biomechanical, pedagogical, physiological, managerial, and socio-cultural aspects of physical activity as they impact on learning movement patterns, disease and injury prevention, and participation in physical activity, exercise and sport. It involves the general population as well as special groups such as children and older adults; people with disabilities, injuries, or disease; and athletes.*
We hope that you are highly interested in this new direction for your School and will want to stay abreast of its forward momentum! We anticipate being a centerpiece unit in the new College of Health. If you have not already done so, please visit our SOK web site at www.bsu.edu/kinesiology, and subscribe to our Facebook page at www.facebook.com/BSUKINESIOLOGY (a Twitter account is forthcoming). We know that proud alumni may be interested in financially contributing to the life of our School. Please visit www.bsu.edu/kinesiology/funds-and-scholarships for general and specific opportunities.

I look forward to corresponding with you in the future. Please send me a note (tweidner@bsu.edu), if you have any questions or comments. Thanks!

Sincerely,

Thomas G. Weidner, PhD, ATC, FNATA
George and Frances Ball Distinguished Professor and Chair
School of Kinesiology