

In the 2011-2012 Program Review Kinesiology findings and recommendations include the following major program changes.

Reflection of Any Recent Changes in the Discipline

Key Findings	Initial Recommendations
<ul style="list-style-type: none"> The various disciplines of Allied Health are rapidly expanding in the United States and California, with a job growth expected to be well above the national average (i.e., an average increase of 22% over the next 10 years) 	<ul style="list-style-type: none"> We expect a continued increase in first-time freshmen who declare Exercise Science and Athletic Training as majors, as well as in those who migrate from other majors (Biology) at PLNU.
<ul style="list-style-type: none"> As we had anticipated, comparator schools are growing in their pre-Allied Healthcare and Athletic Training programs, and declining in their Physical Education programs. 	<ul style="list-style-type: none"> We plan to propose a new Health & Fitness major to the Academic Policies Committee in the 2012-13 AY. (See rationale below)
<ul style="list-style-type: none"> The Exercise Science major does not currently require clinical course credit, potentially creating a competitive disadvantage for PLNU students when applying to graduate schools. 	<ul style="list-style-type: none"> Consider a curriculum revision in Exercise Science to add clinical course requirement and change to a Bachelor of Science degree in Exercise Science.
<ul style="list-style-type: none"> Locating, recruiting, formalizing and assessing clinical affiliate relationships is staff intensive but necessary for quality control 	<ul style="list-style-type: none"> Our external benchmarking revealed that this is a uniqueness of PLNU's Kinesiology department that we will continue to offer.

Rationale for the Proposed Major in Health and Fitness

Based on enrollment trends within the department, the findings of a market analysis, and an external benchmarking of comparator institutions, we propose to phase out the Physical Education major and replace it with a major in Health and Fitness for the following reasons:

- The Physical Education major has decreased by over 50% in the past 5 years. Very few incoming freshmen (1-4) have declared PE as a major each of the past 5 years.
- The job market for educators in California is poor and even worse specifically for physical educators.

- A growing number of Kinesiology students are interested in the health, fitness, and disease prevention professions. These students are not ideally served by the Exercise Science curriculum which is too heavy in the sciences and other prerequisites for graduate school in allied healthcare.
- The health, fitness, and disease prevention professions are projected to grow rapidly in the next decade. According to the Bureau of Labor Statistics (BLS), 17 of the top 30 fastest growing occupations are in the health-related professions. Additionally, the BLS projects that health care employment will increase by an average of 22% over the next 10 years almost double the rate of other industries.
- One example of a career opportunity: the American College of Sports Medicine is partnering with physicians to offer the Exercise is Medicine™ credential. This credential allows professionals who graduate from health and fitness programs to obtain direct referrals from physicians to design and implement exercise programs for their patients to help in disease prevention. Our students in Health and Fitness would be situated to obtain this and many other such credentials in the health and fitness professions.
- We conducted a benchmarking survey with 9 comparator institutions and the trend in decreased PE majors is consistent across comparator schools in California: 60% of comparators either have decreased enrollment or do not offer a physical education program. In addition, 100% of the schools offering Health & Fitness curricula have had increased student enrollment in the past 3 years; the majority of this growth (55%) has been >25%.
- We have surveyed our current students and 25% of Exercise Science majors reported that they would change majors to Health and Fitness if this major was offered at PLNU (at least 30 students). Also, in speaking with parents and potential students at Preview Days, it is clear that a good number of them are searching for programs related to health and fitness.
- We have worked with the School of Education to form a clearer and more streamlined pathway for our students into the SOE to gain a teaching credential and/or Masters of Education.
- Learning over time will become the model for the progression of the Health & Fitness curriculum from didactic experiences (HF 301, KIN 340) to lab settings in which students will practice and refine skills, to practicum and internship experiences in which they will master concepts and become clinically proficient. This is a model that has been very successful in the ATEP and will be emulated with the Health and Fitness major. We intentionally chose to require two courses in practicum or internship while most other programs require only one course of field experience. This will serve as a point of distinction in which our faculty can guide students in the disciplines of their future profession. The requirements will also allow Kinesiology faculty and students to develop a more robust intramurals program, faculty and staff fitness classes, health and fitness screenings, and community fitness programs. We anticipate that students will design and co-lead these programs.