

University of Maine System
Board of Trustees

AGENDA ITEM SUMMARY

NAME OF ITEM: Informational Item: Program name change B.S. in Health Promotion and Wellness
to B.S. in Community and Public Health, UMF

INITIATED BY: David M. MacMahon, Chair

BOARD INFORMATION: X

BOARD ACTION:

BOARD POLICY:

305.1 Program Approval, Review, & Elimination Procedures

UNIFIED ACCREDITATION CONNECTION:

This change reflects our universities' collaborative strengthening of academic program name recognition and resultant marketing/recruitment opportunities.

BACKGROUND:

The B.S. in Health Promotion and Wellness program at the University of Maine at Farmington (UMF) seeks to change the degree name to B.S. in Community and Public Health.

Under the current title, prospective students often do not recognize the career paths or educational opportunities associated with the program. Additionally, external workforce data reveal a misalignment between the degree title and career outcomes: most graduates of similar programs have the term “Public Health” in their title. This name change is expected to increase market awareness and align the program more closely with national trends in Public Health and Community Health Education.

This name change has received support from all appropriate levels at UMF and has been reviewed by the presidents, provosts, vice chancellors, and UMS Faculty Governance Council.