



THE OHIO STATE UNIVERSITY

COLLEGE OF
EDUCATION AND HUMAN ECOLOGY

EHE Office of Undergraduate Education

College of Education and Human Ecology

A100 PAES Building

305 Annie & John Glenn Ave

Columbus, OH 43210

Memo

July 2, 2026

To: Randy Smith, Vice Provost of Academic Programs
Katie Reed, Executive Assistant

From: Pete Locascio, Executive Director of Undergraduate Education, EHE

RE: Program Revision **Consumer and Family Financial Services (CFFS) B.S. program**, Department of Human Sciences

Please find materials included for a name change to the existing CFFS major. This accounts for zero additional credit hours, as there are no curricular changes apart from the name change.

- Change program name to **“Consumer Economics and Financial Planning”**

Rationale for the change, along with concurrence from Economics and Fisher College of Business, are attached in this document.

EHE Curriculum Committee, with support from the College of EHE, approved this name change proposal on June 26, 2026.

If there are any questions, please contact me at Locascio.7@osu.edu.



Office of Faculty Affairs
150 Arps Hall
1945 N. High Street
Columbus, OH 42310-1172
614-292-8862 Phone
ehe.osu.edu

July 7, 2026

Dr. W. Randy Smith, PhD
Vice Provost for Academic Programs
The Ohio State University

Dear Vice Provost Smith,

I am writing on behalf of the College of Education and Human Ecology's (EHE) Office of Academic Affairs. EHE supports the proposed name change for *the Consumer and Family Financial Services (CFFS) B.S. program* in the Department of Human Sciences. The new proposed name for that program is:

- *Consumer Economics and Financial Planning*

This proposal only changes the name of the program to make it more aligned with the workforce and professional identity. This change does not change the credit hour requirements for the major and has received concurrence support from the Department of Economics and the Fisher College of Business. EHE supports this program name change.

Sincerely yours,

Anastasia R. Snyder, PhD
Associate Dean for Faculty Affairs
College of Education and Human Ecology



April 16, 2026
Pete Locascio
Executive Director of Undergraduate Education
EHE Office of Undergraduate Education

Dear Pete:

I am writing to express my support for the proposed change in program, effective Autumn 2026:

1. **Consumer Sciences: Consumer and Family Financial Services, BS**

Proposal: Revise name of major

Current: Consumer and Family Financial Services

Proposed: Consumer Economics and Financial Planning

Attached you will find the necessary documentation outlining proposal details. Review of and approval from the Consumer Sciences faculty, as well as the Department of Human Sciences Undergraduate Studies Committee has been obtained. There are no negative budgetary implications and no additional funds or human resources necessary for the execution of this request. If you have any questions or need additional information, do not hesitate to contact me.

Sincerely,

Kelly Purtell, PhD

Interim Vice Chair, Department of Human Sciences

Scarlet and Gray Associate Professor, Human Development and Family Science
College of Education and Human Ecology
purtell.15@osu.edu

Proposal to Rename the Major

From: Consumer and Family Financial Services (CFFS)

To: Consumer Economics and Financial Planning

Dear Members of the Curriculum Committee,

The **Consumer and Family Financial Services (CFFS)** faculty would like to request approval to change the name of the **Consumer and Family Financial Services (CFFS)** undergraduate major to **Consumer Economics and Financial Planning**. This proposed name change reflects the evolution of the field, aligns more clearly with workforce and professional identities, enhances campus and external recognition, and better represents the curriculum, faculty expertise, and career outcomes associated with the program. Importantly, this change does not alter the core academic content of the major; rather, it provides a clearer and more contemporary articulation of what the program offers and prepares students to do. This proposal was unanimously approved by CFFS faculty on April 1, 2026.

Rationale: Alignment with Workforce and Professional Identity

When the major name CFFS was adopted 18 years ago, in 2008, it accurately reflected both the scholarly orientation of the field and the professional landscape at that time. The major name emphasized a holistic, family-centered approach to financial decision making by integrating consumer behavior, household economics, and financial well-being. Since then, evolving workforce demands have increasingly favored graduates with specialized, clearly defined areas of expertise and deeper domain-specific knowledge, rather than broadly labeled degrees. To respond to this demand, CFFS faculty established two focused minors, Financial Planning and Consumer Economics and Policy, that clearly and explicitly signal preparation for specific career pathways.

The CFFS program is a CFP Board–registered program and fulfills the educational requirements necessary for graduates to take the Certified Financial Planner® (CFP®) examination. It is the only program at OSU that is CFP Board registered. The CFP® designation is a rigorous professional credential that requires completion of an approved curriculum, successful passage of a comprehensive national examination, relevant professional experience, and ongoing adherence to ethical standards and continuing education requirements. Over the past 25 years, financial planning has emerged as a well-established and highly visible profession, characterized by clear credentialing pathways, strong labor-market demand, and growing student interest. This trend is reflected locally in the sustained growth of our Financial Planning minor. As of Spring 2026, approximately 100 students are enrolled in the minor with the goal of fulfilling the educational requirements for CFP® certification.

Similarly, the CFFS name no longer fully captures the program's strong emphasis on data analysis, statistics, and economic reasoning that now defines a substantial portion of the curriculum. The

Consumer Economics focus area is grounded in rigorous quantitative training, economic theory, and empirical analysis, supported by our faculty whose doctoral training is primarily in economics and closely related fields. Graduates from this track are prepared for analytically oriented careers and are increasingly employed in areas such as health-related industries, policy analysis, and data-driven decision-making roles, where economic reasoning and statistical expertise are essential. However, the current CFFS title tends to obscure this quantitative and economics-based identity, limiting external



recognition of graduates' analytical competencies. A revised major name that explicitly includes Consumer Economics would more accurately signal the program's academic strengths and the professional preparation it offers in data- and evidence-driven fields.

Increased Recognition and Visibility on Campus and Beyond

One of the primary benefits of this name change is enhanced recognition across the university and among prospective students. While the CFFS major has a strong academic foundation, its current name is not immediately intuitive to students outside the department or to those exploring majors that connect clearly to finance, economics, and professional practice. The proposed name foregrounds **consumer economics and policy as well as financial planning**, two areas that are widely recognized and actively sought out by students across campus.

This increased clarity supports recruitment not only of first-year students, but also of students who discover the program through GE courses, minors, or among campus changers. A more descriptive and recognizable major title strengthens advising conversations, improves online search visibility, and supports collaboration across departments and colleges within the university.

Alignment with Existing Minors and Program Coherence

The proposed major name directly aligns with the existing minors in **Consumer Economics and Policy, and Financial Planning**, creating a more coherent and integrated program identity. Aligning the major and minor titles simplifies communication with students, advisors, and external stakeholders, and reinforces a clear academic pathway from introductory coursework to advanced study.

This coherence also supports enrollment growth by allowing students to more easily understand how minors connect to the major and how academic experiences can be scaffolded across undergraduate study. As recent enrollment trends in the minor programs demonstrate strong student demand, aligning the major name with these successful offerings leverages existing momentum and strengthens the overall program structure.

Peer Institution Benchmarking

The proposed name is fully consistent with terminology used by peer and aspirational institutions. Comparable programs at universities such as the University of Georgia, the University of Wisconsin, and Texas Tech University use major titles that explicitly reference financial planning and consumer economics, aligning program identity with national norms in the discipline. Adopting similar nomenclature positions the program more clearly within the national landscape and facilitates peer comparison, external review, and collaboration.

Using discipline-standard language also benefits students pursuing graduate study or professional credentials, as transcripts, resumes, and applications immediately communicate the relevance and rigor of their academic preparation.

Academic Integrity and Program Continuity

It is important to emphasize that this proposal involves a name change only and does not include revisions to learning outcomes, degree requirements, or program structure. The program will continue to operate under a single, unified program sheet and the academic integrity of the program remains fully intact.



A distinguishing strength of the major is that students pursuing financial planning also graduate with a strong foundation in consumer economics and statistics, providing them with broader analytical and economic competencies than are typical in narrowly focused financial planning programs. In addition to the core major requirements, students already have the option to pursue a focused pathway in either

financial planning or **consumer economics** through a set of targeted elective courses. The proposed title more accurately reflects the curriculum content and faculty expertise already in place. Faculty strengths in statistics, household economics, financial decision making, and applied consumer analysis are more transparently conveyed through the revised name, strengthening the alignment between instructional content, program identity, and workforce preparation. In addition, as emphasized by members of our advisory board, this additional quantitative and economic expertise is highly valued by employers and contributes to increased demand for our graduates.

Conclusion

Renaming the major to **Consumer Economics and Financial Planning** is a strategic, student-centered, and professionally grounded step that reflects current workforce realities, improves campus and external recognition, aligns with existing minors, matches peer institutional practices, and highlights faculty expertise. This change will enhance recruitment, advising clarity, and the long-term visibility of the program while preserving its academic foundations.

Thank you for your consideration of this proposal. I would welcome the opportunity to provide additional information or address any questions as the committee reviews this request.

Sincerely,

Tansel Yilmazer, Ph.D.
Professor
Undergraduate Studies Director, Consumer and Family Financial Services
Department of Human Sciences
College of Education and Human Ecology
email: yilmazer.2@osu.edu

Consumer and Family Financial Services

Bachelor of Science in Human
Ecology



THE OHIO STATE UNIVERSITY
COLLEGE OF
EDUCATION AND HUMAN ECOLOGY



Effective for students admitted to the College of Education and Human Ecology beginning Spring 2025

General Education Requirements (32-39 Hours)		HOURS
Launch Seminar		1
Reflection Seminar		1
Foundations (22-25 Hours)		
Writing & Information Literacy		3
Mathematical & Quantitative Reasoning or Data Analysis		3-5
Literary, Visual & Performing Arts		3
Historical & Cultural Studies		3
Natural Science		4-5
Social & Behavioral Sciences		3
Race, Ethnic & Gender Diversity		3
Thematic Pathways (8-12 Hours)		
Take 4-6 hours from Citizenship for a Diverse & Just World and 4-6 hours from another Thematic Pathway of choice.		
Citizenship for a Diverse & Just World		4-6
Choice of 4-6 hours from one additional Thematic Pathway:		4-6
Lived Environments	Origins & Evolution	Migration, Mobility, & Immobility
Sustainability	Traditions, Cultures, & Transformations	
Health & Wellbeing	Number, Nature, Mind	
EHE 1100 College Survey		1

Supporting Course Requirements (12-15 Hours)	HOURS
Math Placement M or L, or MATH 1130 or equivalent	0-3
ECON 2001.01 Principles of Microeconomics (can overlap with GE Social & Behavioral Sciences)	3
CSE 1111 Introduction to Computer-Assisted Problem Solving, or CSE 2111 Modeling & Problem Solving with Spreadsheets & Databases (either can overlap with GE Math & Quantitative Reasoning or Data Analysis)	3
STAT 1350.xx Elem. Stats, STAT 1430.xx Stats for the Business Sciences, or STAT 1450.xx Intro to the Practice of Stats	3
ENGLISH 3304 Business & Professional Writing, or ENGLISH 3305 Technical Writing	3
Major Requirements (43 Hours)	HOURS
Major Core	13
CSCFFS 2260 Healthy Finances & Economic Wellbeing for Individuals & Families	3
CONSCI 2910 Consumer Problems & Perspectives	3
CONSCI/CSCFFS 2990 Professional Development	1
CONSCI 3930 Consumer Decision-Making I	3
CONSCI 3940 Consumer Information: Methods of Data Analysis	3
Group A and Group B Requirements Complete 30 credit hours from Group A and Group B with at least 15 hours from Group A. Students are encouraged but not required to complete a focus area in either Consumer Economics Focus or Financial Planning Focus.	30
Group A (Hours in parenthesis)	
<u>Consumer Economics Focus</u> CSCFFS 4130 Consumer Decision Making II (3) CSCFFS 4150 Quantitative Methods in Consumer Sciences (3) CSCFFS 5120 Consumers in the Health Marketplace (3) CSCFFS 5130 Solutions to Consumer Problems (3) CSCFFS 5140 Topics in Consumer Sciences (3)	
<u>Financial Planning Focus</u> CSCFFS/BUSFIN 3222 Foundations of Investments (3) CSCFFS 3260 Fundamentals of Financial Planning (3) CSCFFS 4260 Family Tax Planning (3) CSCFFS 4280 Estate Planning for Individuals & Families (2) CSCFFS 5250 Retirement Planning & Employee Benefit (3) CSCFFS 5260 Financial Planning Applications (4)	
<u>Other Group A Choices</u> CSCFFS 3000 Women & Money: Advancing Financial Citizenship (4) CONSCI/CSCFFS 3191 Internship (3) CONSCI 4998 or 4998H Undergraduate Research in Consumer Sciences (1-3) CSCFFS/CSHSPMG/CSFRST 3910 Customer Experience Management (3) CSCFFS 3270 Families in Business (3) CSCFFS 5150 FINRA Securities Industry Essentials Exam Preparation (1) CSCFFS 5160 Series 65 Uniform Investment Adviser Law Exam (1) CSCFFS 5170 Financial Planning Software (1)	
Group B (Hours in parenthesis)	
ECON 4001.01 Intermediate Microeconomic Theory (3) (Highly recommended choice) ACCTMIS 2000 Foundations of Accounting (3) or ACCTMIS 2200 Introduction to Accounting I (3) ACCTMIS 2300 Introduction to Accounting II (3) BUSFIN 4221 Investments (3)	
Continued on Page 3	

Group B (continued from Page 2)	
BUSFIN 3300 Principles of Insurance (3) BUSFIN 3120 Foundations of Finance (3) or BUSFIN 3220 Business Finance (3) BUSFIN 3500 Legal Environment of Business (1.5) BUSFIN 4224 Behavioral Finance (1.5) BUSFIN 4310 Commercial Property & Casualty Insurance (3) BUSFIN 4311 Personal Insurance (3) BUSFIN 4312 Employee Benefits Plans (3) BUSOBA 3130 Foundations of Operations Management (3) BUSMHR 2500 Entrepreneurship (3) BUSMHR 3100 Foundations of Management & Human Resources (3) BUSMHR 3510 Innovation & Entrepreneurship (3) BUSMHR 3511 Value Creation in the Social Enterprise (3) BUSML 3150 Foundations of Marketing (3) COMM 2131 Business & Professional Speaking (3) ECON 2002.01 Principles of Macroeconomics (3) ECON 3048 Ethics & Social Responsibility in Economic Life (3) ECON 4400 Elementary Econometrics (3) ECON 4700 Government & Business (3) ECON 4800 Labor Economics & Industrial Relations (3) ECON 5860 Health Economics (3) HDFS 2210 Helping Skills in Context (3) SOCWORK 3501 Engagement & Interviewing Skills (3) PUBAFRS 2110 Introduction to Public Affairs (3)	
Students who want to fulfill the education requirements for attaining CFP certification must complete the following courses. Some courses have pre-requisites that are not listed. Students must look up any pre-requisites. CSCFFS/BUSFIN 3222 Foundations of Investments BUSFIN 3300 Principles of Insurance CSCFFS 3260 Fundamentals of Financial Planning CSCFFS 4260 Family Tax Planning CSCFFS 4280 Estate Planning for Individuals & Families CSCFFS 5250 Retirement Planning & Employee Benefits CSCFFS 5260 Financial Planning Applications	
Total Hours: 82-97 Free Electives to reach 120 Hours: 23-38 Minimum 120 credit hours required for degree completion. Total Hours based on requirement course choices and/or number of credits that overlap between requirement areas. Students encouraged to overlap as many credits as possible.	

Consumer and Family Financial Services Consumer Economics and Financial Planning

EDUCATION AND HUMAN ECOLOGY



Effective for students admitted to the College of Education and Human Ecology beginning Spring 2025–Autumn 2027

General Education Requirements (32-39 Hours)		HOURS
Launch Seminar		1
Reflection Seminar		1
Foundations (22-25 Hours)		
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Mathematical & Quantitative Reasoning or Data Analysis		3-5
Literary, Visual & Performing Arts		3
Historical & Cultural Studies		3
Natural Science		4-5
Social & Behavioral Sciences		3
Race, Ethnic & Gender Diversity		3
Thematic Pathways (8-12 Hours)		
Take 4-6 hours from Citizenship for a Diverse & Just World and 4-6 hours from another Thematic Pathway of choice.		
Citizenship for a Diverse & Just World		4-6
Choice of 4-6 hours from one additional Thematic Pathway:		4-6
Lived Environments	Origins & Evolution	Migration, Mobility, & Immobility
Sustainability	Traditions, Cultures, & Transformations	
Health & Wellbeing	Number, Nature, Mind	
EHE 1100 College Survey		1

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Consumer Economics and Financial Planning

Bachelor of Science in
Human Ecology



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Total Hours: 82-97 Free Electives to reach 120 Hours: 23-38 Minimum 120 credit hours required for degree completion. Total Hours based on requirement course choices and/or number of credits that overlap between requirement areas. Students encouraged to overlap as many credits as possible.	



From: Abito, Mike abito.1@osu.edu
Sent: Thursday, June 4, 2026 9:50 PM
To: Tackett, Kimberly <tackett.209@osu.edu>; Yang, Huanxing <yang.1041@osu.edu>
Subject: Re: Concurrence - Program Name Change

CONCURRENCE: ECONOMICS

Hi Kimberly, sorry for the delay. **The econ department gives concurrence for the revised name change.**

Mike Abito

Jose Miguel Abito

Associate Professor and Director of Undergraduate Studies
Department of Economics
236 Bricker Hall
190 N Oval Mall
Columbus, OH 43210
abito.1@osu.edu

From: Tackett, Kimberly <tackett.209@osu.edu>
Sent: Thursday, June 4, 2026 11:22 AM
To: Yang, Huanxing <yang.1041@osu.edu>; Abito, Mike <abito.1@osu.edu>
Subject: Re: Concurrence - Program Name Change

Hello, Dr. Yang and Dr. Abito,

Just wanted to send a quick follow up email to my concurrence request below which was due yesterday.

Thanks,
Tackett

Kim Tackett, M.Ed. [She/Her]

College of Education and Human Ecology
Department of Human Sciences
Curriculum and Academic Program Services (CAPS)
Senior Curriculum Coordinator

From: Tackett, Kimberly <tackett.209@osu.edu>
Sent: Tuesday, May 19, 2026 5:04 PM
To: Yang, Huanxing <yang.1041@osu.edu>; Abito, Mike <abito.1@osu.edu>
Subject: Re: Concurrence - Program Name Change

Good afternoon, Dr. Yang and Dr. Abito,

Thank you again for providing concurrence on our previous request to change the name of our major from **Consumer and Family Financial Services** to **Financial Planning and Consumer Economics**.

Unfortunately, we did not receive concurrence from the Fisher College of Business on that proposed title. However, they have indicated they would be willing to move forward with concurrence if the title order is reversed. Therefore, we are now requesting concurrence to change the name of our major to **Consumer Economics and Financial Planning**.

We kindly ask that you provide your response by **Wednesday, June 3**, in alignment with the university's ten-business-day concurrence guideline. I've accounted for the holiday as well.



Make it a great day!

Tackett

Kim Tackett, M.Ed. [She/Her]

College of Education and Human Ecology

Department of Human Sciences

Curriculum and Academic Program Services (CAPS)

Senior Curriculum Coordinator

From: Yang, Huanxing <yang.1041@osu.edu>

Sent: Friday, May 1, 2026 6:05 PM

To: Tackett, Kimberly <tackett.209@osu.edu>; Abito, Mike <abito.1@osu.edu>

Subject: Re: Concurrence - Program Name Change

Dear Kim,

The Econ department gives concurrence to the proposed name change.

Best,

Huanxing Yang

Professor and Chair

From: Tackett, Kimberly <tackett.209@osu.edu>

Sent: Monday, April 20, 2026 3:24 PM

To: Yang, Huanxing <yang.1041@osu.edu>; Abito, Mike <abito.1@osu.edu>

Subject: Concurrence - Program Name Change

Good afternoon, Dr. Yang and Dr. Abito,

I hope this message finds you well!

Our faculty in the Department of Human Sciences (College of Education and Human Ecology) are seeking concurrence from the Department of Economics for a name change to one of our undergraduate majors:

Current

Consumer and Family Financial Services (CFFS)

Proposed

Financial Planning and Consumer Economics

We believe the proposed name better reflects the evolution of the field, aligns more clearly with workforce needs, and more accurately represents the curriculum, faculty expertise, and career outcomes associated with our major. You are welcome to review our curriculum for the CFFS major [here](#).

We kindly ask that you provide your response by **Friday, May 1**, in alignment with the university's ten-business-day guideline.

If you are not the appropriate contact for this request, I would appreciate your assistance in directing me to the correct individual(s). Please don't hesitate to reach out with any questions or concerns.

Make it a great day!

Tackett

Kim Tackett, M.Ed. [She/Her]

College of Education and Human Ecology

Department of Human Sciences



From: Purtell, Kelly purtell.15@osu.edu

CONCURRENCE: FISHER/FINANCIAL PLANNING

Date: Friday, June 5, 2026 at 3:32 PM

To: Croxton, Keely <croxton.4@osu.edu>, Tackett, Kimberly <tackett.209@osu.edu>

Subject: RE: Concurrence - Program Name Change

Hi Keely,

I hope your summer is going well! I just wanted to send a quick note to let you know that our faculty agreed with your thoughts on **Consumer Economics and Financial Planning** as a good option and we will be moving forward with that.

Thanks so much for your helpful feedback throughout this process!

Kelly

From: Croxton, Keely <croxton.4@osu.edu>

Sent: Thursday, May 14, 2026 10:21 AM

To: Purtell, Kelly <purtell.15@osu.edu>; Tackett, Kimberly <tackett.209@osu.edu>

Subject: Re: Concurrence - Program Name Change

Kelly,

Thanks for checking back in with us. We've been thinking about how to make sure students can easily tell our programs apart, and we'd like to suggest going with **Consumer Economics and Financial Planning**.

It's a subtle change, but we think putting "Consumer Economics" first helps signal to students that the program focuses on individual and household financial management, which helps distinguish it from our Finance major's focus on corporate finance and institutional markets. We think this will help steer students toward the program that best fits their goals - whether they are looking towards personal financial advising or the corporate sector.

Let me know what you think!

Keely



THE OHIO STATE UNIVERSITY

Keely L. Croxton, PhD

Assoc. Dean of Undergraduate Programs & Global Engagement

Prof. of Logistics

Fisher College of Business

croxton.4@osu.edu



From: Purtell, Kelly <purtell.15@osu.edu>

Date: Wednesday, May 13, 2026 at 2:27 PM

To: Croxton, Keely <croxton.4@osu.edu>, Tackett, Kimberly <tackett.209@osu.edu>

Subject: RE: Concurrence - Program Name Change

Hi Dr. Croxton,

I hope you are experiencing a good wrap-up to your semester. I just wanted to loop back around on this. Our faculty are really excited about the potential name change and are interested in moving towards their initial proposal, **Financial Planning and Consumer Economics**. I have attached the letter that explains their rationale why. We have already received concurrence from Economics and are hoping to move forward sooner rather than later.

My schedule is starting to get less intense so let me know if you want to hop on a call and chat through what concerns you have and what possible solutions we can find.

Thanks so much,

Kelly

Kelly M. Purtell, PhD

Interim Vice Chair, Department of Human Sciences

Scarlet and Gray Associate Professor, Human Development and Family Science

College of Education and Human Ecology

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305 Annie & John Glenn Ave,

Columbus, OH 43210-1124

[purtell.15@osu.edu]purtell.15@osu.edu

From: Purtell, Kelly

Sent: Tuesday, April 21, 2026 4:25 PM

To: Croxton, Keely <croxton.4@osu.edu>; Tackett, Kimberly <tackett.209@osu.edu>

Subject: RE: Concurrence - Program Name Change

Hi Keely,

I hope you are doing well. I don't think we have had a chance to meet yet- I am the new Interim Vice Chair for Human Sciences. Would you be willing to have a meeting to discuss this name change and try to find the name that works best for our program and your college? I'm confident we can find one that works for everyone but think it might be easier to do so on a call.

If that works, I will have our executive assistant work to schedule something (probably the week of May 4th if that works). On our end, it would be Tackett and I, Tasha Snyder (who is handling undergraduate affairs at the college level) and our Consumer Sciences program chair.

Thanks so much,



Kelly

Kelly M. Purtell, PhD

Interim Vice Chair, Department of Human Sciences

Scarlet and Gray Associate Professor, Human Development and Family Science

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purtell.15@osu.edu | purtell.15@osu.edu

From: Croxton, Keely <croxton.4@osu.edu>

Sent: Thursday, April 9, 2026 1:23 PM

To: Tackett, Kimberly <tackett.209@osu.edu>; Yilmazer, Tansel <yilmazer.2@osu.edu>

Cc: Purtell, Kelly <purtell.15@osu.edu>

Subject: Re: Concurrence - Program Name Change

Thanks for the quick ideas! We can live with Consumer Finance and Financial Planning.

Keely

Keely L. Croxton, PhD

Associate Dean of Undergraduate Programs & Global Engagement

Prof. of Logistics

Fisher College of Business

The Ohio State University

croxton.4@osu.edu

From: Tackett, Kimberly <tackett.209@osu.edu>

Date: Thursday, April 9, 2026 at 12:46 PM

To: Croxton, Keely <croxton.4@osu.edu>, Yilmazer, Tansel <yilmazer.2@osu.edu>

Cc: Purtell, Kelly <purtell.15@osu.edu>

Subject: Re: Concurrence - Program Name Change

Keely,

As our faculty run through options for a different title for the program, would you consider providing concurrence for any of the following options. Providing a few different options would be helpful in their discussion:

Financial Planning for Individuals and Families

Consumer Finance and Financial Planning

Financial Planning and Consumer Behavior

Financial Planning and Consumer Analytics



Thanks,
Tackett

Kim Tackett, M.Ed. [She/Her]

College of Education and Human Ecology
Department of Human Sciences
Curriculum and Academic Program Services (CAPS)
Senior Curriculum Coordinator

PAES Building, A238 (2nd floor)
325 Annie and John Glenn Avenue
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Office: 614-688-2733
tackett.209@osu.edu

From: Tackett, Kimberly <tackett.209@osu.edu>

Sent: Thursday, April 9, 2026 11:59 AM

To: Croxton, Keely <croxton.4@osu.edu>; Yilmazer, Tansel <yilmazer.2@osu.edu>

Subject: Re: Concurrence - Program Name Change

Hello, Keely,

Thank you for your thoughtful feedback. I'm going to loop in our Consumer and Family Financial Services faculty representative on the Undergraduate Studies Committee for Curriculum to continue the conversation.

I also want to note that I do not see your concerns as problematic in any way - I truly appreciate your collegiality and collaboration as we work toward a course title that best serves our students while avoiding confusion for yours.

[@Yilmazer, Tansel](#) could you please review Keely's note below, share it with your faculty, and respond at your earliest convenience?

Best,
Tackett

Kim Tackett, M.Ed. [She/Her]

College of Education and Human Ecology
Department of Human Sciences
Curriculum and Academic Program Services (CAPS)
Senior Curriculum Coordinator

PAES Building, A238 (2nd floor)
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From: Croxton, Keely <croxton.4@osu.edu>
Sent: Thursday, April 9, 2026 11:49 AM
To: Tackett, Kimberly <tackett.209@osu.edu>
Subject: Re: Concurrence - Program Name Change

Tackett,

Thanks for letting us weigh-in on this one. There is concern that this program name might be confused for our Finance program. Would you consider another alternative? Perhaps "Household Financial Planning and Consumer Economics"?

Sorry to be a troublemaker, but we want to make sure we aren't creating confusion for students and others.

Keely

Keely L. Croxton, PhD

Assoc. Dean of Undergraduate Programs & Global Engagement

Prof. of Logistics

Fisher College of Business

croxton.4@osu.edu

From: Tackett, Kimberly <tackett.209@osu.edu>
Date: Tuesday, March 31, 2026 at 11:30 AM
To: Croxton, Keely <croxton.4@osu.edu>
Subject: Concurrence - Program Name Change

Good afternoon, Dr. Keely Croxton,

I hope this message finds you well!

Our faculty in the Department of Human Sciences (College of Education and Human Ecology) are seeking concurrence from the Fisher College of Business for a name change to one of our undergraduate majors:

Current: Consumer and Family Financial Services (CFFS)

Proposed: Financial Planning and Consumer Economics

We believe the proposed name better reflects the evolution of the field, aligns more clearly with workforce needs, and more accurately represents the curriculum, faculty expertise, and career outcomes associated with our major. You are welcome to review our curriculum for the CFFS major [here](#).

We kindly ask that you provide your response by **Tuesday, April 14**, in alignment with the university's ten-business-day guideline.

If you are not the appropriate contact for this request, I would appreciate your assistance in directing me to the correct individual. Please don't hesitate to reach out with any questions or concerns.

Make it a great day,

Tackett



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