



Office of Academic Affairs

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**TO:** RANDY SMITH, VICE PROVOST  
203 BRICKER HALL  
190 N. OVAL

**FROM:** SARAH N TOKAR-LANG, ACADEMIC PLANNING SPECIALIST  
THE COLLEGE OF EDUCATION AND HUMAN ECOLOGY (EHE)  
(CURRENTLY HAS THE ABILITY TO COMMUNICATE ON BEHALF OF THE EHE  
CURRICULUM COMMITTEE AND THE INTERIM DEAN OF EHE)  
172 ARPS HALL  
1945 N. HIGH STREET

**SUBJECT:** CONSUMER SCIENCES MAJOR NAME CHANGE REQUEST

**DATE:** 5/19/2008

The EHE and Consumer Sciences Curriculum Committees have approved the name change for the undergraduate major in *Family Resource Management* to *Consumer and Family Financial Services*.

Attached please find the name change request proposal from Consumer Sciences as well as concurrence documentation from the Fisher College of Business.

We will also be submitting an additional name change request in the near future, requesting that the *Textiles and Clothing* graduate and undergraduate major change to *Fashion and Retail Studies*. We are still waiting on concurrence from the Fisher College of Business.

**THE OHIO STATE UNIVERSITY**  
**College of Education and Human Ecology**  
**Department of Consumer Sciences**

**Request to Change Name of Undergraduate Major in *Family Resource Management to Consumer and Family Financial Services***  
**January 2008**

The faculty with primary responsibility for curriculum in the current Family Resource Management (FRM) major in the Department of Consumer Sciences request the name of the major be changed to Consumer and Family Financial Services. The faculty believes the proposed name more accurately describes the focus and content of our existing curriculum. Moreover, the positions available to our graduates almost always involve some aspect of serving consumers.

The Family Resource Management major is one of three major curricula offered in the Department of Consumer Sciences. Currently, students who elect the FRM major may focus on family financial management leading to careers in personal financial services, or consumer affairs leading to careers in marketing, sales, consumer research, or consumer service. Study in the Consumer Affairs option focuses on consumer issues and concerns, needs and behavior, consumer decision-making, marketplace complexities, consumer information, and public policies affecting consumer welfare. The curriculum in the family financial management option focuses on financial planning, credit counseling, and financial counseling for individuals and families.

In similar programs throughout the United States there is little consistency among program or major names beyond the term "consumer". In departments housed in colleges with missions similar to that of the College of Education and Human Ecology, and with programs related to the Ohio State University curricula, we see a range of names similar to the following:

- Department of Consumer Sciences and Retailing at Purdue University with options in Financial Counseling and Planning, Retail Management, and Selling & Sales Management;
- Department of Consumer Economics and Housing at the University of Georgia -- Consumer Economics, Consumer Economics with a Family Financial Management emphasis;
- Department of Personal Financial Planning at University of Missouri --formerly called Consumer and Family Economics with options in Personal Financial Management Services and E-Consumer Studies;
- Department of Consumer Sciences at University of Wisconsin with options in Consumer Science and Retailing.

Though the names for departments and programs are wide ranging, the pattern is to clearly reflect the specific professional outlets linked to consumer centric programs. With the name *Consumer and Family Financial Services* our program would make this connection to the professional outlets for our students. Moreover, this name links well with recent program revisions. The approved program sheet for the 2007-08 academic year (see attached) outlines two programs linked to professions serving consumers: i) consumer services and ii)

family financial services. Students in the consumer services option will move into service careers throughout the economy (e.g. sales, customer service representative (CSR) or CSR call center manager, researcher/investigator/public official in department of consumer affairs). Family financial services option students will most likely pursue careers throughout the personal financial services industry (e.g. personal insurance agent, stock broker, personal banker, trust officer, comprehensive financial planner, financial/credit counselor, financial educator, retirement specialist). The revised program sheet reflects these two tracks in programming aimed at improving the wellbeing of the consumer through services.

-----Original Message-----

From: Mangum, Stephen [[mailto:mangum\\_1@fisher.osu.edu](mailto:mangum_1@fisher.osu.edu)]  
Sent: Thursday, March 27, 2008 4:41 PM  
To: Jonathan Fox  
Cc: Penny Reighart; G.S. Hong; Golden Jackson-Mergler  
Subject: RE: name change proposal

Jonathan:

Thank you for your patience. I have spoken with Professor Anil Makhija, chairperson of the Department of Finance. While the faculty in the Department of Finance would strongly prefer an outcome that would not involve use of the word "finance" in the title, they recognize that this a very constraining and likely unrealistic preference.

Please accept this e-mail as somewhat reluctant (but otherwise enthusiastic) concurrence with the requested name change from Family Resource Management major to Consumer and Family Financial Services (CFFS) major.

Please let me know if this e-mail is insufficient in providing documentation of our concurrence.

Best,

Steve

Stephen Mangum  
Interim Dean  
Fisher College of Business

-----Original Message-----

From: Jonathan Fox [<mailto:JFox@ehe.osu.edu>]  
Sent: Wednesday, March 26, 2008 1:55 PM  
To: Mangum, Stephen  
Cc: Penny Reighart; G.S. Hong; Golden Jackson-Mergler  
Subject: RE: name change proposal

Hi Steve,

Hope your spring is off to a good start. Have you heard back from the Department of Finance? It would be ideal if I could give an update to our FRM group at the upcoming meeting on April 7th.

Thanks so much for your help with this proposal.

Jonathan

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From: Mangum, Stephen [[mailto:mangum\\_1@fisher.osu.edu](mailto:mangum_1@fisher.osu.edu)]  
Sent: Mon 1/14/2008 8:14 AM  
To: Jonathan Fox  
Cc: Penny Reighart; G.S. Hong; Golden Jackson-Mergler  
Subject: RE: name change proposal

Jonathan:

Thank you for the information. I will share the proposal with the relevant department chairs and provide you with any feedback that we assemble. The label of "financial services" has been

problematic as an idea in the past for it squarely sits in the domain of faculty within our Department of Finance. Whether the "Family" qualifier will be seen as a reasonable differentiator of domains is an open question.

Steve

Stephen Mangum  
Interim Dean  
Fisher College of Business

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From: Jonathan Fox [<mailto:JFox@ehe.osu.edu>]  
Sent: Friday, January 11, 2008 4:35 PM  
To: mangum.1@osu.edu  
Cc: Penny Reighart; G.S. Hong; Golden Jackson-Mergler  
Subject: name change proposal

Dear Dean Mangum:

Attached is a very brief proposal for changing the name of our Family Resource Management major to Consumer and Family Financial Services (CFFS).

The name has been revised, inserting the word "family," in accordance with concerns you expressed to Drs. Hong and Jackson several months ago. Over this time, our Faculty has reconsidered our options and built agreement around the CFFS name. We hope you find this name complimentary to your programs in the College of Business and agreeable to your Faculty.

Please let me know at your earliest convenience if you and your Faculty can support this name change.

Many thanks for your time and consideration. Please do not hesitate to call or email if you have any questions or concerns.

Jonathan Fox  
FRM Program Coordinator  
Department of Consumer Sciences  
College of Education and Human Ecology  
292-4561