



THE UNIVERSITY OF ARIZONA
COLLEGE OF AGRICULTURE & LIFE SCIENCES

**Norton School of Family
& Consumer Sciences**

650 N. Park Avenue
P.O. Box 210078
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cals.arizona.edu/fcs

To: University of Arizona, Curricular Affairs

From: Laura Scaramella, Director, Norton School of Family and Consumer Sciences

In Concurrence: Shane C. Burgess, Charles-Sander Dean of the College of Agriculture and Life Sciences

Re: Name Change Request: Norton School of Human Ecology

Date: 11/24/21

The faculty and staff of the Norton School is formally requesting to change the name of the Norton School of Family and Consumer Sciences to the Norton School of Human Ecology. Family and Consumer Sciences is grounded in the rich academic discipline of home economics, an academic discipline focused on applying science to improve the quality of life for individuals and families. As the challenges facing individuals and families changed, the field of home economics adapted and produced a range of now separate academic disciplines, including human development, family studies, personal and family financial planning, food science, nutritional sciences, fashion, dietetics, wellness, consumer sciences, textiles and apparel, and others. This evolution has required name changes nationwide. Our request reflects our next necessary evolution; one required for us to compete for students and faculty against UArizona's national AAU peers and, for this reason has unanimous support from all our stakeholder groups.

Our request has four rationales:

1. **Descriptive match.** The Norton School's four inter-, multi-, and trans-disciplinary academic and research areas focus on the transformational impact of social, natural and built environments on the lives of individuals and their families. Although we have no major in Human Ecology, in academic ontology, together our academic and research areas are the components of Human Ecology.
2. **Peer Institutions.** Our review of the 14 ABOR UArizona peer institutions shows that none of our peer institutions have a "Family and Consumer Sciences" academic unit and three (the University of Texas, Austin, University of Wisconsin and University of California, Davis) have a School of Human Ecology. Aligning with our highly innovative peer institutions, better positions us to be nationally competitive.
3. **Consistency with UArizona Strategic Plan.**
 - a. Pillar 1, the *Wildcat Journey*: Human Ecology reflects our commitment to engage in research and educational practices that extend beyond traditional disciplinary boundaries. Our transdisciplinary approach means that our students are uniquely trained to tackle and create the jobs of tomorrow.
 - b. Pillar 2, *Grand Challenges*: Families exist within an entire ecosystem of individuals, schools and work, communities, and countries. By building programs of research that integrate community, finance, marriage and relationships as well as child development, we can effectively advance efforts to improve the lives of individuals and families within our communities, across the state, and around the world.



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- c. Pillar 3, *Arizona Advantage*: Our Hispanic Serving Institutional status is consistent with the Norton School's mission to serve the community in which we reside. We are dedicated to more fully understanding the role of culture in promoting economic, emotional, and social resiliency among the residents of Arizona, particularly among historically marginalized communities. Our interdisciplinary research and curriculum targets specific needs of Arizona Families and trains students to work in sectors that improve each aspect of our human ecosystem.
 - d. Pillar 4, *Arizona Global*: Renaming the school to Human Ecology boldly signals our determination to lead the future direction of transdisciplinary research and study in the areas of family, finance, fashion, and consumer behavior to ensure that every family thrives.
 - e. Pillar 5, *Institutional Excellence*: This name change elevates the prestige of our school to be on par with our peer institutions and signals our intention to lead in all of the Human Ecology research areas.
4. **Business Implications.** Several practical implications are tied to the name change that have implications for the entire UArizona:
- a. Human Ecology is a much shorter name and shorter names tend to perform better in internet searches;
 - b. there is less competition with the name Human Ecology which means we will appear in more searches and at the top of the searches;
 - c. even with Human Ecology being a less frequently used school name, the name is much more often searched than Family and Consumer Sciences.

Acad Plan	Trns Descr	Status	Plan Type	Degree	Acad Prog	Acad Org	Org Name	First Term Valid	Last Admit Term
CDFRBSFCR	Major in Child Development & Family Rel	I	MAJ	BSFCR	UAGSC	1236	Family & Consumer Sci, Sch	1011	1883
CDFRBSHEC	Major in Child Development & Family Rel	I	MAJ	BSHEC		1236	Family & Consumer Sci, Sch	0000	
CDFRMINU	Minor in Child Development & Family Rel	I	MIN			1236	Family & Consumer Sci, Sch	0000	
CSFRBSFCR	Major in Consumer Stds & Fam Res Mgmt	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
CSFRMINU	Minor in Consumer Stds & Fam Res Mgmt	I	MIN			1236	Family & Consumer Sci, Sch	0000	
CSHMBSFCR	Major in Consumer Studies & Home Mgmt	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	1801	
CSHMMINU	Minor in Consumer Studies & Home Mgmt	I	MIN			1236	Family & Consumer Sci, Sch	0000	
CTMINU	Minor in Clothing & Textiles	I	MIN			1236	Family & Consumer Sci, Sch	0000	
FACMINU	Minor in Fashion and Consumers	A	MIN			1236-FCSC	Family and Consumer Sciences	2184	
FACBSBS	Major in Family and Consumer Sciences Education	I	MAJ	BS	UAGSC	1236	Family & Consumer Sci, Sch	1011	2091
FACBSBS2	Major in Family and Consumer Sciences Education	I	MJ2	BS		1236	Family & Consumer Sci, Sch	1011	2091
FACBSFCR	Major in Family and Consumer Sciences Education	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
FCRBSFCR	Major in Family and Consumer Resources	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
FCRMED	Master of Education in Family and Consumer Resources	I	MAJ	MED	GDEG	1236	Family & Consumer Sci, Sch	1852	1972
FCRMING	Minor in Family and Consumer Resources	I	MIN		GDEG	1236	Family & Consumer Sci, Sch	1844	2002
FCRMINU	Minor in Family and Consumer Resources	I	MIN			1236	Family & Consumer Sci, Sch	0000	
FCRMS	Master of Science in Family and Consumer Resources	I	MAJ	MS	GDEG	1236	Family & Consumer Sci, Sch	1844	2002
FCRPHD	Doctor of Philosophy in Family and Consumer Resources	I	MAJ	PHD	GDEG	1236	Family & Consumer Sci, Sch	1891	2002
FCSCMING	Minor in Family and Consumer Sciences	A	MIN		GDEG	1236	Family & Consumer Sci, Sch	2003	
FCSCMINU	Minor in Family and Consumer Sciences	A	MIN			1236	Family & Consumer Sci, Sch	2102	2171
FCSCMS	Master of Science in Family and Consumer Sciences	A	MAJ	MS	GDEG	1236	Family & Consumer Sci, Sch	2003	
FCSCPHD	Doctor of Philosophy in Family and Consumer Sciences	A	MAJ	PHD	GDEG	1236	Family & Consumer Sci, Sch	2003	
FCSEMINU	Minor in Family and Consumer Sciences Education	I	MIN			1236	Family & Consumer Sci, Sch	1011	2052
FISTBA	Major in Fashion Industry's Science and Technology	I	MAJ	BA	UAGSC	1236	Family & Consumer Sci, Sch	2211	
FISTBA2	Major in Fashion Industry's Science and Technology	I	MJ2	BA		1236	Family & Consumer Sci, Sch	2211	
FITSBA	Major in Fashion Industry's Science and Technology	A	MAJ	BA	UAGSC	1236	Family & Consumer Sci, Sch	2211	
FITSBA2	Major in Fashion Industry's Science and Technology	A	MJ2	BA		1236	Family & Consumer Sci, Sch	2211	
FNPLCRTU	Financial Planning	A	SP	CERTU	UCERT	1236	Family & Consumer Sci, Sch	2214	
FSBSFCR	Major in Family Studies	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
FSHDBS	Major in Family Studies and Human Development	A	MAJ	BS	UAGSC	1236	Family & Consumer Sci, Sch	2004	
FSHDBS2	Major in Family Studies and Human Development	A	MJ2	BS		1236	Family & Consumer Sci, Sch	2004	
FSHDMINU	Minor in Family Studies & Human Development	I	MIN		GDEG	1236	Family & Consumer Sci, Sch	0000	
FSHDMINU	Minor in Family Studies and Human Development	A	MIN			1236	Family & Consumer Sci, Sch	2004	
FSMING	Minor in Family Studies	I	MIN		GDEG	1236	Family & Consumer Sci, Sch	1884	2003
FSMINU	Minor in Family Studies	I	MIN			1236	Family & Consumer Sci, Sch	1011	2112
GHEBSFCR	Major in General Home Economics	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
GHEBSHEC	Major in General Home Economics	I	MAJ	BSHEC		1236	Family & Consumer Sci, Sch	0000	
HEEBSFCR	Major in Home Economics Education	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
HEEBSHEC	Major in Home Economics Education	I	MAJ	BSHEC		1236	Family & Consumer Sci, Sch	0000	
HEEBSFCR	Major in Home Economics Ext Education	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
HEEMHE	Master of Home Economics Education	I	MAJ	MHE	GDEG	1236	Family & Consumer Sci, Sch	1431	1972
HEEMING	Minor in Home Economics Education	I	MIN		GDEG	1236	Family & Consumer Sci, Sch	1401	1972
HEEMINU	Minor in Home Economics Education	I	MIN			1236	Family & Consumer Sci, Sch	0000	
HEEMS	Master of Science in Home Economics Education	I	MAJ	MS	GDEG	1236	Family & Consumer Sci, Sch	1401	1972
HEIBSFCR	Major in Home Economics & Journalism	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
HEMED	Master of Education in Home Economics	I	MAJ	MED	GDEG	1236	Family & Consumer Sci, Sch	1431	1972
HEMINU	Minor in Home Economics	I	MIN			1236	Family & Consumer Sci, Sch	0000	
IDBSFCR	Major in Interior Design	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
IDBSHEC	Major in Interior Design	I	MAJ	BSHEC		1236	Family & Consumer Sci, Sch	0000	
IDMINU	Minor in Interior Design	I	MIN			1236	Family & Consumer Sci, Sch	0000	
MCSBS	Major in Merchandising & Consumer Studies	I	MAJ	BS		1236	Family & Consumer Sci, Sch	0000	
MCSBSFCR	Major in Merchandising & Consumer Studies	I	MAJ	BSFCR	UAGSC	1236	Family & Consumer Sci, Sch	1011	1953
MCSMINU	Minor in Merchandising & Consumer Studies	I	MIN			1236	Family & Consumer Sci, Sch	0000	
MEDTBS	Major in Medical Technology	I	MAJ	BS		1236	Family & Consumer Sci, Sch	0000	
MEDTBSHS	Major in Medical Technology	I	MAJ	BSHS		1236	Family & Consumer Sci, Sch	0000	
MEDTCRTU	Medical Technology	I	SP	CERTU	UCERT	1236	Family & Consumer Sci, Sch	0000	
MFPBSFCR	Major in Merchandising & Fashion Promotion	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
MFPBSHEC	Major in Merchandising & Fashion Promotion	I	MAJ	BSHEC		1236	Family & Consumer Sci, Sch	0000	
MFPMINU	Minor in Merchandising & Fashion Promotion	I	MIN			1236	Family & Consumer Sci, Sch	0000	
NMSFCSND	No Major Selected Fam Cons Sci	A	MAJ		UAGSC	1236	Family & Consumer Sci, Sch	1011	
PFFPBS	Major in Personal and Family Financial Planning	A	MAJ	BS	UAGSC	1236-FCSC	Family and Consumer Sciences	2184	
PFFPBS2	Major in Personal and Family Financial Planning	A	MJ2	BS		1236-FCSC	Family and Consumer Sciences	2184	
PFFPMINU	Minor in Personal and Family Financial Planning	A	MIN			1236-FCSC	Family and Consumer Sciences	2194	
PRFSND	Pre-Family Studies & Human Development	A	PRP		UAGSC	1236-FSHD	Family Studies and Human Dev	2104	2204
PRRCND	Pre-Retailing & Consumer Science	A	PRP		UAGSC	1236-RCSC	Retailing & Consumer Sciences	2104	
RCSBSFCR	Major in Retailing and Consumer Science	I	MAJ	BSFCR		1236	Family & Consumer Sci, Sch	0000	
RCSCBS	Major in Retailing and Consumer Science	A	MAJ	BS	UAGSC	1236-RCSC	Retailing & Consumer Sciences	2004	
RCSCBS2	Major in Retailing and Consumer Science	A	MJ2	BS		1236-RCSC	Retailing & Consumer Sciences	2004	
RCSMINU	Minor in Retailing and Consumer Science	A	MIN			1236-RCSC	Retailing & Consumer Sciences	2194	
RCSMINU	Minor in Retailing and Consumer Science	I	MIN			1236-RCSC	Retailing & Consumer Sciences	1011	2112

From: u-caac-request@list.arizona.edu on behalf of [Heileman, Greg - \(heileman\)](#)
To: u-caac@list.arizona.edu
Subject: [u-caac] Fwd: Additional information regarding the Norton School name change request
Date: Tuesday, March 1, 2022 1:17:33 PM
Attachments: [image001.png](#)
[Memo to UCAAC and GCAAC -- Proposal to change the Norton School name to Human Ecology.docx](#)

U-CAAC members,

Recall that at our last U-CAAC meeting, the Norton School of Human Ecology name change request was considered, and it passed our committee. Recall that our decision was that since many of you also serve on G-CAAC, and the proposal was held up at the committee, the work of sorting out the concerns with this request should take place there. Laura has supplied a memo (attached) that believe is meant to address the concerns that have been expressed.

Thanks,
-Greg

Gregory L. Heileman, Ph.D.

Professor, Electrical & Computer Engineering
Vice Provost, Undergraduate Education
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Begin forwarded message:

From: "Scaramella, Laura V - (scaramella)" <scaramella@arizona.edu>
Subject: Additional information regarding the Norton School name change request
Date: March 1, 2022 at 1:07:30 PM MST
To: "Carnie, Andrew H - (carnie)" <carnie@arizona.edu>, "Heileman, Greg - (heileman)" <heileman@arizona.edu>

Dear Andrew and Greg,

Please see the attached memo. This memo provides additional information regarding the request to change the name of the Norton School of Family and Consumer Sciences to the Norton School of Human Ecology.

If you have any additional questions or concerns, please do not hesitate to contact me.
Laura



Laura Scaramella, Ph.D.

Director, John and Doris Norton School of Family and Consumer Sciences
Professor and Fitch Nesbitt Endowed Chair, Family Studies and Human Development Norton
School of Family and Consumer Sciences
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To: G-CAAC

From: Laura Scaramella, Director Norton School of Family and Consumer Sciences

Re: Additional clarity regarding name change request: Norton School of Human Ecology

Date: 3/1/22

In the past 4 years, the undergraduate degrees offered in the Norton School have expanded from two (Family Studies & Human Development and Retailing & Consumer Sciences) to four. These two new academic degrees include Fashion Industry's Science & Technology and Personal & Family Financial Planning. In the coming years, we are hoping to add one more graduate degree program to the Norton School, a Marriage and Family Therapy (MFT) MS degree and, perhaps graduate certificates in Consumer Behavior and Consumer Insights.

The Norton School of Family and Consumer Sciences does not reflect the direction of our school nor does this name represent the diversity of degrees offered within the Norton School. This is a common challenge experienced by many other universities. Across the country, Schools (or colleges) of Family and Consumer Sciences are changing their name to Human Ecology or Human Sciences.

Human Ecology is defined as interdisciplinary and transdisciplinary academic programs focused on improving how individuals interact with their natural, social, and built environments. The name Human Ecology more accurately aligns with the current direction and aspirational goals of the Norton School. As described in our 2/1/22 self-study report:

The Norton School of Family and Consumer Sciences mission is to provide high-quality instructional, research, extension, and outreach activities to **ensure that every family thrives**. Our efforts focus on creating a world where families have the knowledge, skills, and resources to live their best lives. To do this, we are committed to creating a culture of discovery, collaboration, and innovation through research, education, and community partnerships. The COVID-19 pandemic has increased the relevance of our academic programs in that we focus on parenting, mental health, and relationship issues affecting children, youth, families; financial knowledge and well-being; and consumer behavior, supply chain, and the retail industry.

This document provides the rationale for the name change request. First, the history of the home economics degree and the associated names will be described. Next, we summarize the organizational structure of our peer institutions. Finally, practical consequences of changing the name of the Norton School will be discussed.

I. Historical Overview

The Morrill Act of 1862 established land-grant institutions of higher education in each state; these intuitions were required to create a College of Agriculture and also to admit women students. Women were encouraged to pursue degrees that applied science to improving the quality of life in the home. Domestic science, or home economics, was the application of scientific theories and practices to modernize caretaking, sanitation, food preparation, cleaning and sewing.



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The academic discipline of home economics has a long and rich history because the discipline remained focused on its mission to improve the quality of life for individuals and families. As the challenges facing individuals and families changed, the field adapted and spawned a range of academic disciplines, including human development, family studies, personal and family financial planning, food science, dietetics, wellness, consumer sciences, textiles and apparel. Name changes were a natural by-product of this adaptation.

The University of Arizona created the department of domestic sciences in 1898, this department was renamed Home Economics in 1913. In 1934, the department of Home Economics was moved to the College of Agriculture and became the School of Home Economics. Fifty years later, in 1984, the School of Home Economics was renamed to the School of Family and Consumer Resources. In 2000, the school name was adjusted to its current name, the School of Family and Consumer Sciences.

Aligning the Norton School with the UA focus on the fourth industrial revolution requires yet another evolution. Each of our four academic disciplines, Family Studies and Human Development, Personal and Family Financial Planning, Retailing and Consumer Sciences, and Fashion Industry, Science and Technology, are firmly grounded in the origins of Home Economics. The future of these programs will again be transformational to the field of Home Economics. Our future plans for each academic program include:

1. Family Studies and Human Development:
 - Add a Master's of Science degree in Marriage and Family Therapy to provide trained therapists to address the growing mental health crisis facing families.
2. Personal and Family Financial Planning:
 - Launch a Center for Student Financial Success to provide workshops and seminars in financial planning for the university community and the Tucson community.
3. Retailing and Consumer Science
 - Create specialized degrees in Consumer Insights and Experiences (M.S.)
4. Fashion Industry, Science and Technology
 - Expand partnerships with other academic disciplines (e.g., Applied Humanities, Fine Art, Health Science, and Engineering) to teach students how to integrate science and technology into apparel to improve quality of life.

II. Peer Institutions – Organizational structure.

A review of our [peer institutions](#) indicates considerable diversity in how academic programs are organized. Of the 14 peer institutions located on the ABOR website, only 10 are land-grant institutions and only 9 of these land-grant institutions have a College of Agriculture and Life Sciences (or comparable). Particularly noteworthy, none of our peer institutions have a college, school or department of Family and Consumer Sciences.

The following identifies: 1) which peer institutions have a School of Human Ecology and the academic programs housed in the school; 2) peer institutions with similar programs as the Norton School and where they are housed; 3) peer institutions with no comparable organizational structure; 4) non-peer institutions with Schools of Human Ecology.

An important takeaway, there is no pre-defined standard for Colleges, Schools or Departments of Human Ecology. We have no interest in modeling our School after an existing school or college.

1. Peer Land-grant institutions with **Schools of Human Ecology** and their departments.

a. UC Davis – College of Agriculture, Department of Human Ecology

Human development & family studies
Landscape architecture & environmental design
Community & regional development

b. University of Texas, Austin – College of Natural Sciences, School of Human Ecology

Human development & family sciences	Public health
Nutritional sciences	Textiles & apparel

c. University of Wisconsin – School of Human Ecology (separate from College of Agriculture)

Consumer Behavior & Marketplace Studies	Textiles & Fashion design
Community & nonprofit leadership	Personal Finance
Human development & Family Studies	Interior Architecture

2. Peer institutions with similar programs as the Norton School that are organized differently

a. University of Illinois, Urbana-Champaign (land grant) -- College of Agriculture, Consumer, and Environmental Sciences (only Norton comparable departments included):

Agriculture & Consumer Economics (ACE)
--Financial planning major (housed within the department of ACE)
Human Development & Family Studies

b. Ohio State University (land-grant) – College of Education & Human Ecology, Dept. of Human Sciences

Consumer Sciences	Hospitality Management
Human Development and Family Sciences	Kinesiology
Human Nutrition	Sport, fitness, & Health

c. Pennsylvania State University (land-grant) – College of Health and Human Development

Biobehavioral Health	Human Development & Family Studies
Communication Sciences	Kinesiology
Health Policy & Administration	Nutritional Sciences
Hospitality Management	Recreation, Park, & Tourism Management



3. Peer institutions without an organizational structure comparable to the Norton School

UCLA	University of Minnesota (land-grant)
University of Florida (land-grant)	UNC-Chapel Hill
University of Iowa	Texas A&M (land-grant)
University of Maryland (land-grant)	University of Washington
Michigan State University (land grant)	

4. Non-peer universities with Human Ecology

Cornell University (land-grant) -- College of Human Ecology

Design & environmental analysis	Human development
Nutritional sciences	Policy analysis & management
Fiber science & apparel design	Public affairs (MPA)
Health administration (MHA)	

Georgia Southern University – College of Behavioral and Social Sciences Human, School of Human Ecology

Child & family development	Fashion merchandising & apparel design
Interior design	Recreational & tourism management

III. Practical considerations

1. Human Ecology is more inclusive of all of our programs. Family and Consumer Sciences excludes Personal and Family Financial Planning and Fashion Industry, Science and Technology.
2. The name is shorter. In google searches, shorter names perform better.
3. Our peer institutions do not have FCS programs, which means that our comparisons are non-peer institutions.
4. Human Ecology is searched more than Family and Consumer Sciences even though there are much fewer Schools of Human Ecology than Family and Consumer Sciences (see page 5 of Jennifer Yamnitz review). We would appear in more searches and promoting our programs/school would cost less.