

*Guest Editorial*

**A Rose by Any Name...Dung by Any Name...**

[IHL Final Board Book May 21, 2015](#)

**USM** – Rename the School of Human Performance and Recreation the School of Kinesiology. The requested name change to kinesiology better aligns the academic unit with current evidence-based practices which concomitantly develops the appropriate professional image within the academic community. An appropriately branded image is paramount to the recruitment of quality faculty and students necessary for knowledge generation and dissemination. Being appropriately branded, a School of Kinesiology will be better positioned to meet the student recruitment priorities and goals of the University. No additional funding is being requested. Cost for signage associated with the name change will be provided through existing funds.

“Appropriate professional image within the academic community”?

Image, regardless of substance, is the IHL practice. Like the marketing adage: location, location, location, the IHL adheres to image, image, image. No wonder Mississippi is at the bottom of education measures of quality.