Kinesiology
An Evolving Field of Study

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Phone call from mom ....

What will my daughter be able to do with a degree in Kinesiology?
Response to mom …

• Career prediction index
• Speech and Hearing Science
• History, Philosophy & Classics
• Kinesiology – somewhere in between
1960’s….

What will my daughter be able to do with a degree in Physical Education?
1960 - 2010

- PEM and PEW
- 400 undergraduate majors
- 60% PE & Coaching
- <10% seek graduate degrees

- Kinesiology and Community Health
- 1200 undergraduate majors
- < 5% PE & Coaching
- >60% seek graduate degrees
more info for mom....

• Explosion of career choices
• Rigorous evidence-based science
• Prepare for graduate school

AKA
American Kinesiology Association
Kinesiology is an academic discipline which involves the study of physical activity and its impact on health, society, and quality of life.

It includes, but is not limited to, such areas of study as exercise science, sports management, athletic training and sports medicine, socio-cultural analyses of sports, sport and exercise psychology, fitness leadership, physical education-teacher education, and pre-professional training for physical therapy, occupational therapy, medicine and other health related fields.

http://www.americankinesiology.org/about-us/about-aka
Many different configurations….

At the University of Illinois Urbana-Champaign the Department of Kinesiology and Community Health is an interdisciplinary unit dedicated to the study of health, rehabilitation, and human movement.

Faculty in the Department utilize a broad variety of approaches in the integrative study of health, rehabilitation, and human movement, including research themes such as lifespan physical activity, community health, rehabilitation counseling, disability, well-being and inclusion, physical culture and education, pedagogy, human factors, and human performance.

KCH Mission Statement, University of Illinois Urbana-Champaign, 2011
Selected Career Opportunities 1

- Physical Education/Teaching
- Coaching
- Athletic Director
- Athletic Administration
- Physician
- Physicians Assistant
- Physical Therapy
- Occupational Therapy
- Chiropractor
- Optometrist
- Dentist
- Athletic Training
- Cardiac Rehabilitation
- Corporate Fitness
- Personal Training
- Exercise Physiologist
- Sport Journalism
- Sport Law
- Research Scientist
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Selected Career Opportunities 2

- Rehabilitation Counselor
- Corporate Health
- Public Health Officer
- Health Educator
- Health Law
- Health Promotion
- Health Planning
- Health Consulting
- Health Administration
- Health Marketing and Fund Raising
Increased Emphasis on Health in Kinesiology

Benefits to department:

• Increased number of Kines majors
• Increased demand for Kines courses
• Increased revenues (depends on budget model)
• Larger and more diverse faculty (and students)
• Increased visibility and recognition for Kines on campus
• More opportunities for our graduates
Increased Emphasis on Health in Kinesiology

Risks to department:

- Many students have no long term commitment to Kinesiology as a field
- Few options available to BS graduates unwilling to consider graduate school
- Decreased sense of "identity" for some Kines faculty and graduate students
- Vulnerable to declines in student enrolments
Benefits to Society

• Epidemiological transition in public health

• Physical activity as an integral component of public health

• Curricular reform – evolution or stagnation
The road ahead....
There are many disciplines that emphasize aspects of health.

The majors of Molecular and Cellular Biology, Integrative Biology, Community Health, Speech and Hearing Science, Food Science and Human Nutrition, and Kinesiology all prepare undergraduate students for careers in health and pre-professional study in allied fields.

i-Health combines all disciplines to communicate and educate on societal and health trends from a holistic perspective.

http://ihealth.illinois.edu/
Celebrate the past….

But prepare for the future….

FIRST 100 YEARS AND BEYOND

CENTENNIAL EVENTS

1895-1995

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But prepare for the future….
Henry Houghton (H.H.) Everett

1895-1\textsuperscript{st} Director of Physical Training for Men

- Served as Athletic Director and Track Coach
- Program included gymnasium and field exercises, academic coursework related to physiology, first aid, muscle development, effects of exercise on health, training for athletic competition, prevention and treatment of disease, and personal hygiene issues.
Ella Morrison

First Director of Physical Training for Women (1895)

• Coined Motto “To Be Weak Is Miserable”
• Advocated for women to develop strength and endurance to complete their academics
• The training had four fundamental goals: health, strength, muscular flexibility, and grace.
George Huff

Director of Physical Training for Men and University of Illinois Athletic Director (1901-1936).

- Established the first School for Athletic Coaches in 1914.
- Promoted fair play and sportsmanship.
Louise Freer

Director of Physical Training for Women (1915-1949)

- Maintained duties as Director of Athletics and Intramurals for women
- Pioneered research in the PEW department
T.K. Cureton

“Father of Physical Fitness”

- U of I professor developed the first Physical Fitness Research Laboratory (1941)

- Cureton sought to test motor fitness, appraise human physique, cardiovascular fitness, and aquatic performance

- Influential researcher, speaker, author, and competitive athlete
Rainer Martens

Founder and President of Human Kinetics (Est. 1974)

- Professor U of I (16 yrs.)
- Researcher, author, speaker, sport psychologist
- President of American Association for Kinesiology and Physical Education
But prepare for the future....
Ken Wilund
Physical Activity
And Health
Andiara Schwingel
Lifestyle and well-being of immigrants and ethnic minorities.
PHYSICAL HEALTH

PSYCHOLOGICAL WELL BEING

Eddie McAuley
Physical Activity and Self-Esteem

HEALTHY COMMUNITIES

SPIRITUAL HEALTH
Weimo Zhu

Qi Gong and Cancer
“He who rejects change is the architect of decay”
Harold Wilson
Upcoming AKA Event

Leadership Workshop for Chairs, Administrators, and Faculty
“Branding” Kinesiology at Your Institution
January 29-31, 2012
DFW Marriott Solana
Dallas, TX
For More Information Go To:
www.AmericanKinesiology.org
Thank You
