

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): University of Central Missouri

Program Title: Sport Management

Degree/Certificate: Bachelor of Science

Delivery Site(s): UCM Main campus with some online courses

CIP Classification: 31.0504

Implementation Date: Fall, 2013

Expected Date of First Graduation: May, 2016

AUTHORIZATION

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Name/Title of Institutional Officer Signature Date

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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	40	75	100	125	150
Part Time	0	0	0	0	0
Total	40	75	100	125	150

These projected numbers are based upon the enrollment growth that we have experienced in combination with the number of individualized majors that we have currently (and over the past 10 years). Additionally, we examined the three year growth of recent option area in our Health Studies major (Pre PT/OT) as this was also a popular individualized major before becoming a recognized program, established in 2010-2011.

PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: N/A

C. General education: Total credits: 48

Courses (specific courses OR distribution area and credits):

Division I. Intellectual Skills	
Area A. Written Communication	6
Area B. Oral Communication	3
Area C. Mathematical Reasoning	3
Division II. Core	
Area A: Part I - Life and Physical Sciences	7
Area A: Part II - Technology	3
Area B. Social and Behavioral Sciences	9
Area C. Humanities and Fine Arts	9
Area D. Cultural Interaction	3
Division III. Personal Interaction	3
Division IV. Integrative Studies	3

D. Major requirements: Total credits: 53

Courses:

SM 3100 Introduction to Sport Management	3
SM 3300 Leisure, Sport and Tourism	3
SM 4200 Applied Sport Marketing	3
SM 4210 Sport and Media	3
SM 4220 Sport Sponsorship and Retention	3
SM 4300 Recreational Sports Management	3
SM 4400 Sport Communication	3
SM 4500 Sport Leadership	3
SM 4700 Sport Facility Management	3
SM 4720 Managing Sporting Events	3
SM 4900 Senior Seminar in Sport Management	3
PE 4740 Legal Liability in Fit/Well, P.E., Recreation, & Sport Settings	2
PE 4765 Internship	6
ECON 1011 Principles of Micro-economics	3
ECON 4054 Sport Economics	3
MGT 3315 Management of Organizations	3
MKT 3405 Marketing Policy	3

E. Departmentally advised elective credits: 19 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Internship, PE 4765, 6 hours

G. Any unique features such as interdepartmental cooperation: N/A

One-Time Expenditures

There are no new one-time expenditures needed for this degree program due to all infrastructure already being in place in the newly renovated Morrow-Garrison building complex.

Recurring Expenditures

The only recurring expenses that will be needed are in years 4 and 5 once COSMA accreditation is pursued. No new faculty lines are required due to the reconstitution of 4 full-time tenure track positions and an additional move over of 1 faculty line because of recent program elimination. Therefore, we will have five full-time faculty members devoted to this undergraduate degree in Sport Management in addition to our already established Masters program in Sport Management.

Revenue

All revenue from this program will be generated by tuition and fees associated with admission of students into the program. It is anticipated that most students will be new to campus, however just like some of our other programs in the Department of Nutrition and Kinesiology it is likely that we will also attract some transfer students from other four-year institutions and/or community colleges. Affiliations establishing Missouri academic feeder schools are being pursued. For our projection purposes, 13% of students are anticipated to be out-of-state students paying out-of-state tuition rates leaving the remainder of student (87%) paying in-state tuition.

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: University of Central Missouri

Program Name: Sport Management

Date: January 2, 2013

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

No special admissions procedures or student qualifications will be required beyond regular university admissions requirements.

- Characteristics of a specific population to be served, if applicable.

As a regional comprehensive university, the characteristics of the student population within the proposed program will be like those represented in existing academic programs.

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Appropriate academic credentialing (i.e. Ph.D. in Sport Management or related area) will be the required standard of faculty in the program.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

Full time faculty will teach approximately 100% of coursework.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Expectations for professional activities among faculty include but are not limited to:

- *professional development experiences (conventions, conferences, seminars, the like)*
- *engagement of student and faculty interaction and research*
- *internships*
- *mentoring*

Enrollment Projections

- Student FTE majoring in program by the end of five years.

By the end of five years, 150 students are projected to be majoring in the program. These projected numbers are based upon the enrollment growth that we have experienced in combination with the number of individualized majors that we currently (and over the past 10 years). Additionally, we examined the three year growth of recent option area in our Health Studies major (Pre PT/OT) as this was also a popular individualized major before it a recognized program was established in 2010-2011.

Percent of full time and part time enrollment by the end of five years.

- *Full time students enrolled in the program – 100%*

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
 - *Number of students graduating at 3 years after implementation of program – 15*
 - *Based on current individualized majors that will be rolled into this proposed new major in Sport Management and the potential for transfer student enrollment.*
 - *Number of students graduating at 5 years after implementation of program - 45*

- Special skills specific to the program.

Outcomes involving special skills specific to the program involve practical sport industry experiences and abilities germane to the management of sport. The degree program will also develop critical thinking skills, leadership, and professionalism.

- Proportion of students who will achieve licensing, certification, or registration.

This degree will not result in licensing, certification, or registration.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

The Sport Management degree program will implement an assessment process that will include formative and summative assessment instruments in preparation for COSMA accreditation. These assessments of student performance will be performed at the midpoint and end of the major, and the results will be reviewed by faculty on an annual basis to determine what changes need to be made to the curriculum.

- Placement rates in related fields, in other fields, unemployed.

The number of sport management-related job postings in the Kansas City and St. Louis metropolitan statistical areas (MSA) has grown 27 percent from 2010 to 2012. This growth in postings compares to a 44 percent increase on the national level over the same time period. Overall, we identified 2,708 sport management-related job postings in these two MSAs between January 1, 2010, and December 4, 2012. All of these job postings require a bachelor's degree. We controlled for 10 industries most likely to employ sport management program graduates (e.g., sports teams and clubs, sports agents, fitness and recreational sports centers, media representatives). We also controlled for 20 skills that program graduates would most likely possess (e.g., event planning, merchandising, facilities management, media strategy). Among these job postings, wholesale sales representatives, public relations specialists, and executive administrative assistants are the three occupations in greatest demand. The Bureau of Labor Statistics categorizes each one as a "bright outlook" occupation, projected to have 100,000 or more job openings between 2010 and 2020. Fitness centers and professional sports teams are the primary employers of sport management program graduates. Life Time Fitness, a national chain of fitness centers, is the employer with the most sport management-related job postings in the Kansas City and St. Louis MSAs, accounting for 37 percent of all postings. Life Time Fitness also holds a 25 percent share of sport management-related job postings nationwide. Postings at Life Time Fitness include Aquatics Department Head, Member Services Department Head, Sales Advisor, and Facility Operations Supervisor. Other top employers in these two MSAs are the National Football League, Major League Baseball, and Major League Soccer (EAB, 2012).

- Transfer rates, continuous study.

Students may be transferring credit from other programs of study that the University of Central Missouri has an articulation agreement with or from other sport management programs. It is not expected that the students from UCM will transfer to another

institution for degree completion. It is expected that some attrition would occur, however it would not be expected to exceed 20% of the total declared majors.

Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

The Commission on Sport Management Accreditation (COSMA; www.cosmaweb.org) will serve as the accrediting body. The projected timeline includes conducting a program self-study after 3 years, submitting the self-study and initiating appropriate COSMA accreditation protocols during year 4, and gaining status as a fully accredited program by year 5.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

Historically, within other programs within our department our alumni satisfaction rates are consistently at or near 95%. These data will be collected specifically for the proposed program following the required internship near the end of the program course sequence.

- Expected satisfaction rates for employers, including timing and method of surveys

This information will be collected from the internship sites at the conclusion of the required internship. Additionally, employer surveys will be conducted at 1 and 3 years to determine employer satisfaction with alumni. It is expected that employers will report being satisfied or extremely satisfied with employees from UCM's Sport Management program. These surveys will assist with identifying strengths and weaknesses of the program and modifications can then be made to build upon the strengths and eliminate the weaknesses.

Justification

Key Observations

Across institutions, Sports Management programs are financially sustainable and, in several cases, generate a profit margin of over 75 percent. Contacts across institutions also report that Sport Management programs generate enough revenue to satisfy university administrators. For example, a university reports that their Sport Management program is the most profitable graduate program at the University. At some universities, for which the most detailed financial information is available, the profit margin of profiled programs exceeds 75 percent.

Enrollment and Application Trends

The number of sport management-related job postings in the Kansas City and St. Louis metropolitan statistical areas (MSA) has grown 27 percent from 2010 to 2012. This growth in postings compares to a 44 percent increase on the national level over the same time period. Overall, we identified 2,708 sport management-related job postings in these two MSAs between January 1, 2010, and December 4, 2012. All of these job postings require a bachelor's degree. We controlled for 10 industries most likely to employ sport management program graduates (e.g., sports teams and clubs, sports agents, fitness and recreational sports centers, media representatives). We also controlled for 20 skills that program graduates would most likely possess (e.g., event planning, merchandising, facilities management, media strategy). Among these job postings, wholesale sales representatives, public relations specialists, and executive administrative assistants are the three occupations in greatest demand. The Bureau of Labor Statistics categorizes each one as a "bright outlook" occupation, projected to have 100,000 or more job openings between 2010 and 2020. Fitness centers and professional sports teams are the primary employers of sport management program graduates. Life Time Fitness, a national chain of fitness centers, is the employer with the most sport management-related job postings in the Kansas City and St. Louis MSAs, accounting for 37 percent of all postings. Life Time Fitness also holds a 25 percent share of sport management-related job postings nationwide. Postings at Life Time Fitness include Aquatics Department Head, Member Services Department Head, Sales Advisor, and Facility Operations Supervisor. Other top employers in these two MSAs are the National Football League, Major League Baseball, and Major League Soccer.

University of Central Missouri Case

The Department of Nutrition & Kinesiology's graduate Sport Management program has experienced some 300% enrollment growth over the last 6 years. Currently, we have 120 students enrolled in the Sport Management graduate program and these students are preparing themselves for leadership positions in sport management and sport professions, including the recreational industry, college/university sports, resort sports programming, intramural-club-recreational sports programs and management positions within the wellness and fitness industry. In addition, since the graduate program has gone completely online, virtually every course

in the program has utilized a waiting list for enrollments, attesting to the strong interest in the professional field as well as the quality of reputation the program has earned.

In addition, over the past 10 years, there have been approximately 75 individualized undergraduate majors pursuing academic training in sport management, each created to meet the demand expressed by students. This Fall 2012 alone the Department of Nutrition and Kinesiology has created 12 individualized majors for students. It seems both prudent and timely that an undergraduate degree in Sport Management be "formalized" and offered at the University of Central Missouri to meet growing student demand and professional opportunities. After establishing a solid and robust Sport Management program, it is the intent of the Department of Nutrition and Kinesiology to seek program accreditation by the Commission On Sport Management Accreditation (COSMA) within 3-5 years.

The students who will end up matriculating into this proposed Sport Management major will have a focus on the Sport aspect of this program and as a result all courses and curriculum (in alignment with COSMA accreditations guidelines) will prepare students for employment in areas of sport. This program could also be an excellent fit for the Innovation Campus in Lee's Summit, meeting unmet academic demand in the Kansas City metro area in a very timely manner. In addition, alternative program delivery methods--such as an online format, for example--could be very lucrative and attractive to a wide demographic cross-section of likely students.

Sport Management in KC Area

The need for an undergraduate Sport Management program is two-fold: educational and workforce preparation. Educationally, there are roughly 240 bachelor and graduate accredited Sport Management programs in the United States. Of those, no school in Missouri offers an accredited Sport Management program. The only Sport Management/Administration programs in Missouri are at The University of Missouri, Missouri State University, Southeast Missouri State University and Missouri Baptist University. The programs at the University of Missouri and Missouri State are focused more on the recreation side of sport and do not offer the course work required to obtain COSMA accreditation (these are emphasis areas and not majors). Missouri Baptist University's Sport Management degree is more comprehensive than both MU and MSU, however Missouri Baptist University is a private evangelical Christian, coeducational university located in western St. Louis County in Creve Coeur Missouri. The mission and vision of this institution is vastly different than the University of Central Missouri along with the geographical location of the institution and more urban setting. The program at Southeast Missouri State University does have a robust curriculum but serves students in a geographical area of the state that the University of Central Missouri does not typically attract from. In addition, the need for a Sport Management program at University of Central Missouri is in workforce preparation. The Kansas City area is known as a large sport market in the United States. There are three professional sport teams, numerous high school and college teams as well as thousands of independently owned sport-oriented businesses. Also, a number of students in KC metro area high schools have indicated they would like to study sport management. The need for educated personnel is constant, and there are insufficient programs to fill the need in the metropolitan areas of Kansas City, Missouri.