

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 4.C (1) (c)

DATE: April 3, 2013

SUBJECT: New Site Requests – USD, M.A. in Kinesiology & Sport Science, Online

The University of South Dakota requests authority to deliver the M.A. in Kinesiology and Sport Science online. The new site request is for the Sport Management specialization. The degree/specialization is a 33 credit hour degree program designed to provide proficiency in the business of sport.

The new site request provides examples of positions held by graduates with the specialization. The University believes that there will be strong demand for this degree and specialization.

Online delivery supports system strategic goals (Policy 2:21):

- Offer programs off-campus and online
- Contribute to workforce development

The University does not request new state resources or student fees. Delivery would be funded with self-support tuition.

RECOMMENDED ACTION

Authorize the University of South Dakota to deliver the M.A. in Kinesiology and Sport Science, Sport Management Specialization, online as described in Attachment I.

**South Dakota Board of Regents
New Site: Request to Offer an Existing Degree Program**

Use this form to request authorization to deliver an existing degree program at a new site or by distance delivery. The Executive Director or the Board may request additional information.

University	The University of South Dakota
Degree(s) and Program	Master of Arts in Kinesiology & Sport Science, Sport Management Specialization
New Site(s)	Online Delivery with Select Courses offered at University Center Sioux Falls and University Center Rapid City
Proposed Implementation (term)	Fall 2013

University Approval

To the Board and the Executive Director: I certify that I have read this request, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

President of the University

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the need for this program in this site (these sites)? What is the expected demand for graduates in the site(s)?

The University of South Dakota seeks approval to offer the Master of Arts (M.A.) in Kinesiology and Sports Science (KSS) with the Sport Management Specialization online with select courses offered at both University Center Sioux Falls and University Center Rapid City. The University does not request new state resources or new student fees to support online delivery. Self-support tuition revenue will be used to support online delivery.

The Master of Arts (M.A.) in Kinesiology & Sport Science (KSS) with the Sport Management Specialization is a 33 credit hour degree program designed to provide proficiency in the business of sport. The University of South Dakota (USD) is the only state university that offers a graduate degree with a Sport Management specialization. Interest in USD's offering an online master's degree in Sport Management is indicated by prospective, current, and former students, and in outreach to coaches, athletic directors, licensed teachers, and sport administrators within the state of South Dakota as well as neighboring states.

Graduates of the current on-campus MA in KSS/Sport Management program pursue a wide range of careers such as intercollegiate athletics, professional sport, sport facility management and non-profit sport organizations based on each individual study plan. Recent program graduates include:

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- A manager of an in-state fitness club
- An assistant coach at a local college
- A manager of an in-state martial arts studio
- Also of note, a former student who works as a fitness-trainer did not attain his degree due to the difficulties of completing a program of study while working full-time and commuting. He believes that an online opportunity would enable his degree completion and better his career opportunities.

The University believes there will be strong demand for an online MA in KSS Sport Management. The industry is determined to be over a 200 billion dollar business, making it one of the six largest industries in the United States.¹ In the past 30 years, the sports industry as a whole has grown over 400%.² A recent PriceWaterCoopers report (the “Changing the Game” report) estimates continued steady growth in the global sports industry through 2015, despite global market uncertainty.³ North America is expected to continue to have the largest sports market in the world.⁴ In addition, the United States Department of Labor expects growth for several sports-related professions to be between 14-29%, which is significantly faster than the average across all occupations.⁵

The sport industry, due to its wide variety of career opportunities, requires unique skill sets from those involved in its management. The unique skill sets include knowledge specific to the sport setting in the areas of marketing, finance, economics, management, communications, and law. Unlike a general business degree, the M.A. in KSS with the Sport Management specialization applies the business-related skills learned throughout the curriculum to the unique and important issues specific to the sport industry. Upon completion of the MA in KSS/Sports Management students will be prepared for a variety of careers in the field. The scope of career opportunities is varied and may include many of the following career paths:

- Sport Event Management
- Intercollegiate Athletics
- Minor League Sports
- Sports Facility Management
- Sport Marketing
- Sport Promotions
- Sports Public Relations
- Sport/Business

¹ <http://www.bellerophonproductions.com/FOSM.pdf>

² <http://www.bellerophonproductions.com/FOSM.pdf>

³ <http://www.pwc.com/gx/en/hospitality-leisure/changing-the-game-outlook-for-the-global-sports-market-to-2015.jhtml>

⁴ <http://www.bbc.co.uk/news/business-16080491>;

http://www.huffingtonpost.com/2011/12/09/sports-industry-expected-grow-2015-report_n_1138706.html

⁵ <http://www.bls.gov/ooh/entertainment-and-sports/coaches-and-scouts.htm>

<http://www.bls.gov/ooh/entertainment-and-sports/umpires-referees-and-other-sports-officials.htm>

<http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

<http://www.bls.gov/ooh/management/public-relations-managers-and-specialists.htm>

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- Sport Entertainment

The curriculum will be designed to accommodate the adult learner/working professional. Students will have the option to enroll part-time and progress through to graduation within 24 months and/or full-time and complete the program within 14 months.

2. Is any regental university authorized to offer a similar program at the new site(s)? Is any non-system institution offering a similar program at the new site(s)? If either answer is “yes,” identify the institution(s) and program(s) and explain why authorization is requested.

At present, no regental or non-regental institution offers an online graduate KSS degree program in the state of South Dakota. And, if approved, USD will be one of a very few institutions in the Midwest offering an online KSS graduate degree. USD feels the flexibility of the MA in KSS/Sports Management will be very attractive to working adults who would like to pursue a graduate degree while pursuing their career.

The Division of KSS conducted market research to gain familiarity with the online Sport Management graduate program offerings both regionally as well as nationally. Research shows that 14 online Sport Management master-level programs exist within the country, they are as follows:

Institution	Degree Offered
Adams State College-Alamosa, CO	M.A. Sport Management
American Military University-Charles Town, WV	M.S. Sports Management
American Public University-Charles Town, WV	M.S. Sports Management
California University of Pennsylvania-California, PA	M.S. Sport Management
Drexel University-Philadelphia, PA	M.S. Sport Management
Lasell College-Newton, MA	M.S. Sport Management: Sport Hospitality Management; Sport Leadership; Sport Nonprofit Management
Liberty University-Lynchburg, VA	M.S. Sport Management: Outdoor Adventure Sport, Sport Administration
North Central University-Prescott Valley, AZ	M.Ed. Sports Management Specialization
Ohio University-Athens, OH	M.S. Athletic Administration, M.S.A. Professional Sports Administration, M.S.A. Sports Administration
Saint Leo University-St. Leo, FL	M.B.A. Sport Business
Southern New Hampshire University-Manchester, NH	M.S. Sport Management; M.S. Sport Management/Athletic Administration Graduate Certificate; M.S. Sport Management/International Sport Certificate
Tiffin University-Tiffin, OH	M.B.A. Sport Management

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United States Sports Academy- Daphne, AL	M.S.S. (Master of Sport Science) with a major in Sports Management
University of Southern Mississippi- Hattiesburg, MS	M.S. Sport Management

3. Are students expected to be new to the university or redirected from other programs or both? Complete the table and explain how the estimates were developed. How will the new site(s) affect enrollments in other campus and off-campus programs in the regental system?

Incoming students will be new to USD. The new student projection is conservative; realization of the projected goal presumes a regional marketing campaign involving direct promotion to undergraduate students as well as search engine optimization strategies and digitized marketing. Students will be able to enter the program at any point in the year; summer, fall or spring term. The initial students will enter fall of 2013. They are shown as continuing students in the subsequent year in the chart below.

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimated	FY14	FY15	FY16	FY17
New to the university	15	17	19	19
Redirected from other programs	0	0	0	0
Continuing Students	0	13	15	17
= Total in the program at the site	15	30	34	36
Credit hours, majors in program courses**	270	501	567	597
Graduates		13	15	17

* Do not include current year.

** This is the total number of credit hours generated by the majors in the required or elective program courses. The same numbers are used in Appendix B – Budget.

The online/distance program is expected to reach an untapped market within South Dakota, regional and national audiences. In addition, select courses will be scheduled at both University Center in Sioux Falls and University Center Rapid City to further reach out to potential students and interested sport professionals who seek graduate education.

Impact on Existing Programs:

The KSS degree is currently offered as a face-to-face program in Vermillion and it is not anticipated that current on-campus students will migrate to the online program. The development of an online program should strengthen the overall KSS program by adding a more diverse global student perspective and by providing greater accessibility and flexibility of course offerings.

4. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If any program modifications are requested, attach that form. Explain how the new courses will be delivered. Attach the new course request forms.

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As the University believes that the non-thesis option is compatible with the online learning environment. The table below references only the non-thesis option, which is referred to as the Sport Management Specialization Plan B.

Master of Arts in Kinesiology & Sport Science, Sport Management Specialization Plan B (Non-Thesis)	Credit hours	Courses currently available from this university at this site	Courses currently available from other universities available at this site	Courses currently available via distance	Courses new to this university
System General Education Requirements					
Institutional Graduation Requirements					
Information Technology Literacy Requirements					
<i>Subtotal, Degree Requirements</i>					
Required Support Courses (non-departmental core)	3	All	None		
Major Requirements (departmental core)	6	All	None		
Major Electives or Minor	0				
<i>Subtotal, Requirements of the Specialization</i>	24	All	None		* KSS 786 * KSS 782 * KSS 787
Free Electives	0				
MA in KSS with Sport Management Specialization Plan B (Non-Thesis):	33				

* KSS 786, 782, and 787 are newly proposed courses, currently in progress toward Board consideration at the 2013 April meeting

Explanation of Special Circumstances

A copy of the program as it appears in the current catalog is provided as Appendix A. A program modification proposal is currently in progress toward Board consideration at the 2013 April meeting. The proposal is to eliminate the internship and add three new courses.

5. How will you provide student services comparable to those available for students on the main campus?

Student services will be provided by the Division of Continuing Education (CDE) and the KSS department in keeping with the service model used in delivering current online programs. The proposed KSS graduate program will utilize the current marketing and recruitment infrastructure provided through CDE.

Initial information about the program will be provided by CDE. However, once the student is accepted into the M.A. in KSS degree program with the Sport Management specialization, (s)he will be advised by a KSS faculty member. As is true of most USD graduate programs, each student admitted to the M.A. in KSS program will be assigned a temporary faculty advisor who

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will establish initial contact through telephone, electronic mail, and/or other communication, as appropriate. Following completion of 9 to 12 credit hours in the program, students will be given the opportunity to select a permanent program advisor who will serve as their advisor for the duration of their participation in the program and will serve as a guide through the completion of their research project. When distance precludes the possibility of direct face-to-face communication, exchanges will be accomplished through electronic means. Advising can be accomplished in several methods, which both parties will agree to in advance in order to facilitate this important service.

The I.D. Weeks Library at USD has long served graduate students engaged in coursework away from the main campus in Vermillion, including students who are enrolled in online courses and degree programs. Given the library's successful history of serving distance learners, services will be comparable to those experienced by on-campus learners. Finally, technical support will be provided by USD's Information Technology Services Department. Technical services and support are available to online learners through the 24/7 Help Desk during the traditional workday, in the evenings, on weekends, and over holidays.

6. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

The M.A. in Kinesiology and Sport Science program is not accredited by a specialized accrediting body, however, the University plans to pursue specialized accreditation with the Commission on Sport Management Accreditation (COSMA) within the next two years.

All sport management programs and off-campus locations are standardly included in the COSMA accreditation process and its associated costs. There are no additional fees or procedural issues related to offering this specialization online.

7. Does the University request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy. If no exceptions are requested, enter "None."

None.

8. Costs, Budget & Resources Related to New Courses at the Site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, student services, etc needed to implement the program at the new site(s). Complete Appendix B – Budget using the system form.

A site budget is provided as Appendix B.

The costs for the online program will be created and sustained on self-support tuition. Conservative enrollment projections during the implementation stage, however, along with anticipated startup costs leads to an initial budget shortfall. The University will bear a variety of startup expenses such as course development and marketing/promotion during this first year.

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Appendix A
 M.A. in Kinesiology & Sport Science, Sport Management Specialization, Plan B
 The University of South Dakota Graduate Catalog 2012-2013

A copy of the program as it appears in the current catalog is provided in the table below.

Master of Arts in Kinesiology & Sport Science, Sport Management Specialization, Plan B		
Course	Course Title	Credit Hours
Departmental Core Requirements: 12 Credit Hours		
PE 765	Evaluation of Research in HPER	3
KSS 790	Seminar in Physical Education	3
Non-departmental Core Requirements: 3 Credit Hours		
EDER 761	Foundations of Educational Statistics	3
Sport Management Specialization Courses: 24 Credit Hours		
KSS 746	Sport Facility & Risk Management	3
KSS 758	Sport Governance	3
KSS 783	Sport Marketing & Promotions	3
KSS 784	Sport Budgeting & Finance	3
KSS 785	Legal Aspects of Sport	3
KSS 794	Internship	9