



News Release

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SDSU to Offer New Management Degrees

ABERDEEN, S.D. – South Dakota State University will offer new undergraduate management degrees in two fields predicted to have strong job growth in the future. The South Dakota Board of Regents this week approved bachelor degree programs in leadership and management of nonprofit organizations, as well as in conservation planning and park management.

The nonprofit leadership degree will provide education in marketing, public relations, fundraising, volunteer recruitment, program development, and other skills vital to success in the nonprofit sector. South Dakota's nonprofit sector has grown by 10 percent in recent years, and more than half of the country's nonprofit organizations added staff in the last year.

Students who complete this degree will be prepared to earn the National Certified Nonprofit Professional designation, which is the only credential in the field recognizing preparation for nonprofit management positions. Between 10 and 20 students are expected to enroll in the SDSU program after approval.

The bachelor of science degree in conservation planning and park management, including a specialization in park administration and management, prepares students for careers in park management, landscape conservation planning, natural areas management, land use planning, and as a park ranger or naturalist. There is a 7 percent projected job growth nationally in conservation fields. In South Dakota, the state's Department of Game, Fish and Parks has averaged eight open positions per year over the past five years.

Letters conveying strong support for the new major in conservation planning and park management were received from Game, Fish and Parks and the South Dakota Parks & Recreation Association. GPF officials said this degree will offer prospective employees critical training for a park career field. They also expressed interest in working with SDSU faculty on new research projects.

SDSU expects to attract 10-12 new students per year in the conservation management program, with an estimated five graduates per year after full implementation.