

**New Program Proposal
Master of Science
Sport and Fitness Administration
Winthrop University**

Summary

Winthrop University requests approval to offer a new program leading to the Master of Science degree in Sport Administration, to be implemented in Summer 2010.

The Program Planning Summary was submitted to the Commission on October 28, 2008, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on January 15, 2009. The Winthrop University Board of Trustees approved the final proposal on February 28, 2009. The final proposal was received by the Commission on May 12, 2009.

According to the proposal, the purpose of the proposed program is to provide graduates with a strong background in the administration and management of a variety of sport and fitness programs. The proposal states that graduates from the proposed program will be prepared for the effective administration and leadership of private and public sport and fitness facilities. The proposal also states that the graduates will have advanced training in the disciplines of exercise science and fitness, and in programming, administration, and promotion of programs in sport and fitness.

The proposal cites the 2007-2008 U.S. Department of Labor's *Occupational Outlook Handbook*, which estimates that growth in the fitness and sport industry will increase by 20% through the year 2016. The United States Bureau of Labor Statistics projects that by 2012 the employment growth of athletes, coaches, umpires and related groups will be 18.3%, and the employment growth in the recreation and fitness sector will be 29.5%. The proposal notes that the rapidly growing population in the Charlotte and Rock Hill areas fosters positive job prospects for individuals in leadership positions in youth sports, in adult sport and fitness programming, and in geriatric or assisted living facilities. According to the proposal, Winthrop University and the City of Rock Hill have a strong working relationship to encourage sport and fitness.

Similar programs are found at three public institutions in South Carolina (The Citadel, Clemson, and USC-Columbia). There are no in-state private institutions that offer similar Master's degree programs. According to the proposal, the program that Winthrop offers is unique in that its focus is specific to sport and fitness administration.

Projected *new* enrollment in the proposed degree program is estimated to be one (1.1 FTE) for each year of the first five years of the program. The proposal states that the projected new enrollment is low because students will continue to enroll in the current program until the approval of the new program. Revisions to the curriculum and program title will be adopted to address student needs and current trends in this discipline. The proposal states that the Physical Education program is at currently at capacity and program changes would not necessarily increase enrollment.

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The university plans to terminate the program leading to Master of Science degree in Physical Education once the proposed program in Sport and Fitness Administration is approved. According to the proposal, 21 full-time students and six part-time students are currently enrolled in the M.S. in Physical Education degree program. Currently enrolled students that began the program in Fall 2009 and subsequent terms are expected to transfer to the proposed M.S. in Sport and Fitness Administration. Students who entered the program before Fall 2009 will be allowed to complete the current program leading to a M.S. degree in Physical Education within a two-year timeframe. Also, Winthrop has an existing agreement with the Charlotte Regional Partnership, an economic development organization, and is authorized by state law to offer the same graduate-level tuition to member counties in both North and South Carolina. This collaboration allows the university a wider student recruitment base in both states. If the enrollment projections of new and existing students are met, the program will meet the Commission's program productivity standards.

Admission requirements for the proposed program will be consistent with other graduate programs in the Richard W. Riley College of Education and the Graduate School at Winthrop University. The proposal states that admission to the proposed program will require a student to have an undergraduate degree from an accredited college or university and a satisfactory score on the Miller Analogy Test (score 392) or a minimum of 800 on the General Test of the GRE with a verbal score of at least 400.

The curriculum for the proposed program in Sport and Fitness Administration will consist of 36 credit hours. The proposed curriculum will require two new courses (Statistical Analysis and Design in Physical Activity and Sport and Fitness Promotion) for a total of six credit hours to be added to Winthrop's catalog.

The proposal states that the assessment of student learning outcomes will be tied to the specific goals and objectives of the proposed program. The three major content areas to be evaluated are sport and fitness core content, research competency, and practicum experience.

According to the proposal, the proposed program will use existing faculty currently teaching in the program leading to the M.S. degree in Physical Education. The proposal states that there will be no new administration or staff personnel required for the implementation of the proposed program.

The proposal notes that the department will seek accreditation for the M.S. in Sport and Fitness Administration through the Commission on Sport Management Accreditation (COSMA) in 2011. The institution will conduct a self-study of both the graduate and undergraduate sport management programs to be submitted to the required accrediting body. Submitting the two documents simultaneously will help to reduce the cost of the accreditation process.

The proposal states that no new costs, including additional physical space or equipment, are required for the successful implementation and administration of the new program. The institution states that it will request funding to purchase library resources not available in the collection through reallocation of existing library funds. The Sports and Fitness Administration program will be housed in a new, state-of-the-art, 138,000 square foot facility that opened in Fall 2007. The program will draw upon the current resources and materials being utilized for the Physical Education program, which will be terminated upon approval and implementation of the Sports and Fitness administration program.

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Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with the implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Estimated Program Costs and Revenue

	Estimated Program Costs		Estimated Program Revenue				
	(A) MRR Cost	(B) Other Costs*	(C) Actual State Funding	(D) Tuition	(E) Additional Revenue	(F) Total Revenue (C+D+E)	(G) Total Revenue - Total Costs (F-(A+B))
Year 1	\$10,515	\$0	N/A	\$11,715	\$0	\$11,715	\$1,200
Year 2	\$10,515	\$0	\$6,528	\$11,715	\$0	\$18,243	\$7,729
Year 3	\$10,515	\$0	\$6,528	\$11,715	\$0	\$18,243	\$7,729
Year 4	\$10,515	\$0	\$6,528	\$11,715	\$0	\$18,243	\$7,729
Year 5	\$10,515	\$0	\$6,528	\$11,715	\$0	\$18,243	\$7,729

*Includes costs of an extraordinary nature not otherwise included in the MRR cost calculation (e.g., costs for a new building required to support a program).

These data demonstrate that if the institution meets the projected student enrollments and contains costs as they are shown in the proposal, the program will be able to cover costs beginning in the first year and thereafter.

In summary, Winthrop University is proposing a new program leading to the Master of Science degree in Sport and Fitness Administration, to be implemented in Summer 2010. The proposed program will prepare graduates for further education, advanced training, and employment in sport and fitness programming and administration. The program will replace the existing program leading to the M.S. degree in Physical Education.

Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission the program leading to the Master of Science degree in Sport and Fitness Administration at Winthrop University, to be implemented in Summer 2010, provided that no "unique cost" or other special state funding be required or requested, and provided further that the institution terminate the existing program leading to the Master of Science degree in Physical Education upon implementation of the proposed program.