

New Graduate Program (Majors, Sequences, Certificates) Proposal
Illinois State University - Graduate Curriculum Committee

Program Department School of Kinesiology and Recreation
Initiator Elizabeth Sattler
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Coauthor(s) Scott Pierce (swpierce@ilstu.edu)
Title of New Program Sport Management Sequence (Online)

Submission Date Thursday, October 19, 2023
Email esasattl@ilstu.edu
Campus Address 5120 Kinesiology

Version 3 **ID** 201
Proposed Starting Catalog Year 2024-2025

Associated Course Proposals

	Course	Title	Version	Proposal Type	Initiator
View	KNR 452	Administration of Intercollegiate Athletics	3	New Grad Course	Elizabeth Sattler
View	KNR 454	Social Issues in Sport	4	New Grad Course	Elizabeth Sattler
View	KNR 456	Trends and Issues in esports	4	New Grad Course	Elizabeth Sattler
View	KNR 459	Foundations of Coaching and Leadership in Sport	4	New Grad Course	Elizabeth Sattler
View	KNR 491	Practicum in Sport Management	3	New Grad Course	Elizabeth Sattler

1. Proposed Action

- New Major
 - New Sequence
 - New Certificate
 - More than 50% of courses in this program are Distance Education
- Sequence Major**
Sport Management (Online)

2. Provide Graduate Catalog copy for new program.

Sequence in Sport Management (Online)

Degree Offered: M.S. in Kinesiology and Recreation

This 33-hour sequence requires:

- 6 hour core: KNR 445 & KNR 497
- 15 hours: KNR 430, KNR 455, KNR 462, KNR 466, KNR 467
- 9 hours in a cognate area approved by a sport management faculty advisor
- A supervised practicum experience of 3 hours (KNR 491)

3. Provide a description for the proposed program.

The online sport management sequence offers a fully-online, asynchronous learning experience for students seeking a graduate sport management education. This fast-track program can be completed in as little 15 months or 3 semesters (Fall, Spring, and Summer), offering current and aspiring sport practitioners a flexible learning environment that will prepare them with the knowledge and skills necessary to advance their careers in the sport industry.

4. Provide a rationale of proposed program.

The School of KNR currently offers a traditional in-person master's degree sequence in sport management. This is a two-year degree program, which has experienced unprecedented growth in recent years. The program is also highly competitive and turns away anywhere from 20-30 qualified applicants a year. Additionally, the program has seen an influx of student-athletes and coaching-focused graduate assistants, who are often traveling with an athletics team and require more flexibility than a traditional graduate student. Finally, online sport management programs are becoming more common, and thus, to be competitive in the marketplace and attract competitive applicants, an online program is needed.

According to the Bureau of Labor Statistics, overall employment in entertainment and sports occupations is projected to grow 13 percent from 2021 to 2031, much faster than the average for all occupations. This increase is expected to result in about 95,500 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 106,200 openings each year, on average, are projected to come from growth and replacement needs. In particular, college athletic departments have struggled to meet staffing needs in the post-pandemic labor market. According to Huml & Taylor (2022), in 2021, Division I athletic departments experienced an average turnover rate of 48% over a two-year period, compared to other industries outside of sport which experienced a rate of 27.75%.

These statistics, along with the current needs and interests of incoming graduate students, and the competitive marketplace, necessitate the development of this online program, which will be housed in the School of Kinesiology and Recreation.

5. Describe the expected effects of the proposed program on existing campus programs (if applicable).

Upon approval, no major effects are expected for existing campus programs, other than the existing sport management sequence (in-person). These new online students will be absorbed into the existing program course offerings, with a few new electives offered during the summer semester. The current program has three tenure-track faculty members who will be able to cover course and advising loads.

6. Describe the expected curricular changes required, including new courses. If proposals for new courses that will be or have been submitted, please reference those related proposals here:

Four new elective courses have been proposed (see below).

Also, a new practicum course (KNR 491: Practicum in Sport Management) will be required for all online students.

All new courses have been submitted for review.

New course proposals:

- KNR 452: Administration of Intercollegiate Athletics (3 hours)
- KNR 454: Social Issues in Sport (3 hours)
- KNR 456: Current Trends and Issues in Esports (3 hours)
- KNR 459: Foundations of Coaching and Leadership in Sport (3 hours)
- KNR 491: Practicum in Sport Management (3 hours)

7. Anticipated funding needs and source of funds.

We are requesting an additional \$26,000 in personnel costs to cover the instructional cost of adding summer elective courses, as well as a course release for the sequence coordinator. This is included in our FIF.

8. No Does this program count for teacher education?

9. The following questions must be answered.

Yes Have you confirmed that Milner Library has sufficient resources for the proposed program?

N.A. Have letter(s) of concurrence from affected departments/schools been obtained?
A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.

10. Proposal Routing

Routing and action summary for New Graduate Program:

1. School of Kinesiology and Recreation Department Curriculum Committee Chair

<u>Justin Stanek (website)</u>	<u>Justin Stanek</u>	<u>10/3/2023 9:50:45 AM</u>
Signature	Print	Date

2. School of Kinesiology and Recreation Department Chair/School Director

<u>Brent Beggs (website)</u>	<u>Brent Beggs</u>	<u>10/3/2023 1:22:43 PM</u>
Signature	Print	Date

3. College of Applied Science and Technology College Curriculum Committee Chair

<u>Elizabeth Sattler (website)</u>	<u>Elizabeth Sattler</u>	<u>10/20/2023 9:37:32 AM</u>
Signature	Print	Date

4. College of Applied Science and Technology College Dean

<u>Cara Rabe-Hemp (website)</u>	<u>Cara Rabe-Hemp</u>	<u>10/20/2023 9:40:36 AM</u>
Signature	Print	Date

5. Graduate Curriculum Committee Chair

<u>Noelle Selkow (website)</u>	<u>Noelle Selkow</u>	<u>11/15/2023 1:40:23 PM</u>
Signature	Print	Date

6. Director of Graduate School

<u>Noelle Selkow (website)</u>	<u>Noelle Selkow</u>	<u>11/15/2023 1:52:21 PM</u>
Signature	Print	Date

All new graduate programs (majors, sequences, certificates) are routed by the G.C.C. to the Academic Senate

Comments

Comments from Version 1 from Justin Stanek (Department Curriculum Committee Chair):

Link courses.

Comments from Version 2 from Elizabeth Sattler (College Curriculum Committee Chair):

- Section 3; second sentence; clarify that it can be completed in 15 months with Fall, Spring, and Summer courses
- Motion to approve pending changes and FIF; motion approved

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View Revisions

Comments on Proposal. *(Required if proposal rejected)*

Academic Senate Approver

Approve

Reject