New Program Proposal
Bachelor of Science
Exercise Science
College of Charleston

Summary

The College of Charleston requests approval to offer a new program leading to the Bachelor of Science or Artium Baccalaureatus degree in Exercise Science, to be implemented in Fall 2012. The proposed program is to be offered through traditional instruction methods on the College of Charleston campus. At the request of the College, the proposed program's CIP (Classification of Instructional Programs) code will be 26.0908 (See attached letter). The proposed program's students will be eligible for LIFE/Palmetto Fellows Scholarship Enhancements.

The Program Planning Summary was submitted to the Commission on February 1, 2010, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on March 18, 2010. The College of Charleston's Board of Trustees approved the proposal on April 15, 2011. The final revised proposal was received by the Commission on May 15, 2011.

According to the proposal, the purpose of the program is to meet the growing demand for graduates with the scientific and academic foundation necessary to effectively develop and maintain healthy lifestyle and wellness programs designed to address the surging increase of chronic health issues related to sedentary lifestyles, obesity, and aging. The proposed program reflects the current trend in which students are seeking career and advanced study in the allied healthcare field related to the exercise/sport sciences and fitness/wellness industry. The institution presently has a concentration in exercise science; according to the proposal, offering a major in exercise science will allow the institution to align with the similar programs at peer institutions, increase recruitment opportunities, and improve recognition and visibility of the program for students pursuing graduate degrees in other related areas.

The proposal cites the Bureau of Labor Statistics *Occupational Outlook Handbook* which states that employment in the fitness field will increase 29% through 2018. The rising cost of healthcare and the expansion of healthcare needs in the United States has increased the demand for well-trained exercise science program graduates in traditional and nontraditional sites such as community health and fitness facilities, collegiate sport performance centers, specialized sports training centers, corporate fitness/wellness centers, hospitals, out-patient therapy centers, community centers, and pharmaceutical or medical equipment sales.

The program leading to a major in Exercise Science has two variants , the Bachelor of Science (B.S.) and the Artium Baccalaureatus (A.B.). Students who major in the sciences may choose the B.S. or A.B., and, likewise, those who major in the social sciences/humanities may choose the B.A. or A.B. The A.B. was the original degree offered by the College and is available for all majors except the classics. The B.A. and B.S. degrees were developed for programs that did not require coursework in the classics and for students whose interests were outside the classics. The program leading to the A.B. degree entails completion of all required courses in any major, 18 additional hours in Latin or 18 hours in Ancient Greek, and six hours in courses in classical civilization.

Similar programs are found at six public institutions in South Carolina (The Citadel, USC-Columbia, USC-Aiken, Winthrop University, Lander University, and Coastal Carolina University) and three private institutions (Anderson University, Coker College, and Furman University). The proposal states that The Citadel is in close proximity and offers a degree in physical education, with a professional track in health/wellness. According to the proposal, the mission of the two programs is different and they attract a different population.

College of Charleston predicts significant growth in student enrollment in the exercise science program in the next five years. According to the proposal, the current exercise concentration has an enrollment of 146 students (146.0). Given the projected growth rate, this enrollment will increase to 176 students (176.0 FTE) by the 2014-2015 academic year. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

The curriculum of the proposed program consists of 122 credit hours of coursework. A minimum of 24 hours must be completed in the major, 12 credit hours in cognate courses, 24 credit hours in directed electives, and 62 credit hours in general education. One new course, Scientific Writing and Data Analysis, will be added to the institution's catalog.

The institution states that no new faculty members will be required to implement the proposed program. However, in the fourth year of the program, one (.5 FTE) staff person will be hired to assist with the program. Currently, the exercise science concentration has 8 (5.5 FTE) faculty members.

The proposal states that no new cost for additional physical space is required for the successful implementation of the proposed program. According to the proposal, the proposed program will be housed in the Silcox Physical Education, with access to the newly renovated Johnson Physical Education Center. The newly renovated center has two theatre style classrooms, technologically enhanced classrooms, and a fully equipped computer lab. The proposal further states that no additional equipment will be required for the proposed program within the first five years of implementation.

The proposal states that the assessment of student learning will be tied to the core competencies as dictated in the Health/Fitness Specialist Certification by the American College of Sports Medicine and ACSM's Guidelines for Exercise and Prescription. Students will be evaluated though written examinations, research abstracts, behavior modification plans, certification practice exams, and laboratory reports.

The information provided in the program proposal states that the College of Charleston's library has adequate resources to support the proposed program with print and electronic resources including the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, and a variety of class-specific user education programs. In addition, students have access to the MUSC Library, located within close proximity of the College. However, after faculty recommendations, student suggestions and an assessment of its subject collections and holdings, the library will update and expand its resources. To accomplish this, College of Charleston states that the costs for new library materials for the proposed program will be $1,000 per year for each of the first five years of implementation.

The proposal notes that the department will seek credentialing from the National Strength and Conditioning Association. Graduates of the program will be able to become certified as a Health/Fitness Specialist by the American College of Sports Medicine and/or a Certified Strength and Conditioning Specialist National Strength and Conditioning Association.

Costs related to the proposed program include $660,605 in the first through third years of the program and increasing to $667,040 in the fourth and fifth years. Categories of related costs in the first five years of the proposed program include Program Administration ($71,500), Faculty Salaries ($3,120,000), Clerical/Support Personnel ($109,395), Supplies and Materials ($10,000), and Library Resources ($5,000). Total costs for the first five years of the program are estimated to be $3,315,895. Revenues will be generated through tuition funding and reallocation of existing funds. No "unique cost" or other special state appropriations will be required or requested.

Costs and sources of financing identified by the institution for the proposed program are shown below.

Estimated Costs by Year						
Category	1st	2nd	3rd	4th	5th	Totals
Program Administration	$14,300	$14,300	$14,300	$14,300	$14,300	$71,500
Faculty Salaries (8.0 faculty)	$624,000	$624,000	$624,000	$624,000	$624,000	$3,120,000
Graduate Assistants						
Clerical/Support Personnel	$19,305	$19,305	$19,305	$25,740	$25,740	$109,395
Supplies and Materials	$2,000	$2,000	$2,000	$2,000	$2,000	$10,000
Library Resources	$1,000	$1,000	$1,000	$1,000	$1,000	$5,000
Equipment						
Facilities						
Other (Identify)						
TOTALS	$660,605	$660,605	$660,605	$667,040	$667,040	$3,315,895
Sources of Financing by Year						
Tuition Funding (new students only, $401 per credit hour used to calculate tuition received)	$0	$42,105	$42,105	$48,120	$48,120	$180,450
Other State Funding						
Reallocation of Existing Funds(Program Administration, faculty salaries, clerical support, supplies)	$659,605	$659,605	$659,605	$659,605	$659,605	$3,298,025
Federal Funding						
Other Funding						
TOTALS	$659,605	$701,710	$701,710	$707,725	$707,725	$3,478,475

These data demonstrate that with the proposed program, and if College of Charleston can meet the projected student enrollments and contain costs as shown in the proposal, the program will be able to cover costs with revenues it generates and reallocated funds in the second year of the program and thereafter.

In summary, the College of Charleston is proposing a program leading to the Bachelor of Science degree in Exercise Science to begin in Fall 2012. The proposed program will prepare graduates for work in varied health/wellness, fitness, and allied healthcare settings, as well as for advanced academic work.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commends favorably to the Commission approval of the program leading to the Bachelor of Science (B.S.) and the Artium Baccalaureatus (A.B.) degree in Exercise Science at the College of Charleston, to be implemented in Fall 2012, provided that no "unique cost" or other special state funding be required or requested.

COLLEGE of CHARLESTON

MEMORANDUM

TO: Dr. T. Michael Raley, Director of Academic Affairs and Licensing
South Carolina Commission on Higher Education

FROM: George W. Hynd, Provost and Executive Vice President for Academic Affairs GWHynd

DATE: August 23, 2011

RE: Addendum to Proposal for Exercise Science Major, BS and AB

(1) Attached please find Table G: Costs to the Institution and Sources of Financing updated as requested.

(2) In addition, we request a change to the CIP Code from 31.0505 to 26.0908. This change will permit the Exercise Science major at the College of Charleston to be added to the list of programs eligible for the LIFE/Palmetto Fellows Scholarship Enhancement. This change would align the College of Charleston program with the Bachelor of Science in Exercise Science at USC-Columbia. Support for this request, summarized below, comes directly from the full program proposal.

- Exercise Science is recognized as one of the degrees appropriate to prepare students intent on pursuing graduate programs in the allied health professions (physical therapy, physician's assistant, and occupational therapy), medicine, and dentistry.
- Course work in the Exercise Science major includes exercise physiology, biomechanics, kinesiology, motor control and development, fitness assessment and exercise prescription, therapeutic exercise, among others.
- Several of the student learning outcomes associated with the major in Exercise Science are related to science and analysis. For example:
    - Demonstrate knowledge of the techniques of human motion analysis by understanding the skeletal framework, dynamics of muscle function, and applied anatomy that link the kinematic and kinetic variables associated with human movement.
    - Demonstrate knowledge of the physiological responses and adaptations to exercise, the biomechanics of sport and physical activity, musculoskeletal contribution to human motion, and the nutritional requirements of exercise.
    - Demonstrate knowledge of pathophysiology, the risk factors associated with chronic diseases, and strategies to ameliorate these risk factors with physical activity and other lifestyle changes.
    - Describe the need for continuing research in exercise science, understand the value of exercise-related research, and participate in exercise science research.
    - Demonstrate knowledge of research design, data and statistical analysis along with an understanding of research ethics and rights of human research subjects.
- In addition to Exercise Science courses, students are required to complete lab science courses in Biology, Chemistry, and Physics.

(3) If the CIP change is accepted and the program approved, student eligibility would be phased in consistent with CHE policy.

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