

**New Program Proposal
B.S. in Recreation and Sport Management
Coastal Carolina University**

Summary

Coastal Carolina University (CCU) requests approval to offer a program leading to the Bachelor of Science degree in Recreation and Sport Management, to be implemented in Fall 2006.

The proposal was approved by the Coastal Carolina University Board of Trustees on May 6, 2005, and submitted for Commission review on May 12, 2004. The proposal was reviewed with substantive comment and voted upon favorably by the Advisory Committee on Academic Programs at its meeting on July 14, 2005.

The purpose of the proposed program is to meet a growing local, regional, and national need for professionals in the recreation and sports management industries. In 1985 CCU implemented a specialization in Recreation and Leisure Services Management within the B.S. degree in Physical Education. Over the last twenty years enrollment in the specialization has grown to nearly 100 full-time students. At the same time its curriculum has evolved and emerged as an area of study distinct from the Physical Education major, whose major focus is on preparing physical education teachers for the public schools. Thus, the proposal seeks to convert the current Recreation and Leisure Services Management specialization into a new major in Recreation and Sport Management (RSM).

The proposed RSM major places an emphasis on management and leadership and prepares graduates for employment in a variety of public, non-profit, and private recreation and sport settings. Within the RSM major there are two tracks: the "recreation management" track emphasizes entry-level employment in the public sector with a focus on planning, marketing, and budgeting; the "sport management" track focuses on sport delivery, which emphasizes sport governance, marketing and promotion, finance and economics, and management.

Data from the U.S. Department of Labor suggest a vibrant and fertile employment market for program graduates, both regionally and nationally, with estimated increases in employment opportunities in sport and recreation management ranging from 29.5 percent (recreation supervisors and sports club

managers) to 62 percent (fitness trainers and instructors) by 2012. CCU enjoys a 90 percent success rate in placing prior graduates of the Recreation and Leisure Services specialization in occupations serving the recreation and sport management industries, particularly in positions serving the tourism industry along the South Carolina coast.

Nationally, comparable programs may be found at Indiana State University, Temple University, and St. Cloud State University (MN). Within South Carolina similar programs are offered at Clemson University, USC-Columbia, and Winthrop University. The proposal notes, however, that the concept of offering students the choice of two tracks – in recreation management or sport management – distinguishes the RSM major from similar programs offered by other institutions in the state.

The proposed curricula for both tracks align with program approval competencies of the National Recreation and Park Association (NRPA) and the North American Society of Sport Management (NASSM). The proposal notes that within five years CCU will seek approval of the sport management track through NASPE-NASSM; although CCU will not seek approval of the recreation management track through NRPA at this time, it intends to seek full accreditation within five years.

Admission requirements to the proposed program include satisfactory performance at the freshman and sophomore levels (minimum GPA of 2.25) and completion of specific coursework. Recruitment and enrollment will build upon students currently enrolled in existing the Recreation and Leisure Services Management specialization, in addition to attracting new students seeking careers in the expanding sports management industry. First semester enrollment in year one is estimated at 90 FTE students (1350 semester hours), and is projected to grow to 103 FTE students (1545 semester hours) in year five. Courses will be offered only during the fall and spring semesters. If enrollment projections are met, the program will meet CHE productivity standards.

The proposed program will consist of 123-130 semester hours, including: 44-45 semester hours in the core curriculum; 37 semester hours in Recreation and Sport Management Foundation courses; 75 semester hours in either the Sport Management track or Recreation Management track; and 9-21 semester hours in electives. There are no new courses associated with the proposed program.

Personnel for the proposed program include four existing faculty and one new faculty member (3.5 FTE), a fraction of one administrator (0.33 FTE), and one staff person (0.25 FTE). The new faculty member will be assigned to the program full-time and begin in Fall 2006.

There are no new facility requirements associated with the proposed program. New equipment requirements total \$2,500 in year one and reflect office furnishings and computer technology for the new faculty member.

The proposal notes the need to expand library holdings, due to topic-specific shortcomings relative to peer institutions offering similar programs. The budget reflects an estimated cost of \$5,250 each year for new library resources, totaling \$26,250 by the end of year five.

New costs for the program are estimated to begin at \$52,250 in the first year, decreasing to \$52,115 in the second year, increasing to \$52,521 in the third year, increasing to \$54,969 in the fourth year, and increasing to \$56,461 in the fifth year. Categories of costs over the first five years of the program's implementation include faculty salaries (\$241,211); library resources (\$26,250); and equipment (\$2,500). Total estimated new costs for the program during the first five years is \$270,316.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with 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.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$156,182	\$0	\$156,182	\$0	\$106,082	\$106,082
Year 2	\$156,182	\$0	\$156,182	30,385	\$106,082	\$136,467
Year 3	\$162,972	\$0	\$162,972	30,385	\$111,160	\$141,545
Year 4	\$169,763	\$0	\$169,763	31,606	\$115,414	\$147,020
Year 5	\$169,763	\$0	\$169,763	33,005	\$115,414	\$148,419

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 not be able to cover costs during each of its first five years.

In summary, Coast Carolina University will offer a program leading to the Bachelor of Science degree in Recreation and Sport Management. The program prepares graduates for employment in a variety of public, non-profit, and private recreation and sport settings by offering students a choice of two tracks:

“recreation management” that emphasizes entry-level employment in the public sector with a focus on planning, marketing, and budgeting; and a “sport management” track focuses on sport delivery, which emphasizes sport governance, marketing and promotion, finance and economics, and management.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve the proposed program leading to the Bachelor of Science degree in Recreation and Sport Management at Coastal Carolina University for implementation in Fall 2006, provided that no “unique cost” or other special state funding be required or requested.