Agenda Item 4.02A.2

New Program Proposal
B.S. in Exercise and Sport Science
Coastal Carolina University

Coastal Carolina University requests approval to offer a program leading to the Bachelor of Science degree in Exercise and Sport Science (EXSS), to be implemented in Spring 2008.

The Board of Trustees approved the proposal on May 4, 2007. The proposal was submitted to the Commission on May 25, 2007. The proposal was reviewed and voted upon favorably by the Advisory Committee on Academic Programs on July 25, 2007.

According to the proposal, the purpose of the program is to meet the growing demand for graduates who are expected to be effective advocates and leaders on the development, maintenance, and promotion of health-enhancing physical activity and have a well-rounded academic foundation in human movement science. The proposed program reflects the recent emergence of the dire need professionals with the knowledge skills and abilities to evaluate health behaviors and risk factors, conduct fitness assessments, write appropriate exercise prescriptions, and motivate individuals to modify negative habits and maintain positive lifestyles behaviors. The need for the program, according to the proposal, is based on the trend directing current and future students seeking careers and advanced study in the allied healthcare field related to the exercise/sport sciences and fitness/wellness industry.

Admissions criteria for the proposed program are consistent with the other pre-professional programs in Coastal Carolina University's College of Education (non-teacher education). The proposed program will consist of a minimum of 120 semester hours, including: core curriculum requirements of 34 semester hours; a freshman graduation requirement – University 110 (3 semester hours); an exercise and sport foundation requirement of math, sciences, health and behavior (24 semester hours); an exercise and sports major requirement (45 semester hours); and electives (0-17 semester hours). Two new courses, EXSS 395 Promoting Physical Activity and EXSS 450 Research Topics in Sport and Exercise Science, will be added to the catalog within five years of the program.

The proposed program has established linkages with other programs and departments, such as the College of Natural and Applied Science. The program will also require increased cross-disciplinary coursework in disciplines such as communications and health promotion. Three South Carolina institutions, USC-

Columbia, Lander University, and USC-Aiken, offer bachelor degrees with a major in kinesiology and exercise science. USC–Columbia also offers both Masters and Doctoral degrees in exercise science. The proposed program at Coastal Carolina University will better prepare the increasing numbers of undergraduate students seeking to enter graduate programs in exercise and sport sciences.

The proposal notes that there is already a substantial demand among current and prospective students for a program in Exercise and Sport Science. Projected enrollment for the proposed program is 83 students in the first year, increasing to 89 students in the second year, increasing to 101 students in the third and fourth years, and 107 students in the fifth year. If enrollment and program completion projections are met, the program will meet the Commission's productivity standards.

The Department of Health Physical Education and Recreation currently contributes two tenure track faculty members to the program. One is assigned full-time, and the second part-time. The University has committed to hiring one new tenure-track professor for the proposed program. The program will continue to use one full-time instructor to serve the program. The required coursework in the Exercise and Sport Science will be taught using existing tenure-track faculty in cross-disciplinary areas such as biology, chemistry, and health promotion.

The proposed program is aligned with the professional competencies necessary for the accreditation of educational programs through the Commission of Accreditation of Allied Health Education Programs (CAAHEP) and the Committee on Accreditation for the Exercise Sciences (COAES). A 9-12 hour supervised capstone internship is required of all students. Additionally, students must complete a national credentialing exam (ACSM Health/Fitness Instructor).

There are no new physical plant requirements associated with the proposed program. The program will utilize the Smith Exercise Science Laboratory, a state of the art exercise laboratory with the capability of conducting high level research, student learning experiences, and community service activities. In the future, the equipment upgrades and maintenance of the laboratory facility will be financed by utilizing revenue-generating community fitness testing program and student laboratory fees.

There will be two major equipment purchases to support the program. Equipment expenses are estimated at a total of $95,000 and will be purchased from a combination of previously allocated funds, grant funding and University resources. It is anticipated that any other large equipment purchases will be supported by grant funding and revenue from laboratory activities.

The Kimmel Library provides access to over 200,000 items in print and electronic formats, with over 100 online citation, abstracting, full-text and reference resources via the World Wide Web. The proposal notes that the Library will allocate funds from the materials budget for the faculty to select and purchase additional materials annually to meet the needs of faculty and students. The proposal's budget includes an allocation of $7,000 over the first five years of the program to provide access to current monographic materials in several areas to support a BS level program in exercise and sports science.

New costs for the program are estimated to begin at $55,500 in the first year, increasing to $105,000 in the second year, decreasing to $56,545 in the third year, increasing to $58,136 in the fourth year, and increasing to $59,775 in the fifth year. Categories of costs over the first five years of the program's implementation include faculty salaries ($265,456); library resources ($7,000); and equipment ($52,000). Total estimated new costs for the program during the first five years will be $324,456.

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.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	$114,656	$0	**$114,656**	N/A	$82,376	**$82,376**
Year 2	$118,478	$0	**$118,478**	$50,315	$84,795	**$135,110**
Year 3	$136,154	$0	**$136,154**	$51,403	$98,271	**$149,674**
Year 4	$139,498	$0	**$139,498**	$59,536	$101,450	**$160,986**
Year 5	$143,320	$0	**$143,320**	$61,380	$103,869	**$165,249**

These data demonstrate that if Coastal Carolina University can meet the projected student enrollments and contain costs as they are shown in the proposal, the program will be able to cover new costs with revenues it generates by the second year of its implementation.

In summary, Coastal Carolina University will offer a program leading to the Bachelor of Science degree in Exercise and Sport Science. This program will contribute to the current need for students seeking careers and advanced study in the allied healthcare field related to the exercise/sport sciences and fitness/wellness industry. The proposed program will emphasize a strong background in human movement science.

Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of Coastal Carolina's program leading to Bachelor of Science degree in Exercise and Sport Science, to be implemented Spring 2008, providing that no "unique cost" or other special state funding be required or requested.