

ACAP
9/14/17
Agenda Item 3i

Name of Institution

Winthrop University

Name of Program (include concentrations, options, and tracks)

Master of Science in Sport and Fitness Administration (MS in SPFA)
with tracks in Sport Management and Fitness Management

Program Designation

- Associate's Degree Master's Degree
 Bachelor's Degree: 4 Year Specialist
 Bachelor's Degree: 5 Year Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
 Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation
Spring 2018

CIP Code
31.0504

Delivery Site(s)

Winthrop University

Delivery Mode

- Traditional/face-to-face*
*select if less than 50% online Distance Education
 100% online
 Blended (more than 50% online)
 Other distance education

Program Contact Information (name, title, telephone number, and email address)

Dr. Jennie Rakestraw, Dean
Richard W. Riley College of Education
803-323-2154
rakestrawj@winthrop.edu

University Contact:
Tim Drueke, Assistant VP for Curriculum and Program Support
(803) 323-4862
drueket@winthrop.edu

Institutional Approvals and Dates of Approval

President Approval 7/15/2017

Provost Approval 7/1/ 2017

Graduate Faculty Assembly Chair Approval 4/14/2016

Graduate Council Chair Approval 4/1/2016

College of Education Dean Approval 2/3/2016

College of Education Faculty Assembly Chair Approval 2/3/2016

College of Education Curriculum Chair Approval 12/17/2015

Dept. of Physical Education, Sport and Human Performance Chair Approval 11/22/2015

Dept. of Physical Education, Sport and Human Performance Faculty Approval 11/20/2015

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

Winthrop University is proposing to modify the current Master of Science in Sport and Fitness Administration (SPFA) to include two tracks--a Sport Management track and a Fitness Administration track. Each of the two tracks will include a research thesis and a non-thesis practicum option. The program modification involves the elimination of one course, SPFA 640 and a revision of the research methods course (SPFA 681). The modified program will have a 21 credit hour core and the two 15-credit hour tracks, totaling 36 credit hours for the program. The existing program had a 27 credit hour core and 9 hours of approved electives, totaling 36 credit hours. For the modification, only two of the former core courses will remain in the core (SPFA 681 Research Methods and SPMA 615 Computer Applications in Sport and Fitness Administration). Two of the former core courses will only be required in the Fitness Administration track with the modified program. The new 21 credit hour core will consist of five new courses along with the existing SPFA 615 course and the modified SPFA 681 course. The two thesis courses (SPFA 695 and SPFA 696) will only be required in the thesis options of both tracks and no longer a part of the program's core. Similarly, the existing practicum course (SPFA 691) will only be required in the practicum options of both tracks and no longer a part of the program's core.

Although some of the courses will continue to be taught in a traditional manner, this program modification includes transitioning the program to at least 50% online delivery. The development of a 21 credit hour core along with the addition of the two tracks will allow greater flexibility for the program to meet individual student needs. The move to blended delivery will allow greater access to professionals working in the field so they can further their education while maintaining their current jobs. These modifications will improve the

ACAP

9/14/17

Agenda Item 3i

professional preparation of Sport and Fitness Administration graduate students, give the program greater marketability, and increase the program's status in the region.

Modification of this degree program aligns with the mission of Winthrop University to "provide personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber within a context dedicated to public service to the nation and to the State of South Carolina."

List the objectives of the modified program. (1500 characters)

The modified M.S. in Sport and Fitness Administration program provides advanced degree-seeking students with a quality program that will further their career goals within the industry. Graduates of the program will be prepared to assume leadership positions in various sport and fitness venues in both facility and personnel management and program development. They will also be prepared to direct sport and fitness programs in both the private and public sectors. The program consists of core courses that provide students with a background in industry administration, research design and analysis, and current trends and issues in sport and fitness, along with specific courses designed to meet the needs of students in each of the two tracks.

Graduates of the Sport and Fitness Administration program will:

1. Demonstrate an understanding of data driven management in the sport industry;
2. Understand and apply new technologies/tools in all aspects of sport and fitness administration contexts;
3. Demonstrate comprehension of marketing skills in the sport and fitness industry;
4. Exhibit knowledge of financial principles in the sport and fitness industry.

ACAP
9/14/17
Agenda Item 3i

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

The Sport and fitness industry in North America is estimated to be worth \$60.5 billion and is expected to reach \$73.5 billion by 2019 (Forbes, 2015). While the industry is growing at a rapid pace, advanced education and specialized knowledge is becoming a requirement for many jobs in the field. With the addition of focused tracks and hybrid delivery, Winthrop will be able to assist sport and fitness professionals as they seek to advance their careers. Also, enrollment in the SPFA program has remained steady over the past four years with approximately 20 students. This significant modification of the program's design and delivery mode is intended to attract more students into the program and help it grow. Winthrop is situated in a region of the state and in close proximity to Charlotte, NC that is filled with professional, amateur, and recreational sport organizations along with numerous fitness and health facilities. Rock Hill is very involved with sport as an economic driver; and the city hosts many state, national, and international sport competitions, including the 2017 International BMX Championship. Students in the BS Sport Management and the MS Sport and Fitness Administration programs are provided opportunities to assist in planning and implementing numerous sport events in various capacities. With the growing sport and fitness market in the Rock Hill/Charlotte area, this modified graduate program is expected to have a growing population of people wanting to enter or advance in the field. It also provides students in the program ample opportunities for field-based learning and employment.

Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)

ACAP
9/14/17
Agenda Item 3i

List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
M.S. in Sport Management	Coastal Carolina University	Similar purpose and goals and some similarity in general sport management courses	Winthrop's program has two tracks—one of those is fitness management and offers a thesis or non-thesis (practicum) option. Coastal's program provides a 3-6 credit hour option for a Capstone or Graduate Internship. Winthrop's program offers blended delivery and includes courses in technology and global sport management.
M.S. in College Athletic Administration	Coker College	Both programs offer courses in sport marketing and management. Both appear to offer online options.	Coker's program has a focus on college athletics; does not include sports administration outside the college setting or fitness administration. Coker's program is a 30 credit hour program. Winthrop's program includes courses in technology and global sport management.
M.A. in Sport Management	The Citadel	Both programs offer courses in sport management, marketing, and research.	The Citadel's program has more of a sales focus and is a 39 credit hour program with 15 hours of electives (which can include health and exercise courses). Winthrop's program includes courses in technology and global sport management.
M.S.E.M. in Sport and Entertainment Management	University of South Carolina - Columbia	Offers general sport management courses	USC's program has a focus on entertainment and venue industries as well as sport. Their non-thesis option includes at least 15 hours of electives and a comprehensive exam. Winthrop's non-thesis option includes a practicum. Winthrop's program offers

ACAP
9/14/17
Agenda Item 3i

			blended delivery and includes courses in technology and global sport management.

Description of the Program

Projected Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2017-2018	20	120	20	120	20	120
2018-2019	25	150	25	150	25	150
2019-2020	30	180	30	180	30	180
2020-2021	35	210	35	210	35	210
2021-2022	40	240	40	240	40	240

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

Required Program		Hours
Core		
SPFA 681	Research Methods in Sport and Fitness	3
SPFA 619	Sport and Fitness Promotion	3
SPFA 625	Management & Leadership in Sport and Fitness	3
SPFA 630	Sport and Fitness Facility Management	3
SPFA 615	Computer Application in Sport and Physical Activity	3
SPFA 610	Legal Issues in Sport and Fitness Administration	3
SPFA 635	Financial Management for Sport and Fitness	3
Total in Core		21

I. Sport Management Track

With Practicum		Hours
SPFA 670	Advanced Sport Event Management	3
SPFA 672	Socio-Ethical Issues in Sport	3
SPFA 674	Global Sport Management	3
SPFA 694	Practicum in Sport and Fitness	3
	Elective	3
Total in Track		15

With Research Thesis		Hours
SPFA 670	Advanced Sport Event Management	3
SPFA 672	Socio-Ethical Issues in Sport	3
SPFA 674	Global Sport Management	3
SPFA 695	Thesis	3
SPFA 696	Thesis	3
Total in Track		15

II. Fitness Administration Track

With Practicum

SPFA 682	Scientific Basis in Physical Activity & Sport	3
HLTH 600	Health Promotion	3
SPFA 690	Advanced Sport & Exercise Psychology	3
SPFA 694	Practicum in Sport & Fitness	3
Elective		3
Total in Track		15

With Research Thesis

SPFA 682	Scientific Basis in Physical Activity & Sport	3
HLTH 600	Health Promotion	3
SPFA 690	Advanced Sport & Exercise Psychology	3
SPFA 695	Thesis	3
SPFA 696	Thesis	3
Total in Track		15

Total Credit Hours Required: 36

Curriculum Changes

Note: Complete this table only if there are changes to the curriculum.

Courses Eliminated from Program	Courses Added to Program
SPFA 640 Statistical Analysis and Design in Physical Activity	SPFA 619 Sport and Fitness Marketing
	SPFA 625 Management and Leadership in Sport and Fitness
	SPFA 630 Sport and Fitness Facility Management
	SPFA 525 Sport Security and Risk Management
	SPFA 635 Financial Management for Sport and Fitness
	SPFA 670 Advanced Sport Event Management (Sport Management track only)
	SPFA 672 Socio-Ethical Issues in Sport (Sport Management track only)
	SPFA 674 Global Sport Management (Sport Management track only)
	SPFA 690 Advanced Sport & Exercise Psychology (Fitness Management track only)

ACAP
9/14/17
Agenda Item 3i

ACAP
9/14/17
Agenda Item 3i

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

No additional faculty and/or administrative assignments are needed to support the modified program.

Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

ACAP
9/14/17
Agenda Item 3i

No additional resources are needed to support this modified program.

Financial Support

Estimated Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration	30,150	30,150	30,150	30,150	30,150	150,750
Faculty and Staff Salaries	68,401	68,401	68,401	68,401	68,401	342,005
Graduate Assistants	7,035	7,035	7,035	7,035	7,035	35,175
Equipment	0	0	0	0	0	0
Facilities	0	0	0	0	0	0
Supplies and Materials	500	500	500	500	500	2,500
Library Resources	0	0	0	0	0	0
Other*						
Total	106,086	106,086	106,086	106,086	106,086	530,430
Sources of Financing						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	215,640	269,550	323,460	377,370	431,280	1,617,300
Program-Specific Fees	0	0	0	0	0	0
State Funding (i.e., Special State Appropriation)*	0	0	0	0	0	0
Reallocation of Existing Funds*	0	0	0	0	0	0
Federal Funding*	0	0	0	0	0	0
Other Funding*	0	0	0	0	0	0
Total	215,640	269,550	323,460	377,370	431,280	1,617,300
Net Total (i.e., Sources of Financing Minus Estimated New Costs)	109,554	163,464	217,374	271,284	325,194	1,086,870

*Provide an explanation for these costs and sources of financing in the budget justification.

Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration						
Faculty and Staff Salaries						
Graduate Assistants						
Equipment						
Facilities						
Supplies and Materials	500	500	500	500	500	2,500
Library Resources						
Other*						
Total	500	500	500	500	500	2,500
Sources of Financing						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding		53,910	107,820	161,730	215,640	539,100
Program-Specific Fees						
State Funding (i.e., Special State Appropriation)*						
Reallocation of Existing Funds*						
Federal Funding*						
Other Funding*						
Total		53,910	107,820	161,730	215,640	539,100

ACAP
9/14/17
Agenda Item 3i

Net Total (i.e., Sources of Financing Minus Estimated New Costs)	(500)	53,410	107,320	161,230	215,140	536,100
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ACAP
9/14/17
Agenda Item 3i

Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

With the development of new courses and courses for hybrid delivery, we anticipate minor additional costs for instructional materials and supplies. No additional adjunct faculty or equipment will be needed.

Evaluation and Assessment

Will any the proposed modification impact the way the program is evaluated and assessed?

Yes

No

If yes, explain. (1000 characters)

ACAP

9/14/17

Agenda Item 3i

Note: The same procedures will be used to annually evaluate and assess the program; the only change is in student learning outcomes that will be assessed.

Will the proposed modification affect or result in program-specific accreditation?

Yes

No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

Will the proposed modification affect or lead to licensure or certification?

Yes

No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

ACAP
9/14/17
Agenda Item 3i

ACAP
9/14/17
Agenda Item 3i

Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?

Yes

No

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.