



SOUTH CAROLINA TECHNICAL COLLEGE SYSTEM New Program Proposal Submission Form

College Name Horry Georgetown Technical College
Program Title Associate in Applied Science, with a major in Sports Tourism
CIP Code 521910 **Credit Hours** 64
Academic Unit Business
Implementation Date (Proposed) Fall 2014
Local Area Commission Approval Date: 10/08/2013

Questions about this program proposal should be directed to Dr. Philip Render at 843-477-2171 or Philip.render@hgtc.edu.

President's Signature _____ Date _____
CAO Signature _____ Date _____
CBO Signature _____ Date _____

I. Proposal Narrative: Justification

- a) **State the purpose(s) and objectives of the program. Provide details on the employment for which graduates will be prepared.**

Horry-Georgetown Technical College (HGTC) proposes to offer an Associate in Applied Science, major in Sports Tourism. This program is designed to prepare graduates for employment in the emerging Sports Tourism profession. Curriculum will equip students with practical knowledge of all aspects of sports tourism including, but not limited to, facilities management, customer service, marketing, event planning and finance. Students will also be prepared for transfer to senior institutions to pursue baccalaureate programs such as facilities management, tourism management, destination marketing, or event management.

Graduates will acquire working knowledge of a number of participatory sporting and competitive athletic activities, sports event planning and sports event coordination. Additional areas of emphasis include command of the rules of play, an understanding of facility management and scheduling, event planning, and sports law. This program is unique from existing hospitality program models that focus on lodging, conference planning and coordination and food and beverage coordination.

This new program is proposed in response to a partnership between HGTC and the City of Myrtle Beach. The basis of the partnership is grounded in a survey conducted by the City of Myrtle Beach on the feasibility of hosting sports events and attracting tourism to the area, particularly in the less busy tourism seasons of spring and fall. A study was conducted to explore the feasibility of constructing a multi-purpose, indoor sports facility that would complement other county wide facilities. HGTC was recognized as an educational partner that could offer training opportunities for potential employees. Interest and support of the program has also been expressed by the city of North Myrtle Beach. There also has been service area interest in Sports Tourism expressed by business leaders.

b) Explain how the program will support and/or complement the college's mission?

HGTC's mission is to provide a quality, affordable educational program for a positive economic impact in Horry and Georgetown Counties and the State of South Carolina. The Grand Strand area has recognized the need for knowledgeable, trained personnel to support the growing Sports Tourism market. HGTC is considered a partner in providing the education and training for this new job market. This is a fulfillment of the College mission, "to provide accessible, affordable, high-quality, comprehensive two-year collegiate education and workforce development."

c) Discuss general student interest in the program.

Student interest has been fueled by recent efforts from the City of Myrtle Beach to support sports tourism and increase public awareness about the field. Over the past five years, the city experienced a significant increase in direct spending related to sports tourism, with approximately \$132 million in 2012. Local government and private business entities have invested millions of dollars in facility infrastructure over the last eight years in the local area. As a result, current HGTC students have indicated interest in enrolling in this proposed program, and numerous inquiries regarding the proposed program have been received by HGTC Admissions Office staff.

d) Discuss local, state, and national employment trends for program-specific occupations. Include full-time and part-time wage information at the state and regional/national level.

The tourism industry is one of America's largest employers with 14.4 million jobs total. The merging of tourism, sports, and entertainment assure continued growth in the industry. According to the US Department of Labor, employment opportunities in the field are expected to grow as the average for all occupations through the year 2020. Although the field is competitive, employment will grow as public participation in sports continues to increase as a form of entertainment, recreation, and physical conditioning. Job growth will also be driven in part by the growing number of baby boomers approaching retirement who are expected to become more active participants of leisure time activities in the grown areas of sports and experience-based tourism.

According to sports Careers.com, salary levels range from \$25,000 to more than \$150,000 per year depending on segments of the industry, geographical location, education level, management experience, and promotional/public relations skills. Graduates from associate degree programs can typically expect \$25,000 to \$35,000 in positions such as sports facility operations, convention sales management, theme park marketing and management, tourism coordination, sports event and sales management, meeting planning, and urban tourism planning.

Locally, the need for the proposed program is demonstrated most notably in the forthcoming presence of a sports tourism facility. Construction is set to begin spring 2014 for a 100,000 square foot, multiuse structure. Management for this facility has indicated that there will be 100-200 internships and part-time job openings. Graduates of the proposed sports tourism program would be eligible for mid and entry-level positions, as well as sports director positions. Starting wages for interns and part-time workers will be \$9 per hour. Annual wages for full-time employees in the facility are comparable to national trends, ranging between \$25,000-\$35,000.

Furthermore, a needs assessment conducted by the college indicated additional employment opportunities for graduates with wages comparable to regional and national trends (see page 3, question h).

e) Include a list of all related existing programs within the institution. Compare/contrast the proposed program to related programs.

HGTC currently offers the Associate in Applied Science, major in General Business with an emphasis in Hospitality Management. Additionally, the college offers programs in Accounting, Administrative Office Technology, Culinary Arts Technology, General Business, Marketing, Commercial Refrigeration and Air Conditioning, Emergency Medical Technology, and Golf/Sports Turf Management. All of these programs are linked to facility operations in some capacity. However, the proposed associate degree offers needed emphasis on the coordination of sports-related events, as well as marketing and tourism-related activities. Sports Tourism is poised to be a driving force in a normally slow tourist time along the Grand Strand. Market analysis conducted in 2011 indicated that over 40% of direct sports tourism spending occurs in these off seasons. The need for employees will follow this continued growth.

f) Discuss any existing articulation or collaborative agreements in related program areas with other SC technical colleges.

The proposed Associate in Applied Science, major in Sports Tourism, is the first model of its kind to be offered in the SC Technical College System (SCTCS). For this reason, there are no formal plans for articulation with other technical colleges at this time. However, students enrolled in the Sports Tourism program will receive credit for coursework taken at another technical college within the SCTCS.

g) Indicate whether this is a terminal degree program (occupational in intent). If there is potential for students to transfer into a baccalaureate program, provide narrative on the progress to date concerning articulation agreements with potential transfer institutions.

This program is designed as a terminal degree program to prepare students for employment upon graduation. HGTC has, however, begun preliminary discussions with Coastal Carolina University regarding articulation of coursework from the proposed associate degree into the Bachelor of Science in Business Administration, Major in Resort Tourism Management.

h) Briefly summarize/analyze the needs survey results. For at least a three-year period, estimate the anticipated number of full-time and part-time openings. Discuss any specific employer interests and support for the program.

Both private employers and local government entities have expressed support for the proposed degree. Local governments, prompted by local tourism business interests, have invested heavily in area sports tourism infrastructure, including athletic fields and indoor facilities. The interest by employers is focused on new business opportunities for the normally light tourism seasons of spring and fall. Unemployment in this two-county area typically spikes during this time.

Evidence of support from business and industry is demonstrated in the results of a needs assessment, conducted by HGTC. Twenty-one employers indicated a need for 638 openings over the next three years. Twelve employers stated that they would encourage their employees to enroll in the Sports Tourism Associate Degree program and that eight would provide tuition assistance.

| | Year One | Year Two | Year Three |
|--------------------|----------|----------|------------|
| Part-time openings | 148 | 169 | 186 |
| Full-time openings | 33 | 46 | 56 |

II. Proposal Narrative: Enrollment

a) Explain the program admissions criteria.

Applicants for the proposed program will be required to meet the standard admission and placement criteria of the college, as indicated by COMPASS, SAT or ACT equivalents. These scores require minimums for placement in appropriate English, Math and Reading classes. Applicants who are transferring from other colleges must meet HGTC admission criteria. Courses which are comparable in content and credit hour

assignment with grade of “C” or better will be accepted. Students must complete a minimum of 25% of coursework at HGTC.

- b) **State the anticipated total number of enrollment for the first year of the program. Include the total number of transfer students from other internal programs and new students to the institution. Provide the estimated attrition rate and explain possible causes of attrition. Also include the anticipated number of graduates from the program.**

HGTC projects enrollment of 36 students in the first semester, including new and transfer students to the proposed program. These projections are based on the results of the needs survey, interest expressed by local government sports facilities and student interest. Of the 36 students enrolled, 24 will be new students. Attrition (Fall to Fall) is expected to be 25% with early employment and other reasons for attrition at HGTC including transportation issues, financial issues, time and family constraints and failure to meet academic standards.

A total of 25 graduates are anticipated in the first cohort.

- c) **Based on the information above, complete enrollment tables A and B below.**

| TABLE A: PROJECTED TOTAL ENROLLMENT | | | | | | |
|-------------------------------------|-----------|------------|-----------|------------|-----------|------------|
| YEAR | FALL | | SPRING | | SUMMER | |
| | HEADCOUNT | CREDIT HRS | HEADCOUNT | CREDIT HRS | HEADCOUNT | CREDIT HRS |
| 2014-15 | 36 | 432 | 32 | 480 | 30 | 270 |
| 2015-16 | 63 | 837 | 61 | 857 | 30 | 270 |
| 2016-17 | 63 | 837 | 61 | 857 | 30 | 270 |

| TABLE B: ESTIMATED ADDITIONAL ENROLLMENT (NEW STUDENTS ONLY) | | | | | | |
|--|-----------|------------|-----------|------------|-----------|------------|
| YEAR | FALL | | SPRING | | SUMMER | |
| | HEADCOUNT | CREDIT HRS | HEADCOUNT | CREDIT HRS | HEADCOUNT | CREDIT HRS |
| 2014-15 | 24 | 288 | 22 | 330 | 20 | 180 |
| 2015-16 | 45 | 600 | 45 | 675 | 24 | 216 |
| 2016-17 | 45 | 600 | 45 | 675 | 24 | 216 |

III. A) Curriculum Display

Note: The display should align with a state-approved program model. Additionally, all course prefixes, numbers, and titles listed in the table below should align with the SBTCE Statewide Catalog of Approved Courses (CAC). If the course is pending SBTCE approval, list "XXX" in the 'Number' column.

| TABLE C: PROPOSED SEMESTER LAYOUT | | | | | |
|-----------------------------------|--------|--|-----------|-----------|-----------|
| 1 st Semester – Fall | | | | | |
| Prefix | Number | Course Title | Lecture | Lab | Credits |
| • CPT | 101 | Introduction to Computers | 3 | 0 | 3 |
| • ENG | 155 | Communications I | 3 | 0 | 3 |
| • SPT | 101 | Sports Tourism | 3 | 0 | 3 |
| • SPT | 102 | Customer Service in Sports Tourism | 3 | 0 | 3 |
| Total Semester Hours | | | 12 | 0 | 12 |
| 2 nd Semester – Spring | | | | | |
| Prefix | Number | Course Title | Lecture | Lab | Credits |
| • MAT | 155 | Contemporary Math | 3 | 0 | 3 |
| • MGT | 101 | Introduction to Management | 3 | 0 | 3 |
| • SPT | 103 | Sports Event Planning & Marketing | 3 | 0 | 3 |
| • SPT | 105 | Sports Tourism Facilities & Operations | 3 | 0 | 3 |
| • CWE | 113 | CWE in Sports Tourism | 0 | 15 | 3 |
| Total Semester Hours | | | 12 | 15 | 15 |
| 3 rd Semester – Summer | | | | | |
| Prefix | Number | Course Title | Lecture | Lab | Credits |
| • PSY | 103 | Human Relations | 3 | 0 | 3 |
| • SPT | 104 | Accounting in Sports Tourism | 3 | 0 | 3 |
| • SPT | 270 | SCWE in Sports Tourism | 0 | 12 | 3 |
| Total Semester Hours | | | 6 | 12 | 9 |
| 4 th Semester – Fall | | | | | |
| Prefix | Number | Course Title | Lecture | Lab | Credits |
| • ENG | 160 | Technical Communications | 3 | 0 | 3 |
| • PHI | 103 | Workplace Ethics | 3 | 0 | 3 |
| • MGT | 150 | Fundamentals of Supervision | 3 | 0 | 3 |
| • SPT | 106 | Sports Tourism Law | 3 | 0 | 3 |
| • SPT | 272 | SCWE in Sports Tourism | 0 | 12 | 3 |
| Total Semester Hours | | | 12 | 12 | 15 |
| 5 th Semester – Spring | | | | | |
| Prefix | Number | Course Title | Lecture | Lab | Credits |
| • SPC | 205 | Public Speaking | 3 | 0 | 3 |

| TABLE C: PROPOSED SEMESTER LAYOUT | | | | | |
|-----------------------------------|-----|--------------------------------|-----------|-----------|-----------|
| • SPT | 107 | The Business of Sports Tourism | 3 | 0 | 3 |
| • SPT | 108 | Leadership in Sports Tourism | 3 | 0 | 3 |
| • SPT | 274 | SCWE in Sports Tourism | 0 | 16 | 4 |
| Total Semester Hours | | | 9 | 16 | 13 |
| PROGRAM TOTALS | | | 51 | 55 | 64 |

b) If applicable, provide the course title and description for all new courses that will be added to the college's local catalog. Place an asterisk (*) beside those that will also be new to the SBTCE Statewide CAC.

- *SPT 101: Sports Tourism 3 credits
 This course introduces the development and organizational structure in the sports tourism industry. Emphasis is placed on the various aspects of game operations and sports tourism and inter-relationships between tourist, resident, business, and government.

- *SPT 102: Customer Services in Sports Tourism 3 credits
 This course focuses on the fundamentals of effective, interpersonal communication, awareness of the diverse needs of sports tourism audiences. .

- *SPT 103: Sports Event Planning and Marketing 3 credits
 This course emphasizes strategic planning and marketing of sport tourism destinations, with focus on planning, development and positioning. Topics include consideration of community relations, environmental considerations, resource requirements, social and cultural considerations. Emphasis will be placed on planning and implementation.

- *SPT 104: Accounting for Sports Tourism 3 credits
 This course provides students an introductory review of the financial processes of sports tourism, including understanding of profit and non-profit, basic financial process, understanding the financial impact of sports tourism on the economy, the community and the environment.

- *SPT 105: Sports Tourism Facilities and Operations 3 credits
 This course provides an overview of managing indoor and outdoor facilities used for sports, conventions, and entertainment events. Topics may include conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing.

- *SPT 106: Sports Tourism Law 3 credits
 This course provides an investigation of the legal aspects of the various components of the sports tourism industry, including areas such as facilities, human resources, and transportation.

- *SPT 107: Leadership in Sports Tourism 3 credits
 This course explores all aspects of the sports tourism industry including public and employee relations, community relations, and governmental regulations. Case studies and decision-making activities will be emphasized. Students will apply concepts required in leadership and developing a personal leadership philosophy.

- *SPT 108: The Business of Sports Tourism 3 credits
 This course will require students to utilize sports tourism knowledge and activities in a comprehensive study of travel and sports tourism, including participatory sports tourism and event-based sports tourism.

- *SPT 270: SCWE in Sports Tourism 3 credits

This course includes the application of skills within an approved work site related to sports tourism.

*SPT 272: SCWE in Sports Tourism 3 credits
This course includes the application of skills within an approved work site related to sports tourism.

*SPT 274: SCWE in Sports Tourism 4 credits
This course includes the application of skills within an approved work site related to sports tourism.

c) Provide a brief explanation of the planned assessments of student learning outcomes that will be used.

The establishment of the Sports Tourism Advisory Committee will aid in the development of the curriculum and monitoring the appropriateness of the program's student learning outcomes.

A variety of assessments of student learning outcomes are planned, including those required by the HGTC Program Learning Outcomes (PLO) Assessment. PLO Assessment is a college-wide annual report by each program to demonstrate achievement of learning outcomes and planned action, outcome improvements/revisions

Additionally, students will be required to demonstrate skills through classroom assessments and authentic task performance. Students will perform real, situational sports management operations in local athletic complexes that will serve as learning laboratories.

d) If the program requires clinical support, provide narrative demonstrating that the college has secured commitments from service area employers to support an adequate number of clinical/work experience sites (i.e. should meet the needs of the number of students displayed in the enrollment charts).

Opportunities for observations and/or internships have been pledged by area sports facilities.

IV. Proposal Narrative: Faculty

a) List all administration, faculty, and staff positions that will support the program.

- *Administration*
HGTC will assign program responsibilities to current administrative staff. The Assistant Vice President/Dean for Business will be responsible for supervision of the program.
- *Faculty*
HGTC has established faculty qualifications and credentials according to standards for education and experience identified by the Advisory Committee and local professionals, as well as to compliance with Southern Association of Colleges and Schools Commission on Colleges (SACS COC). HGTC will employ one full-time faculty member identified as Program Director. In addition to program operations, the Program Director will be responsible for instruction, student advising, and course development. One adjunct faculty member will also provide instruction.
- *Staff*
HGTC will assign program responsibilities to existing support staff. Currently, there are three full-time administrative assistants in the college's Academic Affairs Division to provide faculty support and assistance for clerical, business, and scheduling matters. Additionally, the data coordinator, located on the Grand Strand Campus provides support for the use of technology, scheduling activities and other program requirements.

Increased responsibilities are estimated to require approximately 10% of FTE at maximum.

b) Complete the chart below outlining required qualifications for each faculty position listed above.

| TABLE D: FACULTY QUALIFICATIONS | | | |
|--|------------------------------|-----------------------------|---|
| List Staff Position by Rank (e.g. Professor #1, Professor #2, Associate Professor #1, etc.) | Highest Degree Earned | Field of Study | Teaching in Field (yes / no) |
| Professor 1 | Bachelor's Degree | Sports Tourism, Hospitality | yes |
| Adjunct Professor | Bachelor's Degree | Sports Tourism, Hospitality | Yes |

c) Discuss institutional plans for faculty development, including, but not limiting discussion to release time for research, consulting, conferences, or curriculum development.

Professional development is a prescribed job duty for all permanent HGTC faculty. In support of this mandate, funds are allocated to departmental budgets and to Faculty/Staff Development (FSD) budgets for travel to professional conferences, site visits or certification activities. Faculty may enroll in appropriate HGTC courses at reduced or waived fees.

Additionally, new faculty members are assigned a faculty mentor to assist in the transition to the College and the teaching profession. All probationary faculty are required to prepare and present their teaching portfolio at the end of the probationary period.

HGTC requires technology development training through the Teaching Excellence Center (TEC), a sponsor of regular meetings, webinars and individual assistance for faculty to develop their instructional skills throughout each academic year.

Faculty members also have in-house opportunities. During each academic year, there are three In-Service schedules which include several days of faculty in-service sessions, on topics related to teaching performance, such as active learning, assessment, diversity and instructional methodologies.

Faculty will be encouraged to monitor professional associations and accreditors, such as the National Association for Sports Commission (NASC) for professional development opportunities.

The College offers opportunities for release time and/or stipends with prior approval for faculty developing new courses or online classes, with support from the Teaching Excellence Center staff.

d) Provide definitions for faculty full-time equivalents (FTE).

Full-time faculty personnel are Unclassified Faculty Personnel, employed by the College through HGTC 39-week Employment Agreements. Faculty FTE is the faculty member with the desirable teaching load of fifteen to eighteen (15 to 18) credit hours per semester or twenty to twenty-four (20 to 24) instructor classroom or lab contact hours. Adjustments to teaching loads may be considered for the following factors:

- a. types of classes (lecture/shop/laboratory/clinical),
- b. number and type of preparations,
- c. section size,
- d. time and location of the classes
- e. more than five (5) preparations
- f. administrative responsibilities
- g. budgetary considerations

An academic year with HGTC shall be equivalent to thirty-nine (39) full weeks and normal working hours for all FTE employees are 37.5 hours per week. Each semester will normally consist of sixteen (16) weeks for instruction and exam periods. Initial faculty appointments shall be in probationary employment status for two academic years' duration.

e) Complete the chart below to include **ALL** positions listed in question A.

Note: All new positions should be placed in the 'New' column and remain in the 'New' column for each subsequent program year. The same applies for all existing positions. A detailed example can be found in the "Faculty" module on T-Web.

| TABLE E: UNIT ADMINISTRATION/FACULTY/STAFF SUPPORT | | | | | | |
|--|-----------|-----|-----------|-----|-----------|-----|
| YEAR | NEW | | EXISTING | | TOTAL | |
| | Headcount | FTE | Headcount | FTE | Headcount | FTE |
| Administration | | | | | | |
| 2014-15 | 0 | 0 | 1 | .05 | 1 | .05 |
| 2015-16 | 0 | 0 | 1 | .05 | 1 | .05 |
| 2016-17 | 0 | 0 | 1 | .05 | 1 | .05 |
| Faculty | | | | | | |
| 2014-15 | 1 | 1 | 0 | 0 | 1 | 1 |
| 2015-16 | 2 | 1.5 | 0 | 0 | 2 | 1.5 |
| 2016-17 | 2 | 1.5 | 0 | 0 | 2 | 1.5 |
| Staff | | | | | | |
| 2014-15 | 0 | 0 | 3 | .10 | 3 | .10 |
| 2015-16 | 0 | 0 | 3 | .10 | 3 | .10 |
| 2016-17 | 0 | 0 | 3 | .10 | 3 | .10 |

V. Proposal Narrative: Physical Plant

- a) **Discuss physical plant requirements, indicating any needs for additional physical plant space within the first three years of program operation. Explain any costs associated with the acquisition of physical plant space for the program.**

No additional physical plant space is required to operate the proposed program. HGTC has completed renovations on the Grand Strand campus, which has made additional classroom and computer laboratories available. These spaces are adequate for program operation.

VI. Proposal Narrative: Equipment

- a) **Discuss equipment needs for the program and explain the planned sources of funding for equipment.**

There are no significant equipment needs identified for this program. The college will purchase general materials and supplies to support program operations including I-Pads, industry-related software, and printing supplies.

Itemize each piece of equipment that exceeds \$5,000.

Not applicable.

VII. Proposal Narrative: Library Resources

- a) **Provide a quantitative analysis of the current library resources related to the proposed program in adherence to a standard guide (e.g. the ALA Standards for College Libraries). Compare/contrast with the holdings of other institutions that have programs with similar objectives.**

Quantitative Analysis Based on the Association of College & Research Libraries Standards for Libraries in Higher Education

The following chart contains a comparison between Horry-Georgetown Technical College Library (HGTC) and The Citadel. The Citadel was chosen because there are currently no two-year institutions with a similar degree. All totals are based on fiscal year 2011-2012.

| | HGTC | CITADEL |
|---|-----------|-----------|
| Full time enrollment | 4,830 | 5,152 |
| Total staff expenditures per enrolled student | \$82.19 | \$43.97 |
| FTE student per staff FTE | 483 | 161 |
| Professional staff to support staff | 60% : 40% | 43% : 57% |
| Total library material expenditures per FTE student | \$45.95 | \$286.67 |
| Grand total expenditures per FTE student | \$128.13 | \$511.01 |
| Total circulation | 25,912 | 32,802 |
| Total holdings | 50,987 | 193,922 |
| Total eBooks | 68,462 | 69,363 |
| Holdings per circulation | 1.97 | 5.91 |
| Circulation per FTE student | 5.36 | 9.68 |
| Participants at group presentations | 3,978 | 4,301 |
| Serials expenditures | \$18,589 | \$457,140 |
| Monograph expenditures | \$65,633 | \$56,530 |
| eBook expenditures | \$6,973 | \$29,465 |

| | | |
|--|-----------|-------------|
| Database purchase expenditures | \$42,177 | \$68,720 |
| Volumes per FTE student | 10.55 | 57.22 |
| eVolumes per FTE student | 14.17 | 20.46 |
| Volumes added per year per FTE student | 0.42 | N/A |
| Grand total operating expenditures | \$618,891 | \$1,732,311 |
| Total holdings in call number range | 107 | 105 |
| Average age of holdings in call number range | 2002 | 1996 |

b) Discuss current library holdings in relation to the proposed program. Provide as many program-specific examples as possible of relevant resources currently available at the institution (e.g. *The Mechatronics Handbook...* for a new Mechatronics program).

Research Databases

HGTC Library currently subscribes to the following Sports Tourism Management-related research databases:

- **Business Insights** (Gale) - Access detailed company information and business news.
- **Business Source Premier** (EBSCO) - Access business related journals, magazines, newspapers, and other published resources. Provided by DISCUS.
- **Regional Business News** (EBSCO) - Access full-text coverage from regional U.S. business journals, newspapers and newswires. Provided by DISCUS.

Horry-Georgetown Technical College Library also subscribes to the following general information research databases:

- **Academic OneFile** (Gale) - Access academic journals, magazines, newspapers, and other published resources covering many subject areas. Includes peer-reviewed publications.
- **Academic Search Premier** (EBSCO) - Access academic journals, magazines, newspapers, and other published resources covering many subject areas. Includes peer-reviewed publications. Provided by PASCAL.
- **MasterFile Premier** (EBSCO) - Full-text periodicals, books, and primary sources covering a wide variety of topics. Provided by DISCUS.

Horry-Georgetown Technical College Library subscribes to the following reference/eBook research databases:

- **Credo Reference** (Credo Reference) - Access hundreds of full-text reference books including encyclopedias, dictionaries, thesauri, books of quotations, and other subject-specific titles. Provided by DISCUS.
- **ebrary** (ProQuest) - Full-text, electronic versions of over 110,000 printed books available for download. Provided by PASCAL.
- **EBSCO eBook Collection** (EBSCO) - Access full text, electronic versions of over 68,000 printed books across all subject areas.

Horry-Georgetown Technical College Library subscribes to the following streaming video research databases:

- **Films on Demand** (Films Media Group) - A collection of educational films on topics as varied as history, education, health, and communication.

All of the databases listed in this attachment are accessible from on or off campus. Off campus access login is done through each individual student, faculty, or staff H number.

Sports Tourism Management (Full-text Serials)

Through the library research databases, HGTC Library has access to full-text serials from both on and off campus in the following subject areas:

- Recreation, Leisure and Sports – 408 serial titles
- Travel and Tourism – 230 serial titles

An additional listing of related holdings is on file at the SCTCS System Office.

c) Explain any costs associated with library resources for the first three years of the program (e.g. books, AV, serials).

HGTC Library operates a facility at the Conway, Grand Strand, and Georgetown campuses. The library currently subscribes to no print serial titles that relate to the Sports Tourism Management program. It is our recommendation that we do not purchase print serials, but consider e-serial acquisitions.

Approximately 638 full-text serials are available in the library's research databases (see attachments). The library also provides access to 10 different research databases, many of which contain full-text articles related to the Sports Tourism Management curriculum. We also maintain a small collection of eBooks. All of these are accessible both on and off campus.

Since there are no courses directly related to Sports Tourism Management at the college, limited items are currently available in the collection.

The Sports Tourism Management program will be offered at the Grand Strand campus. Therefore, the initial three-year acquisitions plan will need to be followed as listed in the table below. After that, a projected budget of approximately \$300.00 will be needed for annual operations after the third year.

| HGTC LIBRARY - THREE-YEAR ACQUISITION PLAN –SPORTS TOURISM TECHNOLOGY | | | | |
|--|-------------------|--------------------|-------------------|---|
| | First Year | Second Year | Third Year | Total |
| Books | | | | |
| 35 @ \$75 each | \$2,625.00 | | | |
| 25 @ \$75 each | | \$1,875.00 | | |
| 15 @ \$75 each | | | \$1,125.00 | |
| | | | | Three-Year Total \$5,625.00 |
| eBooks | | | | |
| 10 @ \$100 each | \$1,000.00 | | | |
| 10 @ \$100 each | | \$1,000.00 | | |
| 10 @ \$100 each | | | \$1,000.00 | |
| | | | | Three-Year Total \$3,000.00 |
| Books + eBooks Yearly Total | \$3,625.00 | \$2,875.00 | \$2,125.00 | |
| | | | | Books + eBooks Three-Year Total \$8,625.00 |

As faculty members are hired for the proposed program, they will be invited to purchase library instructional support resources to meet their own personal teaching style and student instructional needs. This will be done via an annual departmental stipend program.

The Library is expected to have a sufficient collection of books, eBooks, serials, and databases to fully support the Sports Tourism Management program by the third year of implementation. These holdings will fully support the accreditation requirements after the timeline delineated above.

VIII. Proposal Narrative: Accreditation, Licensure, or Certification

a) Explain whether the program is subject to specialized or professional accreditation/approval by any state, regional, or national agency (other than the Commission on Higher Education).

There is currently no specialized accreditation or approval required for this program.

b) If so, discuss plans to seek such accreditation, including the timeline. Estimate any costs associated with the accreditation plans (within the first three years of the program).

The college has no plans to seek accreditation for the program at this time.

c) Discuss any licensure or certification requirements for graduates and the extent to which the program will prepare graduates for these exams.

No licensure or certification is required for graduates.

IX. Proposal Narrative: Estimated Costs

a) Complete the chart below to include estimated costs.

| TABLE F: ESTIMATED COSTS BY YEAR | | | | |
|---|-----------------------|-----------------------|-----------------------|------------------|
| CATEGORY | 1st | 2nd | 3rd | Totals |
| Program Administration | \$4,244 | \$4,244 | \$4,244 | \$12,732 |
| Faculty Salaries | \$68,250 | \$102,375 | \$102,375 | \$273,000 |
| Graduate Assistants | \$0 | \$0 | \$0 | \$0 |
| Clerical/Support Personnel | \$10,663 | \$10,663 | \$10,663 | \$31,989 |
| Supplies and Materials | \$35,000 | \$25,000 | \$10,000 | \$70,000 |
| Library Resources | \$3625 | \$2875 | \$2125 | \$8625 |
| Equipment | \$0 | \$0 | \$0 | \$0 |
| Facilities | \$0 | \$0 | \$0 | \$0 |
| Other (Identify) | \$0 | \$0 | \$0 | \$0 |
| TOTALS | \$121,782 | \$145,157 | \$129,407 | \$396,346 |
| Tuition Funding | | | | |
| Tuition Funding | \$141,446 | \$238,017 | \$234,535 | \$613,998 |
| Program-Specific Fees | \$0 | \$0 | \$0 | \$0 |
| State Funding | \$0 | \$0 | \$0 | \$0 |
| Reallocation of Existing Funds* | \$0 | \$0 | \$0 | \$0 |
| Federal Funding | \$0 | \$0 | \$0 | \$0 |
| Other Funding (Specify) | \$0 | \$0 | \$0 | \$0 |
| TOTALS | \$141,446 | \$238,017 | \$234,535 | \$613,998 |

*Specify significant internal sources of reallocated funds. (Add additional rows as necessary.)

b) Explain any “unique costs” or requirements/requests for special state appropriations will be required or requested?

N/A

c) Identify other funding sources, as noted in the last line of the estimated costs table.

N/A