

**Program Planning Summary
For a New Program**

Master of Science in Sport and Fitness Administration

Winthrop University

A handwritten signature in black ink, appearing to read "Anthony J. DiGiorgio", written over a horizontal line.

**Anthony J. DiGiorgio
President**

November 2008

Contact Information:

Karen C. Jones
Assistant VP Academic Affairs
803.323.3708
jonesk@winthrop.edu

Program Planning Summary

Program Designation:	New Program (replacing an existing MS in PE)
Degree Name:	Master of Science in Sport and Fitness Administration CIP Code: 31.0504 – Sport and Fitness Administration
Academic Unit:	Department of Health and Physical Education Richard W. Riley College of Education Winthrop University Rock Hill, SC 29732
Proposed Date of Implementation:	Fall, 2009
Number of Credit Hours in Program:	36 (two year master degree program)

Justification of Need:

The Master of Science degree in Sport and Fitness Administration (SPFA) prepares students to administer and provide leadership in a number of sport and fitness professions. In a progressively complex and technical world, the demand for knowledgeable and competent leadership in sport and fitness has grown in the nation and in South Carolina. There is an increasing market for individuals with advanced training, not only in the disciplines of exercise science and fitness, but in the administration of programs in sport (athletics, college recreational sport, community based sport programs, and others) and fitness (YMCA, community based programs, progressive care facilities, and others). Individuals enrolling in the MS in SPFA will have completed undergraduate degrees in exercise science, nutrition, or health and are seeking to improve their knowledge and skills in the administration of sport and fitness programs and facilities.

As society has become more technical and sedentary, competent and well-prepared professionals are needed to stem the tide of the current obesity epidemic in the United States and South Carolina. With the doubling of obesity in the United States in the last twenty years (CDC) and the current reported percentage rate of obesity in the population of South Carolina of between 25% to 29%, it is clear that well-prepared and knowledgeable professionals are needed to provide leadership and guidance for programs designed to address the obesity epidemic. In addition, a growing population of seniors is demanding quality health and fitness programs that not only impact their longevity, but improve the quality of their lives. The CDC has estimated that over 70 million Americans will be over 65 by 2030, placing even greater demands on existing facilities and programs. The growing market for programs specific to seniors requires colleges and universities to prepare individuals who have the knowledge and skills to develop and implement quality programming for seniors.

The MS in Sport and Fitness Administration is a nationally recognized degree. The inclusion of an advanced degree in sport and fitness administration will provide the region with qualified and knowledgeable administrators to meet the growing need for quality sport and fitness programming in the community and the private sector. This

degree will prepare individuals for leadership positions in youth sports, adult sport and fitness programming, and in geriatric or assisted living facilities.

Anticipated Program Demand and Productivity

For fall 2008, 27 students are enrolled in the MS in Physical Education. Of the 27 individuals currently enrolled in the MS in Physical Education, 25 are interested in a sport leadership emphasis. Based on the number of yearly inquiries into the graduate program and the number of students currently interested in a sport leadership emphasis, it is clear that the area of interest for the majority of potential graduate students is in sport leadership and administration. Winthrop will drop the MS in Physical Education degree program to institute the more focused and specialized degree program in sport and fitness administration.

Over the last 10-15 years, the city of Rock Hill in conjunction with Winthrop University has positioned itself as a major designation for national championship events in women's softball, men and women's soccer, women's basketball, and disc golf. Winthrop University has partnered with the City of Rock Hill in the development of these events and the sharing of facilities and personnel. This partnership allows the University to provide essential professional development for individuals currently administrating these events and preparing the next generation of innovators and leaders. Attracting and hosting championships in Rock Hill has a significant positive economic impact on the region. The creation of a MS degree specific to sport and fitness administration allows Winthrop University to meet the growing needs of the region in promoting and attracting various sporting venues to York County. The close proximity of Winthrop University to Charlotte provides additional employment opportunities for graduates from the MS in SPFA program while meeting the demand for qualified and knowledgeable professionals in youth sports, adult sport and fitness, and senior fitness and sport. This year *The Sporting News* announced their rankings for the Best Sport Cities and Charlotte ranked at number 35 and Rock Hill at 149 out of 400 cities. The need for qualified fitness and sport professionals is supported by the United States Department of Labor's 2007-2008 *Occupational Outlook Handbook*, which estimates growth in the fitness and sport industry to be much higher than average through 2016 with an average growth of over 20%.

Assessment of Extent to Which the Proposed Program Duplicates Existing Programs in the State

A number of institutions in South Carolina offer advanced degrees in sport management, exercise science, and tourist and entertainment, but none of the programs are specific to sport and fitness administration. Clemson University offers a graduate degree in Parks, Recreation and Tourism Management with the University of South Carolina offering advanced degrees in International Hospitality and Tourism Management and Sport and Entertainment Management. The Citadel offers a MBA with a concentration in Sport Management while also offering an MS in Health, Exercise, and Sport Service. The proposed degree program in Sport and Fitness Administration will focus on the

administration of sport and fitness programs and will fill a unique niche in the sport and fitness industry without competing with existing programs in the state. With Winthrop's close proximity to the Charlotte metropolitan area, the targeted student recruitment base will be in the upstate of South Carolina.

Relationship of the Proposed Program to Existing Programs at the Proposed Institution

The proposed program is aligned with the current MS in Physical Education and allows the department to build on the strength of that program. Winthrop will drop the MS in Physical Education when the proposed MS in Sport and Fitness Administration program is approved by CHE. The proposed program builds on the expertise of the faculty in sport management and allows the department to offer a focused degree program that will meet the growing need for qualified and knowledgeable administrators for sport and fitness programs.

Relationship of the Proposed Program to the Other Institutions via Inter-Institutional Cooperation

Policy at Winthrop University allows the transfer of nine graduate degree hours (up to 12 hours with Dean's approval) from another institution into a graduate program. While some of Winthrop's courses will be unique to this program, all requests to transfer foundational courses into this program from other institutions, particularly those located within South Carolina, will be considered.

Additional Costs of Implementing the Program

Since the proposed program will replace the current MS in Physical Education, **there will be no additional costs** to the university.