

July 12, 2017

MEMORANDUM

TO: State Board of Regents

FROM: David L. Buhler

SUBJECT: Dixie State University – Bachelor of Science in Recreation and Sport Management with Emphases in Corporate Recreation and Wellness, Experience Industry Management, and Sport Management

Issue

Dixie State University (DSU) requests approval to offer a Bachelor of Science (BS) in Recreation and Sport Management effective in fall 2017. The institutional Board of Trustees approved the degree on March 10, 2017.

Background

The proposed BS in Recreation and Sport Management would prepare students for positions in the fitness, recreation, sport, and tourism industries, with development of knowledge and skills related to a wide range of facilities, personnel, products, and services. The proposed degree is consistent with DSU's dedication to learning that utilizes the unique physical resources of southern Utah and reinforces the institutional theme, "active learning, active life." In addition to course work, students would have access to experiential learning opportunities related to major local recreation and sporting events such as the Ford Iron Man, Huntsman World Senior Games, and St. George Marathon, as well as DSU athletics, youth sports tournaments, etc.

The proposed degree would seek accreditation from the National Recreation and Park Association's Council on Accreditation for Parks, Recreation, Tourism, and Related Professions, as well as recognition from the North American Society for Sport Management. In addition to the program core, students would pursue an emphasis in Corporate Recreation and Wellness, Experience Industry Management, or Sport Management, leading to employment and/or entry into a variety of graduate programs; this would provide an interdisciplinary element, drawing on DSU offerings in communications, exercise science, management, marketing, and psychology. With labor market and student demand seen as high, DSU has committed significant resources for additional full-time faculty to implement and sustain the proposed program.

Policy Issues

The proposed degree has been developed and reviewed in accordance with processes established by Dixie State University and the Board of Regents. The Utah System of Higher Education (USHE) Chief Academic Officers and appropriate faculty at other USHE institutions reviewed and are supportive of Dixie State University's request to offer a BS in Recreation and Sport Management. There are no additional policy issues relative to the approval of this program.

Commissioner's Recommendation

The Commissioner recommends the Regents approve the request by Dixie State University to offer a Bachelor of Science in Recreation and Sport Management with Emphases in Corporate Recreation and Wellness, Experience Industry Management, and Sport Management.

David L. Buhler
Commissioner of Higher Education

DLB/GVB
Attachment

Utah System of Higher Education Program Description - Full Template

Section I: The Request

Dixie State University requests approval to offer the following Baccalaureate degree(s): Bachelor of Science in Recreation and Sport Management effective Fall 2017. This program was approved by the institutional Board of Trustees on March 10, 2017.

Section II: Program Proposal

Program Description

Present a complete, formal program description.

The Bachelor of Science Degree in Recreation and Sport Management will prepare students for careers in the recreation, sport, fitness, and tourism industries. Student majors will develop the skills and knowledge to strategically create, manage and operate a wide variety of services, facilities, personnel and products related to the recreation, sport, and tourism industry. Locally, nationally, and internationally, society places a high value on quality experiences that promote participation, amusement, and skill development that contribute to a healthy mind and body. The need for educated professionals to manage the distribution of recreation, sport, and tourism-related services and products continues to grow.

Students will complete a rigorous core of classes that aligns with the standards of the National Recreation and Park Association's Council on Accreditation for Parks, Recreation, Tourism and Related Professions (COAPRT) as well as the Nonprofit Leadership Alliance core competencies, in addition to seeking recognition by the North American Society for Sport Management (NASSM). These alignments will help prepare students for future careers in any sector (public, commercial, nonprofit) with organizations focused on improving the quality of life through recreation and sport. Students will have the option to specialize through emphases in sport management, corporate recreation and wellness, or experience industry management. The emphases will provide an interdisciplinary approach by supporting programs in communications, exercise science, management, marketing, and psychology. Students will develop the knowledge and skills necessary for immediate employment and/or entrance into graduate school in a variety of disciplines.

Consistency with Institutional Mission

Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policy312/.

The Bachelor of Science degree in Recreation and Sport Management will support DSU's dedication to rigorous learning that engages the unique resources of Southern Utah, as well as the motto "Active Learning, Active Life." The Recreation and Sport Management degree is designed to provide specific course work and experiential learning opportunities that will expose students to the planning and operation of major recreational and sporting events offered year-round in the community, including but not limited to the St. George Marathon, DSU Athletics, Ford Iron Man, Huntsman World Senior Games, multiple conventions, and a variety of youth sport tournaments. The degree will also rely on faculty and students' active involvement and collaboration with community and regional organizations for student work experiences and internships that will foster not only recreational enrichment but also economic and community development as described in the DSU core themes. These activities will facilitate strong public relations with civic entities, local businesses, and schools in the public and private sector. These opportunities pose to highlight Dixie State's commitment to service, citizenship, and the community.

Section III: Needs Assessment

Program Rationale

Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program.

The DSU Academic Program Research Committee completed significant research around the labor market demand, student demand, costs, and tuition revenues anticipated to cover the costs. It was clear that this program is merited as outlined in the paragraphs below.

Additionally, DSU offers an emphasis in recreation management within the integrated studies major, which currently has an enrollment of 20 students. The emphasis focuses on municipal parks and recreation. The proposed recreation and sport management program will also include perspectives from municipal recreation, but will provide the breadth needed to encompass the entire leisure services industry. The proposed program will utilize many of the existing recreation management courses, although in a restructured format in order to be more inclusive of the entire leisure services industry. Four existing courses have been restructured and an additional 17 new courses are being created for the recreation and sport management program. The emphasis in recreation management will remain an option within the integrated studies program.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer (jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do) and the Occupation Outlook Handbook (www.bls.gov/oco).

A degree in Recreation and Sport Management prepares students for careers in recreation, sport, tourism, health, hospitality, and fitness, leading to many career options. Students with a degree in Recreation and Sport Management from DSU will be prepared for positions with municipal parks and recreation programs, sport and fitness organizations, corporate wellness facilities, convention and visitor bureaus, intercollegiate and professional sports teams, resorts, campus recreation, and not-for-profit community agencies. Students with this degree will also be prepared for employment in the sales or marketing division of recreation, sport, and fitness equipment manufacturers.

The Bureau of Labor Statistics reports that many of the employment opportunities within the leisure industry are expected to increase faster than average of all occupations at a 10% annual growth. In addition, the Utah Department of Workforce Services reported between May 2015 and May 2016 the highest employment change in the state were within the Leisure and Hospitality industry, with a growth rate of 6.4% which added 8,500 jobs. The Education and Health Services industry's growth rate was 4.7%, but also added 8,500 jobs. These two areas added the most jobs, in the past year, out of the 11 categories listed. These are the two industries, traditionally, where graduates will seek employment, and the Utah Department of Workforce Services expects continual growth in these areas.

There is a projected 4.3% annual growth rate for recreation and sport careers within Washington County. In recent years, the growth has been validated by the development and expansion of municipal parks and recreation departments in Washington and Hurricane. Private commercial recreation and sport business are also growing in the area with organizations such as Vacation Races, Summit Athletic Club, multiple resorts, and a variety of other private enterprises. In addition, the geographical location of the campus places Dixie State within relatively close proximity to a variety of employment opportunities in Arizona, California, Colorado, Nevada, and Utah in recreation and sport organizations ranging from municipal and nonprofit recreation to resort and tourism enterprises to amateur, collegiate, and professional sport organizations.

<https://www.bls.gov/ooh/personal-care-and-service/recreation-workers.htm>

<https://jobs.utah.gov/wi/data/employment/employmentdetail.html>

Student Demand

Provide evidence of student interest and demand that supports potential program enrollment. Use Appendix D to project five years' enrollments and graduates. Note: If the proposed program is an expansion of an existing program, present several years enrollment trends by headcount and/or by student credit hours that justify expansion.

To ascertain student interest in a Recreation and Sport Management degree program at Dixie State University, several surveys have been conducted. In February 2012, the Department of Intercollegiate Athletics at DSU surveyed approximately 300 student-athletes and found 45 students were interested in a degree in community recreation management. In addition, the DSU Student Association and DSU advisors conducted a convenience sample survey in spring 2015 exploring whether or not students would switch majors if other degree options were available. Included in the survey was a degree in Parks and Recreation and the survey determined approximately 85 students from the student body would switch to this degree.

While these two surveys indicate a relatively strong and continued indication for offering a degree in Recreation and Sport

Management, both surveys were narrowly focused on municipal/community parks and recreation descriptions. As indicative of the leisure services profession, a degree in Recreation and Sport Management will be inclusive of a variety of career options including, but not limited to, convention and event planners, collegiate athletic administrators, resort managers, nonprofit executive directors, and recreation and sport entrepreneurs, as well as municipal recreation personnel. Students will develop the knowledge and skills for promoting healthy lifestyles that are transferable from one area of the industry to another. With this repositioned inclusive focus, it is anticipated there will be a significant increased student interest in a Recreation and Sport Management degree.

Similar Programs

Are similar programs offered elsewhere in the USHE, the state, or Intermountain Region? If yes, identify the existing program(s) and cite justifications for why the Regents should approve another program of this type. How does the proposed program differ from or compliment similar program(s)?

Each of the baccalaureate-degree-offering institutions in the USHE offers an undergraduate degree, minor, and/or emphasis in a recreation-related field. Only two institutions offer a major specifically for community recreation, and only one of those two institutions has an emphasis in community sport management. One of the two similar programs is accredited by COAPRT, hence the desire for DSU to become accredited in addition to meeting industry standards that would communicate to potential employers the students' preparation for a career in recreation and sport management. The other three institutions in USHE offer programs focused primarily on outdoor recreation. DSU's program will utilize both recreation and sport-focused courses within the core curriculum, which is not offered at any other USHE institution, in addition to the further specialization within the emphases. There are not recreation and sport management programs in the state of Nevada.

University of Utah

BA/BS in Parks, Recreation and Tourism with emphasis in:

- Commercial, Community and Sport Management
- Sustainable Tourism and Hospitality Management
- Outdoor Recreation Studies

Utah State University

BS in Parks and Recreation with a required minor outside of the major
BS in Recreation Resource Management

Southern Utah University

BS in Outdoor Recreation in Parks and Tourism with emphasis in:

- Natural Resource Recreation
- Outdoor Education
- Tourism

Utah Valley University

BS in Exercise Science and Outdoor Recreation with emphasis in:

- Outdoor Recreation Management

Weber State University

BIS in Integrated Studies with emphasis in:

- Outdoor and Community Recreation Education

Collaboration with and Impact on Other USHE Institutions

Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higher.utah.org/policies/policyr315/. Assess the impact the new program will have on other USHE institutions. Describe any discussions with other institutions pertaining to this program. Include any collaborative efforts that may have been proposed.

The demand of currently-enrolled DSU students presents enough interest to predict a popular program offering without drawing students from other regional institutions. Therefore, minimal impact is predicted regarding recreation programs at other regional institutions. However, the DSU program will have a unique approach by including a sport management focus, which is not

offered at nearby institutions. Finally, St. George offers numerous opportunities for internships, civic engagement, collaborative research, and employment. Because of these factors, collaboration with other Utah regional institutions presents exciting possibilities.

External Review and Accreditation

Indicate whether external consultants or, for a career and technical education program, program advisory committee were involved in the development of the proposed program. List the members of the external consultants or advisory committee and briefly describe their activities. If the program will seek special professional accreditation, project anticipated costs and a date for accreditation review.

The program will seek accreditation from the Council on Accreditation for Parks, Recreation, Tourism, and Related Professions (COAPRT) through the National Recreation and Park Association. COAPRT is the national standard for recreation and sport management curriculum and currently accredits only one USHE program (UofU). Accreditation will serve to demonstrate that the program meets established standards developed by a national consensus of professionals in the industry and compliance with its own stated objectives. Accreditation provides a recognized credential to the public, fulfilling DSU's commitment to educational quality. Eligibility for accreditation occurs after the third year of the program's existence. The program will begin the self-study in the third year. The initial costs of accreditation are approximately \$5,000, including site visits. There is an annual maintenance fee of \$700.

In addition to COAPRT accreditation, the program will seek recognition from the North American Society for Sport Management (NASSM). NASSM is the leading professional association in promoting study, research, scholarly writing, and professional development in the fields of sport, leisure, and recreation. This is not an accreditation, but rather national acknowledgement that DSU offers a recreation and sport management program that covers current industry topics and standards. There is only one USHE institution recognized by NASSM (UofU).

The program will also seek to partner with the Nonprofit Leadership Alliance (NLA) to offer the Certified Nonprofit Professional (CNP) credential. This partnership will confirm the program's curriculum aligns with the core competencies for the nonprofit sector. The CNP is the only national credential for the nonprofit sector and represents the largest network in the country working to strengthen the social sector with a talented and prepared workforce. There are currently no USHE institution partnerships with NLA.

DSU has conducted discussions with colleagues both regionally and nationally on a major in Recreation and Sport Management at DSU. As a COAPRT accreditation site visitor, Dr. Joseph Lovell, Dixie State University, developed the curriculum based on review of existing and similar programs in the state and nation. The proposed program is consistent with national standards for academic content and pedagogical delivery of a recreation and sport curriculum.

Section IV: Program Details

Graduation Standards and Number of Credits

Provide graduation standards. Provide justification if number of credit or clock hours exceeds credit limit for this program type described in R401-3.11, which can be found at higheredutah.org/policies/R401.

The proposed Recreation and Sport Management degree requires graduates to earn a total of 120 credits, an amount which falls within the USHE guidelines. Thirty-eight of the credits are DSU-mandated General Education courses, 39 credits from the core Recreation and Sport Management curriculum, 18 credits from one of the three emphases designated in the program, and 25 credits are other DSU electives. All graduation requirements specified by USHE and DSU policies are met, including fulfillment of the DSU GE requirements, 40 credits of upper-division coursework, 30 credits of coursework at DSU, and a minimum 2.0 GPA.

Admission Requirements

List admission requirements specific to the proposed program.

The admission requirements for the degree in Recreation and Sport Management are established by the University standards. Students are admitted to the degree program directly upon declaring the major. Prerequisites are set by different courses to ensure students are properly prepared for their work in specific courses. To graduate with a Recreation and Sport Management degree, majors will be required to receive a "C" or better in all required core courses, achieve a minimum cumulative 2.0 GPA in the major, and a minimum cumulative 2.0 GPA for all coursework.

Curriculum and Degree Map

Use the tables in Appendix A to provide a list of courses and Appendix B to provide a program Degree Map, also referred to as a graduation plan.

Section V: Institution, Faculty, and Staff Support

Institutional Readiness

How do existing administrative structures support the proposed program? Identify new organizational structures that may be needed to deliver the program. Will the proposed program impact the delivery of undergraduate and/or lower-division education? If yes, how?

The development of a degree program in Recreation and Sport Management has strong support from all levels of the DSU administration and faculty. The program will be located within the Department of Health & Human Performance in the College of Health Sciences. One of the highest priorities of the DSU administration is the construction of a new building, currently referred to as the Human Performance Building. There is currently adequate space to support the new degree, but it is anticipated that the Department will eventually be housed in this Human Performance Building along with many other campus priorities, as well as potential new and related academic programs.

Faculty

Describe faculty development activities that will support this program. Will existing faculty/instructors, including teaching/graduate assistants, be sufficient to instruct the program or will additional faculty be recruited? If needed, provide plans and resources to secure qualified faculty. Use Appendix C to provide detail on faculty profiles and new hires.

The DSU Department of Health & Human Performance (HHP) currently has one full-time, terminally-degreed faculty member and two adjunct faculty members with a master's degree teaching specific recreation and sport management courses. The need for the addition of one full-time tenure-track faculty member at the initiation of the program is required, and a third full-time tenure-track faculty member will be needed by year three of the program. Two additional part-time adjunct instructors are anticipated as the program develops and expands.

Staff

Describe the staff development activities that will support this program. Will existing staff such as administrative, secretarial/clerical, laboratory aides, advisors, be sufficient to support the program or will additional staff need to be hired? Provide plans and resources to secure qualified staff, as needed.

The DSU Department of Health & Human Performance (HHP) has a part-time administrative assistant. With the addition of this degree and future degrees, a full-time administrative assistant will be needed. It is anticipated that a full-time administrative assistant will be needed by year three. The Department is the only department without a full-time advisor. With the Recreation and Sport Management program being the second degree in the Department, there is a heightened urgency for a full-time advisor. With the anticipated rapid growth of this program, in addition to the currently large student enrollment in the exercise science program, it is anticipated an academic advisor will be needed within the first year.

Student Advisement

Describe how students in the proposed program will be advised.

Consistent with University policies, an advisor familiar with the program, as well as careers in Recreation and Sport Management and related fields, will advise students regarding completion requirements, curriculum planning, and options to attend post-baccalaureate opportunities. Currently, the Health and Human Performance department is the only department

without a full-time advisor. With this program being the second degree in the Department, there is a heightened urgency for a full-time advisor. This is based on advisor-student ratios when considering the current enrollment of the exercise science program and the potential enrollment/growth of the Recreation and Sport Management program.

Library and Information Resources

Describe library resources required to offer the proposed program if any. List new library resources to be acquired.

Basic materials are available in the Dixie State University library, including over 110,000 print monographs, 240 print periodicals titles, 9,219 audio-visual materials, 69 CD-ROMs, and 10,524 microforms. In addition, from the library website, users can search the public access catalog; locate periodical indexes and databases; access direct links to online journals, magazines, and newspapers; and submit online request forms. Users requiring research assistance and reference support have several options, including email, chat, and telephone.

The Library subscribes to over 120 electronic databases, which supplement its print collection and offer convenient, uninterrupted, remote access to scholarly resources. Included are not only periodical articles, but also other text e-sources, 3-D imagery, audio streaming, and video streaming. From these databases, the library has available over 108,000 full-text e-books and over 33,800 full-text periodical titles. All materials are available to all DSU faculty, staff, and students 24/7/365 via our library website, wherever they can find access to the internet.

The DSU library currently has marginally existing collection of recreation and sport titles and an abundance of titles in related areas. The related databases provide an interdisciplinary approach to recreation and sport management, including several discipline specific journals, and are sufficient for the degree. It is strongly encouraged that the SPORTDiscus database be purchased. The SPORTDiscus database is the premier source of literature on health, fitness, sport and recreation studies, and sport medicine. The database could be utilized by most of the programs within the College of Health Sciences. The database index costs \$3,652 annually. Related databases include the following:

- Academic Search Premier: A scholarly, multi-disciplinary, database; with full text coverage of 4,600 journals in a range of subjects.
- Alt HealthWatch: A database providing indexing, abstracts and full text (selected) of articles in periodicals, journals, and other publications focused on alternative approaches to health and wellness from more than 180 international and often peer-reviewed journals, reports and proceedings.
- Biomedical Reference Collection: Basic: Full-text reference database including over 100 medical titles covering disciplines that include clinical medicine, nursing, dentistry, and health sciences.
- Business Source Premier: A top level full-text business database consisting of popular business magazines, scholarly journals and trade publications.
- CQ Researcher: Explores a single hot issue in the news each week, covering 44 topics, including expanded reports. Especially useful for pro/con presentation of issues currently being discussed.
- Dissertation & Theses at Brigham Young University and University of Utah: Collections of full-text and abstracts.
- Ebrary: A large e-book collection spanning all academic subject areas.
- EBSCO EJS: EBSCOhost Electronic Journals Service (EJS) is a gateway to thousands of e-journals.
- EBSCOhost eBook Collection: Provides online access to more than 3,500 academic books to browse or to read.
- ERIC: The Education Resource Information Center, contains more than 1,300,000 records and links to more than 323,000 full-text documents relating to education dating back to 1966.
- Foundation Center: Provides access to databases, directories, and training resources related to fundraising and philanthropy.
- Health Source: Consumer Edition: A collection of consumer health information, providing information on many health topics including the medical sciences, food sciences and nutrition, childcare, sports medicine and general health; Health Source: Consumer Edition provides access to nearly 80 full text, consumer health magazines.
- JSTOR: A scholarly journal archive that provides image and full text access to archival (more than 5 years old) scholarly journals in a wide variety of subject areas.
- Legal Collection: Contains indexing, abstracts, and full-text coverage for more than 260 of the world's scholarly law journals.
- LexisNexis Academic: Indexing and full text documents for over 5600 news, business, legal, medical and reference

publications with a variety of flexible search options.

- Newspaper Source: Provides full text for more than 40 U.S. and international newspapers. The database also contains selective full text for 389 regional U.S. newspapers. In addition, full text television and radio news transcripts are also provided.
- ProQuest Newsstand: Full-text of 300+ U.S. and international news sources. Includes coverage of 150+ major U.S. and international newspapers such as the *New York Times* and the *Wall Street Journal*, plus hundreds of other news sources and news wires.
- PsycArticles: From the American Psychological Association (APA), is a definitive source of full-text, peer-reviewed scholarly and scientific articles in psychology. The database contains approximately 150,000 articles from over 70 journals published by the APA, and its imprint the Educational Publishing Foundation (EPF), and from allied organizations including the Canadian Psychology Association and Hogrefe Publishing Group.
- PsycBooks: From the American Psychological Association (APA), is a database of over 30,000 chapters from nearly 2,000 books published by the APA and others. It also includes close to 1,500 classic books of landmark historical impact in psychology dating from the 1600s and the exclusive electronic release of more than 1,500 authored entries from APA/Oxford University Press *Encyclopedia of Psychology*.
- Psychology & Behavioral Sciences Collection: This database covers topics in emotional and behavioral characteristics, psychiatry & psychology, mental processes, anthropology, and observational & experimental methods. Offers full text coverage for nearly 400 journals.
- PsycINFO: This database is a resource for abstracts of scholarly journal articles, book chapters, books, and dissertations and is the largest resource devoted to peer-reviewed literature in behavioral science and mental health. It contains approximately 3 million citations and summaries dating as far back as the 1600s with DOIs for over 1.4 million records. Journal coverage, which spans from the 1800s to present, includes international material selected from around 2,400 periodicals in dozens of languages.
- Pubmed journals: Comprises approximately 20 million citations for biomedical literature from MEDLINE, life science journals, and online books. PubMed citations and abstracts include the fields of medicine, nursing, dentistry, veterinary medicine, the health care system, and preclinical sciences. PubMed also provides access to additional relevant Web sites and links to the other NCBI molecular biology resources.
- R2 Digital Library: Provides a selection of e-books focused on the health sciences.
- ScienceDirect Elsevier Science Journals: A database of over 2,500 journals and hundreds of books published by Elsevier, including high impact publications.
- Sage Journals Online: General purpose database for scholarly articles.
- Sage Knowledge: Offers access to selected reference encyclopedias, handbooks, and videos with coverage mostly in the areas of social sciences and health care.
- Salem Health: Reference resource for psychology and health. Provides access to *Cancer* and *Psychology & Mental Health*.
- TOPICSearch: Contains full text for over 60,000 articles from 399 diverse sources including international and regional newspapers, EBSCO's collection of periodicals, biographies, public opinion polls, book reviews, pamphlets, and government information.
- Web of Knowledge journals, including the Web of Science Core Collection, MEDLINE, and SciELO Citation Index: Consolidated searching of citation search engines and multidisciplinary listings of articles in 8,500 major scholarly journals. Limited full text access. Clusters results in subject areas and document types.

Projected Enrollment and Finance

Use Appendix D to provide projected enrollment and information on related operating expenses and funding sources.

Section VI: Program Evaluation

Program Assessment

Identify program goals. Describe the system of assessment to be used to evaluate and develop the program.

The Recreation and Sport Management degree focuses on promoting healthy lifestyles in society by developing students' understanding and ability to plan, manage, and facilitate challenging and rewarding recreation and sport experiences that enhance individual and community well-being. To that end, the program faculty have developed four Program Learning

Outcomes (PLO) that align with the COAPRT accreditation standards. Faculty will collect a body of student work to determine baseline scores as well as target scores for each PLO. The introduction, development, and mastery of each PLO are mapped across courses.

The curriculum map will be re-evaluated regularly to ensure that conditions are appropriate for students' achievement of learning outcomes. Key stakeholders will participate in the assessment efforts including the department assessment representative, program faculty, and an advisory board, consisting of local employers and eventually alumni. Both direct and indirect measures will be used to assess the program. Direct measures will include pre-post examinations within selected core courses; projects, papers, and presentations; internship supervisor evaluation; and a comprehensive program examination based on national credentialing standards. Indirect measures will include a senior exit survey; job and graduate school placement rates; and alumni surveys administered at one-, three-, and five-year anniversaries of graduation.

Student Standards of Performance

List the standards, competencies, and marketable skills students will have achieved at the time of graduation. How and why were these standards and competencies chosen? Include formative and summative assessment measures to be used to determine student learning outcomes.

The Recreation and Sport Management PLOs directly align with the program goals and focus on the competencies graduates need to be successful within the recreation, sport, and tourism industries. Each core course will be aligned to meet at least one PLO, ensuring students are meeting the expected standards of performance.

Graduates of this program will:

1. Demonstrate entry-level knowledge of the foundational concepts related to the recreation and sport profession.
 - o The foundation of the profession in history, social and behavioral science and philosophy.
 - o Nature and scope of the related professions and associated industries.
 - o Techniques and processes used by professionals and workers in these industries.
2. Demonstrate a variety of skills appropriate for facilitating targeted human experiences.
 - o Embrace personal and cultural dimensions of diversity.
 - o Ability to design and implement a wide variety of events and programs.
 - o Ability to evaluate services targeting specific experience outcomes.
3. Demonstrate entry-level ability as a manager of recreation and sport operations and strategic management.
 - o Supervision, leadership and human resource management procedures and techniques.
 - o Marketing and public relations.
 - o Legal liability and risk management planning.
 - o Financial management and resource acquisition.
4. Display the potential to succeed as a professional in the recreation and sport industry.
 - o Co-curricular activities embedded in core courses
 - o Comprehensive internship consisting of a minimum of 400-hours over a 10-week period.

Appendix A: Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to be awarded the degree.

For variable credits, please enter the minimum value in the table for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box at the end of this appendix.

	Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)				
General Education Credit Hour Sub-Total				38
Required Courses				
+ -	RSM 1110	X	Leisure in Society	3
+ -	RSM 2500		Intro: Recreation and Sport Management	3
+ -	RSM 2600	X	Recreation and Sport Leadership	3
+ -	RSM 3000	X	Program and Experience Design	3
+ -	RSM 3120	X	Sport and Society	3
+ -	RSM 3430		Tourism and Commercial Enterprises	3
+ -	RSM 3900		Recreation and Sport Marketing	3
+ -	RSM 3950	X	Supervision and Human Resources in RSM	3
+ -	RSM 4000		Legal Foundations in Recreation and Sport	3
+ -	RSM 4100	X	Financial Management in Recreation and Sport	3
+ -	RSM 4200	X	Professional Development	1
+ -	RSM 4620	X	Senior Seminar	2
+ -	RSM 4820	X	Internship in Recreation and Sport Management	6
Required Course Credit Hour Sub-Total				39
Elective Courses				
+ -			Electives	25
Elective Credit Hour Sub-Total				25
Core Curriculum Credit Hour Sub-Total				102

Can students complete this degree without emphases? Yes or X No

	Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:			Sport Management	
+ -	RSM 2070		Fundamentals of Sport Management	3
+ -	RSM 3010		Event Management	3
+ -	RSM 4020	X	Sport Governance and Policy	3
+ -	MKTG 1510		Principles of Salesmanship	3

	Course Number	NEW Course	Course Title	Credit Hours
Choose of the following courses:				
+ -			Additional electives	6
+ -				
Emphasis Credit Hour Sub-Total				18
Total Number of Credits to Complete Program				120
Remove this emphasis				

	Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:			Corporate Recreation and Wellness	
+ -	PEHR 2120		Fitness and Lifestyle Management	3
+ -	PEHR 2200		Nutrition	3
+ -	PEHR 4500		Theories of Behavioral Change	3
+ -	HLTH 4310		Health Promotion	3
+ -	COMM 3200		Community Health Communications	3
+ -	PSY 2430		Stress Management	3
Emphasis Credit Hour Sub-Total				18
Total Number of Credits to Complete Program				120
Remove this emphasis				

	Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:			Experience Industry Management	
+ -			Choose 18 credits from the following:	18
+ -	PEHR 1543		First Aid/Emergency Response (3)	
+ -	PEHR 2120		Fitness and Lifestyle Management (3)	
+ -	PEHR 2060		Sport and Exercise Psychology (3)	
+ -	PEHR 2200		Nutrition (3)	
+ -	RSM 2800	×	Intro: Nonprofit Organizations (3)	
+ -	RSM 3010		Event Management (3)	
+ -	RSM 3620	×	Resort Management (3)	
+ -	RSM 3201	×	Hospitality Management (3)	
+ -	RSM 3820	×	Practicum in Recreation and Sport (1-3)	
+ -	RSM 3960	×	Special Topics in RSM (1-3)	
+ -	RSM 4400	×	Research Methods (3)	
+ -	PEHR 4510		Motivation and Coaching (3)	
+ -	MKTG 1510		Principles of Salesmanship (3)	

	Course Number	NEW Course	Course Title	Credit Hours
+ -	MKTG 3010		Marketing Principles (3)	
+ -	MKTG 3450		Consumer Behavior (3)	
+ -	MKTG 3500		Promotion Management (3)	
+ -	MKTG 3515		Sales Management (3)	
+ -	ACCT 2010		Financial Accounting (3)	
+ -	ACCT 2020		Managerial Accounting (3)	
+ -	MGMT 2600		Entrepreneurship (3)	
+ -	MGMT 2620		Principles of Management (3)	
+ -	MGMT 3400		Management and Organization (3)	
+ -	MGMT 3700		Organizational Behavior (3)	
+ -	SW 2300		Social Work as an Institution (3)	
Emphasis Credit Hour Sub-Total				18
Total Number of Credits to Complete Program				120
Remove this emphasis				

Program Curriculum Narrative

Describe any variable credits. You may also include additional curriculum information.

Program Credits

- 120 total credits required
- 38 credits required for general education
- 51-57 credits required for the major (12 credits for Sport Management emphasis and 18 credits for other two emphases)
- 25-31 credits for electives (included in this amount is the fact that a student will likely take more GE credits to complete GE)

Degree Map

Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see <http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf> (Item #3).

Please cut-and-paste the degree map or manually enter the degree map in the table below.

Freshman Year

Fall Semester

CIS 1200 Computer Literacy 3 (GE-Comp Lit)
ENGL 1010 Introduction to Writing 3 (GE-English)
RSM 1110 Leisure in Society 3 (Major Core)
BIOL 1010 General Biology 3 (GE-Life Science)
PSY 1010 General Psychology 3 (GE-Soc. & Behav. Sci.)
LIB 1010 Information Literacy 1 (GE-Inform Lit)
Total Hours 16

Spring Semester

General Education American Institutions (Choice) 3 (GE-American Institutions)
ENGL 2010 Interm Writing 3 (GE-English)
MATH 1040 Introduction to Statistics 3 (GE-Math)
RSM 2500 Intro: Recreation and Sport Management 3 (Major Core)
RSM 2600 Recreation and Sport Leadership 3 (Major Core)
Total Hours 15

Sophomore Year

Fall Semester

PSY 1100 Human Dev. Through Lifespan 3 (GE-Glob.& Cult. Pers.)
GEOG 1000/05 Physical Geography 4 (GE-Physical Science)
RSM 3000 Program and Experience Design 3 (Major Core)
DANCE 2110 Introduction to Dance 3 (GE-Fine Art)
RSM 3120 Sport and Society 3 (Major Core)
Total Hours 16

Spring Semester

RSM 3430 Tourism and Commercial Enterprises 3 (Major Core)
Emphasis Course 3 (Major Emphasis)
RSM 3900 Recreation and Sport Marketing 3 (Major Core)
Elective 3 (Elective)
PHIL 1250 Reasoning & Rational Decision-Making 3 (GE-Lit/Hum)
Total Hours 15

Junior Year

Fall Semester

RSM 3950 Supervision & Human Resources in RSM 3 (Major Core)
Emphasis Course 3 (Major Emphasis)
Emphasis Course 3 (Major Emphasis)

RSM 4100 Financial Management in RSM 3 (Major Core)
Elective 3 (Elective)
Total Hours 15

Spring Semester
RSM 4000 Legal Foundations in RSM 3 (Major Core)
Emphasis Course 3 (Major Emphasis)
SOC 1010 Global & Cultural Perspectives 3 (GE-Glob & Cult. Pers.)
Elective 3 (Elective)
Elective 3 (Elective)
Activity Elective 1 (Elective)
Total Hours 16

Senior Year

Fall Semester
RSM 4200 Professional Development in RSM 1 (Major Core)
RSM 4620 Senior Seminar in RSM 2 (Major Core)
Emphasis Course 3 (Major Emphasis)
Emphasis Course 3 (Major Emphasis)
Elective 3 (Elective)
Elective 3 (Elective)
Total Hours 15

Spring Semester
RSM 4820 Internship in RSM 12 (Major Core)
Total Hours 12

TOTAL HOURS 120

Appendix C: Current and New Faculty / Staff Information

Part I. Department Faculty / Staff

Identify # of department faculty / staff (headcount) for the year preceding implementation of proposed program.

	# Tenured	# Tenure -Track	# Non -Tenure Track
Faculty: Full Time with Doctorate	1		
Faculty: Part Time with Doctorate			
Faculty: Full Time with Masters			
Faculty: Part Time with Masters			2
Faculty: Full Time with Baccalaureate			
Faculty: Part Time with Baccalaureate			
Teaching / Graduate Assistants	////	////	
Staff: Full Time			
Staff: Part Time			

Part II. Proposed Program Faculty Profiles

List current faculty within the institution -- with academic qualifications -- to be used in support of the proposed program(s).

	First Name	Last Name	Tenure (T) / Tenure Track (TT) / Other	Degree	Institution where Credential was Earned	Est. % of time faculty member will dedicate to proposed program.	If "Other," describe
Full Time Faculty							
	Joseph	Ovell	TT	EdD	Lindenwood University	100%	
Part Time Faculty							
	Mo	Eckroth	Other	MS	University of New Mexico	50%	
	Derek	Dawes	Other	MA	Gonzaga University	50%	

Part III: New Faculty / Staff Projections for Proposed Program

Indicate the number of faculty / staff to be hired in the first three years of the program, if applicable. Include additional cost for these faculty / staff members in Appendix D.

	# Tenured	# Tenure -Track	# Non -Tenure Track	Academic or Industry Credentials Needed	Est. % of time to be dedicated to proposed program.
Faculty: Full Time with Doctorate		2		Doctorate	100
Faculty: Part Time with Doctorate					
Faculty: Full Time with Masters					
Faculty: Part Time with Masters			2	Masters	100
Faculty: Full Time with Baccalaureate					
Faculty: Part Time with Baccalaureate					
Teaching / Graduate Assistants	////	////			
Staff: Full Time					
Staff: Part Time					

Appendix D: Projected Program Participation and Finance

Part I.

Project the number of students who will be attracted to the proposed program as well as increased expenses, if any. Include new faculty & staff as described in Appendix C.

Three Year Projection: Program Participation and Department Budget						
	Year Preceding Implementation	New Program				
		Year 1	Year 2	Year 3	Year 4	Year 5
Student Data						
# of Majors in Department	174	224	274	339	419	514
# of Majors in Proposed Program(s)	////	50	65	80	95	110
# of Graduates from Department	104	134	164	203	251	308
# Graduates in New Program(s)	////	0	0	10	45	65
Department Financial Data						
	Department Budget					
	Year Preceding Implementation (Base Budget)	Year 1	Year 2	Year 3		
		Addition to Base Budget for New Program(s)	Addition to Base Budget for New Program(s)	Addition to Base Budget for New Program(s)		
<i>Project additional expenses associated with offering new program(s). Account for New Faculty as stated in Appendix C, "Faculty Projections."</i>						
EXPENSES – nature of additional costs required for proposed program(s)						
<i>List salary benefits for additional faculty/staff each year the positions will be filled. For example, if hiring faculty in year 2, include expense in years 2 and 3. List one-time operating expenses only in the year expended.</i>						
Personnel (Faculty & Staff Salary & Benefits)	\$580,672	\$90,000	\$140,000	\$230,000		
Operating Expenses (equipment, travel, resources)	\$87,828	\$4,500	\$7,500	\$12,000		
Other:						
TOTAL PROGRAM EXPENSES	////	\$94,500	\$147,500	\$242,000		
TOTAL EXPENSES	\$668,500	\$763,000	\$816,000	\$910,500		
FUNDING – source of funding to cover additional costs generated by proposed program(s)						
<i>Describe internal reallocation using Narrative 1 on the following page. Describe new sources of funding using Narrative 2.</i>						
Internal Reallocation						
Appropriation	\$668,500	\$94,500	\$147,500	\$242,000		
Special Legislative Appropriation						
Grants and Contracts						
Special Fees						
Tuition						
Differential Tuition (requires Regents approval)						
PROPOSED PROGRAM FUNDING	////	\$94,500	\$147,500	\$242,000		
TOTAL DEPARTMENT FUNDING	\$668,500	\$763,000	\$816,000	\$910,500		
Difference						
Funding - Expense	\$0	\$0	\$0	\$0		

Part II: Expense explanation

Expense Narrative

Describe expenses associated with the proposed program.

DSU will need to hire one additional faculty at year one and another at year three. The Health & Human Performance department is the only department without a full-time advisor. With the Recreation and Sport Management program being the second degree in the department there is a heightened urgency for a full-time advisor by at least year two.

Part III: Describe funding sources

Revenue Narrative 1

Describe what internal reallocations, if applicable, are available and any impact to existing programs or services.

Revenue Narrative 2

Describe new funding sources and plans to acquire the funds.