

Contact: Diana Gonzalez

**REQUEST FOR NEW PROGRAM AT THE UNIVERSITY OF IOWA:  
BACHELOR OF SCIENCE IN SPORT AND RECREATION MANAGEMENT**

**Action Requested:** Consider approval of the request by the University of Iowa to establish a new Bachelor of Science Program in Sport and Recreation Management in the Department of Health and Human Physiology of the College of Liberal Arts and Sciences.

**Executive Summary:** The proposed program will create a stand-alone program from the Recreation and Sport Business track of the Bachelor of Science Program in Leisure Studies. This proposal was reviewed by the Board Office and the Council of Provosts and is recommended for approval. No concerns were raised when it was presented to the Iowa Coordinating Council for Post-High School Education. The proposed programs address the Board of Regents Strategic Plan priorities to “provide educational excellence and impact as well as economic development and vitality” and Goal #8 – “Iowa’s public universities and special schools shall be increasingly efficient and productive.”

**Background:**

- ◇ **Description of program.** The proposed program stems from the current Recreation and Sport Business track in the Bachelor of Science Program in Leisure Studies. The track has a current enrollment of approximately 400 students. The proposed program builds on the existing curriculum, while focusing more specifically on the management and business of sport. The title is well-aligned with academic programs at other institutions and sport management organizations at the national level; this terminology is an important search tool for prospective students interested in the areas of sport and recreation management.

The academic objective of the proposed program is to prepare students for careers in high school and college sports, professional sports, amateur sports organizations, community recreation, private clubs, commercialized establishments, and military sport and recreation programs. The core courses in the curriculum will focus on the understanding of business principles such as finance, sales, marketing and promotion, risk management, and administration. The foundation courses will include a range of upper-level courses that develop a breadth of understanding and skills to meet job competencies in sport and recreation management areas.

- ◇ **Rationale for stand-alone program.** Approximately five years ago, the Leisure Studies Department was moved into the Health and Human Physiology Department. The move resulted in administrative cost savings and increased student interest in the program as well as other programs offered by the Health and Human Physiology Department. The College reallocated resources to support the student growth in the department, including remodeling a room in Fall 2013 to provide another lab for the department.

Of the three tracks offered by the Leisure Studies program, the Recreation and Sports Business track is the dominant one. This track has a different focus than the other two tracks and the department wants to separate the three tracks into two programs to give each program a more focused curriculum. Furthermore, the other two tracks have competitive admissions while the recreation and sports business track does not. The proposed stand alone program will not use the word “business” in the title so that students do not have the impression that the program is offered by the College of Business.

- ◇ Relationship to existing programs at SUI. There are no other undergraduate program at the University that offer similar curricular options. It will provide a well-defined and integrated curriculum in the high-interest area of sport and recreation. The proposed program will enhance other programs at the university by offering a range of instructional and outreach opportunities in areas of sport management, sport business and recreation management that have proven to be very popular with undergraduate students.
- ◇ Unique features. The proposed program will complement existing programs, such as the proposed Bachelor of Science in Therapeutic Recreation and other programs in the Tippie College of Business. The proposed program will offer a breadth of knowledge in the sport and recreation management areas. In addition, the strong business, law, recreational services, and athletics presence at the university will be advantageous for the program through internship opportunities and collaborations with faculty and departments with a range of expertise in this general area.
- ◇ Duplication. The proposed program title is closely aligned with national programs; the new title will eliminate confusion for students interested in this type of program. ISU and UNI do not offer programs in sport management. ISU does not offer a program in recreation management. UNI offers a program in Leisure, Youth, and Human Services in the School of Health, Physical Education, and Leisure Services that focuses on youth recreation; therefore, the focus of UNI's program is different than that of the proposed program.

Based on information contained on the North American Society for Sport Management website, there are seven sports management programs in Iowa, including Buena Vista University, Clarke University, Loras College, St. Ambrose University, University of Dubuque, Upper Iowa University, and the University of Iowa. SUI's proposed program will differ from other programs because it will have the quantity and diversity of staff to train students in a range of settings that include professional sports, college sports, amateur sports organizations, public recreation, and private recreation venues.
- ◇ Student demand. The Recreation and Sport Business track in the Leisure Studies program was created in Fall 2011 and grew rapidly to approximately 400 majors in Fall 2013. This growth highlights the student demand for the curriculum. The proposed program is expected to appeal to a broad segment of students because it can be completed on the Four-Year Graduation Plan and because it provides substantial flexibility with multiple areas of concentration within the major (e.g., entrepreneurship, event management, business studies, coaching and sport instruction, and sport and diversity). It is also likely to appeal to transfer students and students seeking a double major in related areas.
- ◇ Need for proposed program. Enrollment in the proposed program is expected to grow to 500-600 students within three years. Creating the stand alone program will provide the support needed for the projected growth. Many of the upper level courses for the proposed program will require instructors with unique levels of expertise in the broad areas of the program – entrepreneurship, event management, business studies, coaching and sport instruction, and sport and diversity.

- ◇ Workforce need/demand. The proposed program will prepare students for a variety of entry-level careers in high school and college sports, professional sports organizations, community recreation, military recreation and sport, amateur sport organizations, private clubs, and commercialized sport and recreation areas. The U.S. Department of Labor projects strong job growth in these general areas. In addition, the 'sports' industry is currently a \$200 billion dollar a year enterprise that is projected to continue growing at both the national and international levels.
- ◇ Resources. The proposed program can be offered using existing personnel, courses, and resources. The College has reallocated resources to accommodate growth in this and other majors in the department.
- ◇ Cost. The proposed stand alone program will require the transfer of resources in the track. A lecturer line was provided by the College in 2013 and a new faculty member was hired in Fall 2013 to support the instructional needs of the track. A half-time academic advisor for this track will be converted to full-time in March 2014. These positions will support the proposed program. The costs identified by the university are for the lecturer and half-time advisor (\$85,000).
- ◇ Projected enrollment. The projected enrollment is 450 students in Year 1, increasing to 600 students by Year 7. The department anticipates that the flexibility of the proposed program will appeal to undergraduate students who are interested in a broad background in sport business and recreation management.
- ◇ Link to institutional strategic plan. Goal I of the Strategic Plan of the College of Liberal Arts and Sciences is focused on student success, with a primary aim of providing a "rich and challenging undergraduate experience that develops in students the skills and understanding that contribute to rewarding personal lives, satisfying and productive work, and informed participation in a diverse, multi-cultural society." The fields of sport management and recreation management have changed substantially in recent years, and a new range of opportunities allow students to be leaders in these fields, both locally and globally. The proposed program will provide choices that correspond with current opportunities and societal needs and provide options for success and personal fulfillment in a variety of professional endeavors.
- ◇ Date of implementation. Creation of the proposed program will become effective upon approval by the Board of Regents and will be included in the University's General Catalog. The anticipated implementation date is August 2014.