

Contact: Rachel Boon

**REQUEST FOR A DEPARTMENT NAME CHANGE AT THE UNIVERSITY OF IOWA:
FROM MASTER OF ARTS IN LEISURE STUDIES TO MASTER OF ARTS IN SPORT AND
RECREATION MANAGEMENT**

Action Requested: Consider recommending approval of the request by the University of Iowa to change a program name from Master of Arts in Leisure Studies (Leisure and Recreational Sport Management) to Master of Arts in Sport and Recreation Management in the Graduate College.

Executive Summary: The proposed program name change will align with the Bachelor of Science program in Sport and Recreation Management formed and approved by the Board of Regents in 2014. The Council of Provosts and Board office staff reviewed this request at their June 2017 meeting and recommend approval.

Background:

- ◇ **Description of program.** The Master of Arts in Leisure Studies (with subprogram of Leisure and Recreational Sport Management emphasis) (MA LS) sends students into leadership positions in the sport and recreation industries. It is part of the Graduate College, with a curricular home in the College of Liberal Arts and Sciences at the University of Iowa.
- ◇ **Proposed name.** Master of Arts in Sport and Recreation Management (MA SRM)
- ◇ **Reason for proposed name change.** Through incremental curricular changes over a long period of time “Leisure Studies” is no longer a representative label for what the program is preparing students for and it disadvantages alumni in their job searches. The program continues to serve the needs of students seeking recreation management careers, but there is a growing need to emphasize sport management.

Upon approval, the MA SRM will replace the MA LS. The program name is so outdated it creates confusion for prospective employers, increasing frustration for current students as they attempt to promote their qualification in a competitive job market.

The new program name will align with the Bachelor of Science program in Sport and Recreation Management formed and approved by the Board of Regents in 2014. Finally, the modernized name allows the program to be more visible to prospective students.

- ◇ **Consistency with accreditation requirements.** There is no programmatic accreditation requirement for Sport and Recreation Management master’s programs. This change requires no change to HLC accreditation.
- ◇ **Effect on program configuration.** Reinvigoration of the curriculum relevant to the name change replacing a previously required course with a high-impact field experience requirement. In addition, the MA SRM will be a non-thesis program.
- ◇ **Effect on students.** Students currently enrolled in the MA LS will continue under that program name if or until they opt to change the degree objective to MA SRM. This is likely to help in their job searches.

- ◇ Effect on resources. No costs except for redesigning web pages for faculty members. The Department already has administrative support in place to make this name change.
- ◇ Date of implementation. If approved by the Board of Regents, the University of Iowa will implement the name change in January 2018.