

The following motion was passed at Faculty Senate meeting #229 on February 5, 2018:

MOTION:

The UAF Faculty Senate moves to approve a new Bachelor of Sport and Recreation Business degree, housed in the School of Management.

Effective: Fall 2018, upon all approvals

Rationale: The Bachelor of Sport and Recreation Business (BSRB.) degree will play a vital role in exciting new students, from around Alaska, the nation and the world, to attend the University of Alaska Fairbanks while helping to achieve its enrollment growth goals. The BSRB. degree will be the first of its kind in Alaska and has the potential to draw many **new** students, including many that will reside on campus, helping to fill underutilized dorms, and those that will attend (or partially attend) from distance.

The program will contribute to the mission of the University of Alaska through the dissemination of knowledge which prepares our graduates to succeed as leaders, professionals, responsible global citizens, and lifelong learners. The projected growth in the art, entertainment, recreation, and tourism industries by the United States Department of Labor shows great potential for graduates. Initially, the degree will be launched with two concentrations (Sport Management and Recreation Management), but the potential to offer further concentrations in the future exists.

Support:

- UAF eLearning recognizes the initiative SOM has shown in developing new academic programs with appeal and relevance for professionals. We appreciate SOM's efforts to create innovative programs that will attract new students to UAF. We are happy to partner with SOM to develop and deliver quality online programs. UAF eLearning pledges instructional design, faculty development, and marketing support for the proposed BSRB.
- DRAW is excited about the opportunity to work with BSRB to capitalize on Alaska's natural beauty and a unmet demand for students to do an intensive summer study in outdoor recreation. - Mark Oldmixon, Director of DRAW. Outdoor Adventures would be thrilled to share our expertise in outdoor recreation management and facilitate a summer intensive study program for this new major. - Brandon Worthington - Coordinator of Outdoor Adventures
- The Applied Business and Applied Accounting (ABUS) program believes that the new BSRB program will be a valuable addition to UAF, and we support the School of Management's effort in creating this new and innovative program. It is our firm belief that the BSRB's relevant, practical nature will draw students from inside and outside of Alaska.
- The economics program faculty strongly support the proposed B.S.R.B degree and view its approval as critical to rebuilding the economics program within the School of Management. Our colleagues have taken care to incorporate our courses within the design of program. This will provide a new opportunity for us to show students the value of study in our field. We hope to leverage these kinds of opportunities for enrollment growth as we develop a new concentration. Joe Little, Ph.D. -Economics M.S. Program Director

DocuSigned by:
Chris Fallen

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Chris Fallen, UAF Faculty Senate President

Brief Statement of the Program:

Bachelor of Sport and Recreation Business will prepare students for careers on the business side of sport, recreation, and/or tourism. The program emphasizes the critical business areas including accounting, marketing, management, economics, and finance applied to the sport, recreation, and tourism industries. The combination of business, leadership, and hands-on education are what set our students up to make an immediate impact within an organization.

Objectives:

1. Apply traditional business management concepts to major issues facing sport, recreation, and tourism managers.
2. Prepare students with a knowledge base and competencies to foster an understanding of the sport, recreation, and tourism industries.
3. Development of oral, written, research, career preparation, and interpersonal skills required for successful careers in sport, recreation, and tourism.
4. Utilize in-classroom and outside the classroom experiences to develop globally minded sport, recreation, and tourism professionals.

Evaluation of objectives:

1. Course-embedded direct, summative assessment including exams, research papers, and final projects.
2. Course-embedded direct, formative assessment including self-assessments, discussion, and strategic questioning.
3. Program-level indirect measures such as student surveys and alumni surveys.

Relations to Purpose of the University:

- a) Educate: Students within the BSRB program will be exposed to both business and sport, recreation and tourism management focused undergraduate courses.
- b) Research: Through course embedded projects undergraduate students will develop and utilize research skills. Students will also have the opportunity to work with professors on research projects outside of the classroom.
- c) Prepare: The BSRB program is grounded in career development. Students will be gaining practical experience in every course as well as career development and exploration skills throughout the program.
- d) Connect: The BSRB program will connect Alaskan communities through research as well as the program itself has the potential to attract students from all over the state of Alaska.
- e) Engage: The BSRB program will partner with sport, recreation and tourism organizations and small businesses for experiential learning projects, guest speakers, student recruitment, and research projects.

How does the program relate to research or service activities? Contributions to research or service. Benefits from research or service activities:

The BSRB Program (referred to with the SPRT designator) will have a significant impact on research activities.

Over the last two years, SPRT-aligned faculty have developed and founded the SOM Virtual Reality (VR) Lab, obtained over \$175,000 in research awards, and successfully advised the school's first Undergraduate Research and Scholarly Activity (URSA) funded student project, ultimately leading to a conference presentation and published journal article. GCI is showcasing the VR lab at the 2018 Alaska Society for Technology in Education annual conference at Anchorage which will be attended by 400-600 education technologists/leaders from all around the State. The VR lab was also demonstrated at the 2nd annual Careers of Science and Math Opportunity Summit (COSMOS) at UAF.

In a fiscal climate charged with UA-System collaboration, the BSRB Program will do just that as there are meetings scheduled with the UAA College of Business and Public Policy to discuss future collaboration options. One example is a research partnership with the UAA Institute of Social and Economic Research

(ISER) to investigate the economic impact of losing a professional sport franchise with the relocation of the Alaska Aces Ice Hockey club. Additionally, future research and curriculum collaboration will be discussed looking at the future of sport in Alaska (e.g. extreme sport, virtual reality sport consumption, tourism, and franchise survival)

The BSRB Program will also have a high impact on service activities. The UAF School of Management's SPRT-based curriculum has already had a positive presence within the UAF community, off-campus events, and community schools. Every semester, faculty can be seen speaking at local schools about career options and channels for students interested in pursuing sport- and recreation-based careers. Additionally, community organizations such as Explore Fairbanks have expressed interest in acquiring student interns and working with the School of Management on practical classroom projects to benefit the local economy through tourism. This program will serve to recruit for UAF as a whole. This month, one of our SPRT faculty is working with the Athletic Director at Hutchison, to bring 100 high school athletes, who will be in a basketball tournament at Hutch, on campus to visit and hear about UAF programs.

Plans for recruiting students:

The School of Management currently has articulation agreements and overarching memorandum of understandings (MOUs) between several schools in the lower 48 that also have sport, recreation, or tourism associate degrees. The SPRT program plans to expand the current MOUs to include articulation agreements for those degrees into the BSRB degree. The schools that SOM currently has MOU or are working on finalizing MOUs are:

- Allen Hancock College- Santa Maria, California
- Central Texas College- Killeen, Texas
- Clackamas Community College- Oregon City, Oregon
- Coastline Community College- Fountain Valley, California
- Columbus State Community College- Columbus, Ohio
- Mount Hood Community College- Gresham, Oregon
- Rio Hondo College- Whittier, California
- Rogue Community College- Grants Pass, Oregon
- Salt Lake Community College- Salt Lake City, Utah
- Santa Ana College- Santa Ana, California
- Sinclair Community College- Dayton, Ohio
- Skagit Valley College- Mt. Vernon, Washington
- Truckee Meadow Community College- Reno, Nevada
- Red Rocks Community College- Lakewood, Colorado

Also, we would look at the following:

- Two year colleges with a large number of athletic programs (over 500 National Junior College Athletic Association Institutions)
 - Two year colleges with large enrollment numbers
 - Two year colleges with sport /recreation management specific programs already established
 - Two year existing connections – LSU- Eunice, Santa Ana, Michigan CC's

Employment Market Needs:

All statistics are from the Bureau of Labor Statistics and the Alaska Department of Labor and Workforce Development. There are also letters included in this packet from local leaders in sport, recreation, and tourism from Fairbanks in support of the program.

- Bureau of Labor Statistics (BLS) identified Recreation Workers as having an estimated 108,000 jobs open between 2014-2024 and a faster-than-average growth throughout the U.S.
- Coaches and scouts are anticipated to have 99,400 job openings between 2014-2024
- Sales positions have the most openings within the sports industry out of all positions. Sales representatives/managers are anticipated as having a faster-than-average growth nationwide according to the BLS from 2014-2024

Job opportunities:

Now:

From the Bureau of Labor Statistics for the Arts, Entertainment and Recreation Sector which includes wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons:

- Current Employment 2,278,000
- Average wage in recreation in Alaska \$47,160 as of July 2017
- Current Job Openings 87,000 as of July 2017
- In Alaska, it is a small, but very visible industry. Job opportunities have grown in this industry 23% over the past decade (Alaska Department of Labor and workforce Development)

From the National Association of Colleges and Employers (NACE) 2016 Survey:

- Employers anticipated in 2016 they would hire 11% more recent college graduates in 2017
- Retail, Miscellaneous Professional Services and Management, all of which would contain sport, recreation, and tourism management professions indicated a good to very good job market rating in 2016
- The highest degree in demand by broad category is business (75.6% of respondents)

Two years from now:

The “bright outlook” occupations listed below are predicted to have faster-than-average growth, as identified by the Bureau of Labor Statistics. “Bright outlook” means the occupations are expected to grow rapidly in the next several years, will have large numbers of job openings, or are new and emerging occupations.

- Recreation Workers
- First line Supervisors and Spa Managers
- Meeting, Convention and Event Planners
- Sales Managers, Marketing Managers, Facility Managers are all relevant for sport management targeted careers.

Five years from now:

10.8% overall increase from 2014-2024 projected for Leisure and Hospitality Industry in Alaska and 10% higher than average growth in Arts, Entertainment and Recreation industries nationwide

Alaska-Specific for Arts, Entertainment and Recreation from Alaska Department of Labor and Workforce Development, Research and Analysis Section.

- 7.3% anticipated growth in Alaska for Lodging Managers
- 5.6% anticipated growth in Alaska for Meeting, Convention and Event Planners
- 5.8% growth for Coaches and Scouts
- 16% of those working in these industries are self-employed, the largest self-employment percentage among all Alaska Industries which emphasizes the need for business savvy entrepreneurs

Ten years from now:

- 10.8% overall increase from 2014-2024 projected for Leisure and Hospitality Industry in Alaska
- Arts, Entertainment, and Recreation Industry anticipated 10.9% projected change in employment from 2014-2024 in Alaska
- Recreation Workers in U.S. (from Bureau of Labor Statistics)
- 10% higher-than-average growth from 2014-2024 projected
- Anticipated employment change from 2014-2024 = 38,900 job

Facilities/Space Needs:

No new space is needed for the BSRB Program, as this program further maximizes the use of UAF SOM classroom space and research space (i.e. SOM Virtual Reality Lab)

Credit Hour Production:

Four SPRT 200- or 400-level courses will be offered per semester on a rotating basis, providing students with 12 semester credits and eligibility for full-time financial aid. Total UAF credit hour production for all school and colleges from 150 sustainable students annually is approximately 4,500 a year.

Library/Media Materials, Equipment and Services:

None, as UAF Elmer E. Rasmuson Library already has SPRT curriculum resources (i.e. texts, journal databases).

Catalog Layout:

The Bachelors of Sport and Recreation Business (BSRB) requires a minimum of 120 credit hours. The BSRB will provide academic preparation and sought-after, critical education necessary for entry-level careers in the sport and recreation industries. This degree will also serve as a capstone program for students with relevant two-year associate degrees in sport and recreation management who wish to continue an education into a four-year business program, such as the Bachelor of Sport and Recreation Business degree at SOM.

Concentrations: Sport Management and Recreation Management, Minimum Requirements for Degree: 120 credits, Students must earn a C- grade or better in each course.

General University Requirements

Complete the general university requirements

[General Education Requirements](#)

As part of the general education requirements, complete:

<u>SPRT F281X</u>	Introduction to Sport Management
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BSRB Degree Requirements

Complete the BSRB degree requirements.

Program Requirements

<u>SPRT F280</u>	Sport Leadership	3
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<u>SPRT F483</u>	Sport Sales	3
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<u>SPRT F484</u>	Legal Aspects of Sport and Recreation Management	3
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<u>ACCT F261X</u>	Principles of Financial Accounting	3
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<u>BA F307</u>	Introductory Human Resources Management	3
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<u>BA F343</u>	Principles of Marketing	3
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<u>SPRT F482</u>	Sport Marketing	3
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Additional 12 credits of ACCT, BA, ECON, HSEM, SPRT, or additional concentration courses as approved by advisor		12
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Concentrations

Choose one or more from the following concentrations:		9
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Sport Management

Recreation Management

Electives

Electives may be taken to meet 120 credits

Total Credits

42

Concentrations

SPORT MANAGEMENT

Select 9 credits from the following:

9

SPRT F481 Entertainment and Sport Event Management

SPRT F491 Sport Analytics

BA F443 Social Media Marketing

BA F436 Consumer Behavior

HSEM F301 Principles of Emergency Management and Homeland Security

PSY F337 Sport Psychology

Total Credits

9

RECREATION MANAGEMENT

Select 9 credits from the following:

9

SPRT F485 Sport and Recreation Facilities

BA F317 Employment Law

- Year 1 = 15 Majors
- Year 2 = 25 Majors
- Year 3 = 30 Majors
- Year 4 = 35 Majors
- Year 5 = 40 Majors (project sustained enrollment 150 Majors)

How was projected/present enrollment determine? Who was surveyed and how?

Projected enrollment is based on our current enrollment of 30 students in SPRT 281 Introduction to Sport Management, matching UAF enrollment trends for the HSEM degree, extensive research into Sport and Recreation programs nationally, student surveys (see attached), the existing marketing channels that SOM has developed for recruiting, discussions with the SOM Business Advisory Council, Accounting Advisory Board, and the Student Advisory Council, and support statements of students.

The enrollment highlight of the BSRB. Program is that this new program has the potential to attract a high percentage of new/unique students who would not otherwise attend UAF. Relationships for articulation agreements are already in place through the School of Management's Bachelors of Emergency Management (B.E.M.) program and discussions have started to coordinate with UAF's Department of Recreation, Adventure, and Wellness (DRAW) for a hands-on summer outdoor recreation management option that will attract and retain new students. This BSRB/DRAW summer program will aid in program growth and visibility as participation will be open to non-UA System students as well.

Minimum Enrollments to maintain program for years 1, 2, 3, 4 and 5

- Year 1= 10 new
- Year 2= 15 new
- Year 3= 20 new
- Year 4= 20 new
- Year 5= 20 new

Maximum enrollment which program can accommodate = 25/semester, 50/annually

[Survey Results](#)

[Letter of support 1](#)

[Letter of support 2](#)

[Letter of support 3](#)

Resources Impact:

[Resource Commitment](#)

SOM is not requesting any new resources. It can start the program by leveraging its existing two SPRT faculty and other BA faculty. As the program grows resources will be supported from tuition.

[Revenue and Expense Projection](#)

Attached are estimates for the first year (AY19) with a projected 15 new full-time majors and for AY24 with a projected 120 majors. At the sustained 120 students, programs outside of SOM would be able to support two new full-time faculty and adjuncts to teaching the remaining sections. SOM would be able to support one new faculty and adjuncts for the remaining courses. At this point SOM would likely need to start thinking about adding a second new faculty member but the additional revenue over expenses would only partially cover this. However, by this point we would hope to have private donations, or other innovative means, to support a second faculty. Also, if UAF moves to a 80% tuition recovery rate for Schools and Colleges that will help SOM, and all other programs, recover additional revenues from the BSRB to cover expenses. These are only rough ballpark estimates as the composition and success of the students (first-year vs. transfer, on campus vs. off, the extent that existing courses may not be a full capacity, retention and graduation rates) will affect these estimates. Finally, even if costs are just covered, this campus desperately needs revitalization of its student population with new students to

maintain an equitable share of legislative general funds via UAA and also, in general, for the overall health of the campus.

Additional Forms:

[BOR Action Request Form](#)

[SLOA Plan](#)