

PROPOSED PROGRAM SUMMARY

Institution: University of Kentucky
Program Name: Sports Leadership
Degree Destination: Bachelor of Arts

CIP Code: 31.0508

Credit Hours: 120

Implementation Date: 1/16/2024

Program Description

The proposed program will focus on leadership across sport and fitness industries through a blend of sport psychology and sport management/leadership. Students will also understand sociocultural issues in sports, kinesiology, and health promotion in sport management. It will be a transdisciplinary degree across colleges and departments in both the College of Education and the College of Communication and Information that allow students to specialize in specific areas of sport related to communications and socio-cultural issues while also providing a foundation of sport skills as recommended by the Commission on Sport Management Accreditation

The program is designed to expand on the university's existing foundation of a focused, intentional, purpose-driven curricular and co/extra-curricular experience with state-wide and global relevance, led and fostered by faculty and staff excellence. Currently one of the university's programs offers degree tracks in teacher education, health promotion, and exercise science. Not all students are interested in these tracks but do have a general interest in sport & fitness. This proposed degree option would give learners the opportunity to gain hands-on experience in the various sport & fitness industries.

This degree program would afford learners an option of experiential learning or research application. Coursework associated with the seminar and practicum of the degree can be customized to better fit the needs of the graduates. This will be attractive to students interested in applied sport and fitness concepts or those interested in sport & fitness research.

As a result of this programs, students will be able to:

- identify the bodily systems involved with sport and fitness concepts.
- demonstrate management/leadership characteristics in sport and fitness environments.
- identify the mental aspects of sport and fitness participants.
- plan, execute, and evaluate programs in sport and fitness.
- minimize risk in sport and fitness.
- create sociocultural programs to address current issues in sport and society.

A unique attribute of this proposed program is the sociology and psychology that will be intertwined in the curriculum to help address issues in diversity, equity, and inclusion, as well as mental health.

Connection to Other Programs

While Eastern Kentucky University, Morehead State University, and the University of Louisville have programs in a similar CIP code (31.0504 - Sports and Fitness Administration/Management), Western Kentucky University is the only one with a program in the proposed CIP code (31.0508 – Sport Studies). Representatives from UK and WKU discussed potential collaborations, including:

- cross-faculty guest lecture series, fostering knowledge exchange between UK and WKU.
- study abroad opportunities.
- research forum involving UK, WKU, and other entities.
- promotion of service learning opportunities
- joint career and graduate program information dissemination.

Student Demand

Based on feedback from a student questionnaire and communication with prospective students, a sports leadership program is highly desired. The transdisciplinary approach of the proposed program will allow students the opportunity to concentrate in areas related to communications, e-sports, and entrepreneurship, giving them the flexibility to prepare for a variety of careers. Additionally, the proposed program will be offered in three modalities – hybrid, online, and in-person. The goal of the proposed program is to grow the student market with the online option.

Initial estimates of enrollment are:

Year 1 – 50

Year 2 – 92

Year 3 – 133

Year 4 – 200

Year 5 – 210

Employment Demand

The program will prepare students to pursue a wide range of careers, such as a coach, athletic trainer, exercise trainer, sports official, and sports management. Students will also be prepared to continue to graduate school for degrees in sports psychology, athletics training, kinesiology, and other related areas. Data from the Bureau of Labor and Statistics shows that careers in this area are expected to grow in the next 10 years, and the median wages expected in these careers are above Kentucky's annual median wage.

Budget

By collaborating with multiple departments and colleges, the projected expenses of the program will be shared. Current faculty are in place to begin the program and additional faculty will be hired based on projected program growth in enrollment.

Projected Revenue over Next Five Years (\$): \$4,529,647.00

Projected Expenses over Next Five Years (\$): \$2,717,788.00