

## Sport Management Program

### College of Education structure

Dept of Kines & Leisure St  
eliminated 1999

Dept of Educ Ldship & Couns Psy

Dept of Teaching & Learning

SpMgt (1992); Kines (1999); CoPsy; EdPsy, Ed Ld K-12; Hi Ed Admin

#### 1) Maintain & Consolidate:

- It was originally MY A2P2 proposal to “realign” Sport Management and Kinesiology **into a rejuvenated 3rd department** within COE (or to join with School of Hospitality & Tourism in College of Business).
- Intent was to Maintain strong SpMgt program and make it even stronger by realigning to form a larger unit.

2) Centrality: Of 22 peers, 11 have SpMgt (all have grad pgm, 7 undergrad) – 6 of these are AAU; 8 are in colleges of Education, including 4 of 6 AAU schools. Of other nationally recognized SpMgt programs, 6 of 7 are in colleges of Education.

#### 3) Accreditation:

- Graduate program lapsed into Hi Ed Admin 2003-2005; 2005 added undergraduate courses in accounting & sport finance, thereby meeting undergraduate curriculum standards
- 2005 - 2008: profession negotiated with 2 accrediting bodies after 1st pulled out at last second
- COSMA accreditation – began accepting applications Fall 2008; total cost to university = \$3,500

#### 4) a. High External Demand

- U.S. Dept. of Labor: arts, entertainment, and recreation industry provided 1.8 million jobs in 2004, 58% in the sport & recreation sector & 11% in promotion, agent work, and the spectator sports sector. Sports Business Journal: total spending in sport industry increased from \$196 billion in 2003 to \$214 billion in 2006.
- Virtually all** of our undergraduate and graduate students find employment in sport management or related business jobs. Entry-level salaries: \$20,000 - \$45,000 depending on sport setting. Asian students are beginning to find employment in their native countries (Korea, China, Japan).

#### b. High Internal Demand

	*Dec. 2005	Oct. 2006	Aug. 2008	May 2009**
certified majors:	160	140	115	92 (84 – registrar)
pre-certified majors:	130	168	126	113 (103 – registrar)

\* competitive admissions policy effective Fall 2005: decrease admissions from 55 to 30 new majors/year

\*\* over 20% of current students are from ethnic minority groups

- Master’s program: 15-20 students (applications doubled in 2009; accepted 8 new)
- WSU Athletic Dept and Univ. Recreation use Master’s degree program to recruit GA staff.
- Undergraduate practicum students saved Athletic Dept \$65,000 in staffing costs last year.

#### # of students turned away

- since Fall 2005, 80-100 applications each year for 30 available seats
- undergrads who came to WSU specifically for SpMgt: 82% (88% of current students)
- undergrads who would leave WSU if cut SpMgt now: 49% and 21% undecided

5) Tuition Impact – based on current student info AY 2008-2009: (see back of page)

6) Proposal to cut not properly vetted in COE: **Secrecy – no significant faculty input was allowed.**

Tenured profs requested budget info last year in order to provide faculty priorities in case of budget cuts.

Dean only shared broad budget categories – insufficient info for us to use.

7) Misleading data re # of SpMgt faculty lines in info provided by dean:

(says 3 current T-T faculty, but our vacant line not listed – I have not been told it was taken away)

2001 – 2007: 4 T-T lines + 3 TAs + 1-2 adjuncts

2007 – 2009: 4 T-T lines (one vacant – filled by full-time instructor on one-year contracts)

+ one clinical assistant professor (gave up 2 TAs for clinical line) + one TA

2009 – 2010: 4 T-T lines (one vacant – needs to be filled temporarily by full-time instructor)

+ one clinical assistant professor waiting on contract renewal

8) At the last College of Education faculty meeting, the dean said that under a 20% cut scenario, she would have eliminated **ALL** undergraduate programs in COE, including elementary education & secondary education.

- Equates to a loss of approximately 1,200 undergraduate students
- Is arbitrary with respect to quality of program areas
- Would cost WSU a lot of tuition dollars: 1,200 students X \$6,720 = \$8,064,000

9) If decision to cut Sport Management is returned to COE for faculty input and to explore other options, **need external monitor/facilitator** with budget expertise.

**Table: Tuition Generated by FTE Enrolled in Sport Management Program Courses**

Student numbers are based on RNET class lists.

Tuition dollars for AY 2008-09 are based on FTE (SCH ÷ 15) X \$6,720/YEAR (IN-STATE).

(Not included in tuition totals: 25% of current pre-certified and certified majors are from out of state, and would pay \$17,765/yr for at least one year.)

Summer tuition dollars are based on current in-state rate of \$336/credit.

Course & (cr)	F 08 # stu	Sp 09 # stu	AY 08-09 SCH	Sum 05 #stu/SCH	Sum 07 #stu/SCH	Sum 08 #stu/SCH	Sum 09 #stu/SCH
276 (3)	94	43	411	18/54	10/30	5/15	3/9
290 (3)	65	48	339	11/33	7/21	3/9	0
365 (3)	28	26	162	16/48	9/27	3/9	3/9
367 (3)	30	19	147	15/45	10/30	8/24	3/9
374(3)	0	48	144	0	0	9/27	0
377 (3)	59	0	177	24/72	18/54	0	0
394 (1-4)	85	87	349	20/32	21/30	24/39	0
464 (3)	20	24	132	12/36	6/18	6/18	0
468 (3)	13	32	135	0	0	0	0
488 (2)	15	30	90	0	0	0	0
489 (3)	36	0	108	0	0	0	0
490 (1)	18	26	44	0	0	0	0
491 (10-12)	4	15	208	16/163			
496 (2)	0	29	58	0	0	0	0
<b>TOTAL</b>	<b>467</b>	<b>427</b>	<b>2504</b>	<b>132/483</b>	<b>101/413</b>	<b>85/416</b>	<b>39/171</b>
<b>FTE</b>			<b>167</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>11</b>
<b>Tuition \$</b>			<b>\$1,122,240</b> based on total FTE	<b>\$162,288</b> based on SCH	<b>\$138,768</b> based on SCH	<b>\$139,776</b> based on SCH	<b>\$57,456</b> based on SCH
<b>FTE in upper division courses</b>			<b>120</b>				
<b>Tuition \$</b>			<b>\$806,400</b> based on FTE in upper div				

**Tuition \$ based on Spring 2009 Sport Management headcount of 187 total undergraduates**

Pre-certified (AP 596): 103 students: 77 in-state X \$6,720 = \$517,440

26 out-of-state ÷ 2 = 13 likely freshmen X \$17,756 = \$230,828

Certified majors: 84 students: (presume all now in-state) 84 X \$6,720 = \$564,480

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**TOTAL HEADCOUNT TUITION 2008-09 = \$1,312,748**

Note: Headcount data provided by Registrar's Office 5/11/09

**Graduate Program (Master's degree) adds more dollars** – I was unable to get data.

**Cost of Sport Management Program:** ~\$285,000 in salary (based on actual salaries of 3 T-T faculty + \$55,000 for one entry-level T-T vacant line + actual salary of one clinical assistant professor); plus \$7,500 for conference travel; plus \$3,000 for internship supervision travel = total cost of **\$295,500**.