November 27, 2007

MEMORANDUM

TO: Charles Caramello  
    Associate Provost and Dean, Graduate School

FROM: Phyllis Peres  
    Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to establish a Graduate Certificate in Professional Studies in Sport Management (PCC log no. 06041)

On November 12, Chancellor Kirwan gave final approval to your proposal to establish a Graduate Certificate in Professional Studies in Sport Management. A copy of the approved proposal is attached.

CWR/

Enclosure

cc: Carmen Balthrop, Chair, Senate PCC Committee  
    Sarah Bauder, Office of Student Financial Aid  
    Mary Giles, University Senate  
    Barbara Hope, Data Administration  
    Denise Nadasen, Institutional Research & Planning  
    Anne Turkos, Archives  
    Linda Yokoi, Office of the Registrar  
    Mary Ann Ottinger, Graduate School  
    Victoria Peterson, Office of Professional Studies  
    Robert Gold, Dean, School of Public Health
November 12, 2007

Dr. C. D. Mote, Jr.
1101 Main Administration Building
University of Maryland, College Park
College Park, MD 20742

Dear Dan:

Thank you for forwarding the request from the University of Maryland, College Park to offer new Graduate Certificates in Professional Studies and the Master of Professional Studies. I am pleased to approve these recommendations.

**Graduate Certificates in Professional Studies**

- Graduate Certificate in Professional Studies in Arabic
- Graduate Certificate in Professional Studies in Chinese Language
- Graduate Certificate in Professional Studies in Food Safety Risk Assessment
- Graduate Certificate in Professional Studies in Geospatial Information Sciences
- Graduate Certificate in Professional Studies in Information Assurance
- Graduate Certificate in Professional Studies in Public Health Informatics
- Graduate Certificate in Professional Studies in Radar Signal Processing
- Graduate Certificate in Professional Studies in Real Estate Development
- Graduate Certificate in Professional Studies in Sport Management
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Master of Professional Studies

- Master of Professional Studies in Arabic
- Master of Professional Studies in Geospatial Information Services
- Master of Professional Studies in Leadership Education & Development
- Master of Professional Studies in Persian
- Master of Professional Studies in Real Estate Development

Sincerely,

\[\text{\underline{W.E. Kirwan}}\]
William E. Kirwan
Chancellor

cc: Irwin Goldstein, Senior Vice Chancellor for Academic Affairs
    Theresa Hollander, Associate Vice Chancellor for Academic Affairs
    Nariman Farvardin, Senior Vice President for Academic Affairs and Provost
    Phyllis A. Peres, Associate Provost, Academic Planning & Programs
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS:
- Provide one form with original approval signatures in lines 1 - 4 for each proposed action. Keep this form to one page in length.
- Early consultation with the Office of the Associate Provost for Academic Planning & Programs is strongly recommended if there are questions or concerns, particularly with new programs.
- Please submit the signed form to Claudia Rector, Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.
- Please email the rest of the proposal as an MSWord attachment to pce-submissions@umd.edu.

DATE SUBMITTED November 6, 2006

COLLEGE/SCHOOL
Office of Professional Studies and the College of Health and Human Performance

DEPARTMENT/PROGRAM
Department of Kinesiology

PROPOSED ACTION (A separate form for each) ADD__X__ DELETE _____ CHANGE_____

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide old and new sample programs for curriculum changes.)

Attached is a program proposal for a Graduate Certificate in Professional Studies in Sport Management

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.)

A new graduate certificate program designed for a professional audience. After conducting market research, the need for a sport management graduate certificate program is evident in the regional area. This program is self-support.

APPROVAL SIGNATURES

1. Department Committee Chair
   [Signature]
   11/21/06

2. Department Chair
   [Signature]
   11/21/06

3. College/School PCC Chair
   [W/A]
   11/21/06

4. Dean
   [Signature]
   11/21/06

5. Dean of the Graduate School (if required)
   [Signature]
   4/20/07

6. Chair, Senate PCC
   [Signature]
   4/20/07

7. Chair of Senate
   [Signature]
   11/27/07

8. Vice President for Academic Affairs & Provost
   [Signature]
   VPAAP 8-05
PROPOSAL FOR

NEW INSTRUCTIONAL PROGRAM

UNIVERSITY OF MARYLAND AT COLLEGE PARK, MARYLAND

Graduate Certificate in Professional Studies in Sport Management

PROPOSED INITIATION DATE: Fall 2007
I. OVERVIEW and RATIONALE

A. Briefly describe the nature of the proposed program and explain why the institution should offer it. [You may want to refer to student demand, market demand for graduates, institutional strengths, disciplinary trends, synergy with existing programs, and/or institutional strategic priorities.]

The University of Maryland is committed to providing educational programs that meet the needs of a variety of audiences. As part of our graduate offerings, the Master of Professional Studies and the Graduate Certificate in Professional Studies are career-focused degrees designed for students who wish to increase their subject-matter knowledge as well as prepare them for new challenges related to their professional areas. These programs are administered by the Office of Professional Studies (OPS), with academic oversight provided by the Graduate School.

Market research indicates the need for a Graduate Certificate in Professional Studies in Sport Management that will provide sport management professionals with a solid foundation in the business, operational, and administrative contexts of sport management. This certificate will also appeal to those wishing to better understand the workings of the sports industry as well as those who aspire to transition to careers in the sports industry.

The Washington, DC region is home to numerous professional, semi-professional and collegiate sports teams, including two NFL teams, two MLB teams, one NBA team, one WNBA team, one NHL team and one Professional Soccer team. Baltimore is also home to one leg of the Triple Crown. According to the latest report by the Governor’s Special Commission on Professional Sports and the Economy, Maryland horse breeding and horse racing have an economic impact more than triple all other state sports combined, comprising 78 percent of the total estimated annual sports impact of $1.1 billion. Horse racing tracks at Pimlico, Laurel and Rosecroft are examples of venues in our immediate area.

The Washington, DC region is also home to major college athletics (Navy, UMD, GMU, GWU, Georgetown and American Univ.) as well as numerous DII, DIII and junior colleges across the state. There are 186 public high schools in Maryland that compete in 23 sports, all involving events where state championships are run/governed at the state level.

The State of Maryland has invested heavily in sports facilities including FedEx Field, Raven’s Stadium, Camden Yards, as well as the Comcast Center and Byrd Stadium / Chevy Chase Bank Field here on campus. Maryland is also home to large multinational sporting goods interests, such as Fila and Under Armour (both located in Baltimore). The Washington, DC region is also home to two of the largest sport marketing and athlete representation firms in the world (SFX and Octagon) and Washington, DC is a home to the NFL Players Association.
In the Spring of 2006, the Office of Professional Studies contracted EDUVENTURES, INC. to do a market assessment of educational opportunities in the Washington-Baltimore region for sport management professionals. A thorough review was done of Master’s degree programs and graduate certificate programs offered by institutions in Maryland, Virginia, and Washington D.C. in the field of sport management (including sport business, operation, administration, etc.). EDUVENTURES, INC. reviewed the North American Society for Sport Management list of institutions providing programming in the field of sport management, and identified those schools offering programs at the desired credential level in the Washington, D.C. metropolitan region. The market research uncovered only one Master’s degree program in the metropolitan Washington, D.C. region meeting these criteria at George Washington University. Currently, no educational institutions in this region offer graduate certificate programs in sport management. Prominent sport management programs are currently offered at well known institutions, including NYU, Columbia and Northwestern.

B. How big is the program expected to be? From what other programs serving current students, or from what new populations of potential students, onsite or offsite, are you expecting to draw?

The program will draw a professional audience comprised of those who wish to advance in the sport management field, those who would like to better understand the workings of the sports industry, and those who would like to transition to careers in the sports industry. Initial enrollment is anticipated at 7 – 10 students in Year 1. Expected growth is to reach 15 – 25 maximum students per class in Year 2.

II. CURRICULUM

A. Provide a full catalog description of the proposed program, including educational objectives and any areas of concentration.

The Graduate Certificate in Professional Studies in Sport Management is a 12-hour (4 course) graduate program comprised of courses from The Department of Kinesiology, located in the College of Health and Human Performance at the University of Maryland College Park. The certificate program will provide students with a solid foundation in the business, operational, and administrative contexts of sport management.

B. List the courses (number, title, semester credit hours) that would constitute the requirements and other components of the proposed program. Provide a catalog description for any courses that will be newly developed or substantially modified for the program.

The program will consist of the following required (existing) courses:

**KNES 635 Foundations of Sport Management (3 credits):** Fundamental skills and principles in the management of sport organizations, including concerns involved in managing sport in public, private, for profit and not-for-profit sectors.
KNES 636  **Sport and Mass Media (3 credits):** Examination of various mass media theories applied to sport; application of communication theory to the study of mediated sport; and research methodologies and critical thinking.

KNES 689 **Special Topics (3 credits): Event Marketing and Management:**
An introduction to the principles and practices of planning, funding, operating, managing and evaluating events in the sports industry.

KNES 735 **Sport Marketing (3 credits):** Consumer behavior, marketing research, marketing strategy, integrated marketing communication and event marketing as applied to sport.

**Course Sequencing:**

Course offerings will follow a traditional semester format. As participants interest grows, multiple courses may be offered in a single semester and non-traditional delivery methods will be considered.

| Fall 2007 | KNES 635 |
| Fall 2007 | KNES 636 |
| Spring 2008 | KNES 689 |
| Spring 2008 | KNES 735 |
| **Commencement - Certificate** |

C. **Describe any selective admissions policy or special criteria for students selecting this field of study.**

The admissions policy will reflect current university standards, including the prerequisite bachelor’s degree and a 3.0 GPA cumulative average. Official undergraduate transcripts from all colleges attended and a résumé must be provided. Professional experience may be substituted for an entrance exam. It is strongly recommended that students have some experience or coursework in basic accounting and principals of marketing.
III. STUDENT LEARNING OUTCOMES AND ASSESSMENT

The purpose of this plan is to set clear guidelines identify articulated outcomes and ensure avenues for continuous improvement for each graduate certificate and program managed by the Office of Professional Studies. It is our mission to provide programs that meet UMD’s institutional goals and objectives for educational activities.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Measures and Criteria</th>
<th>Assessment Schedule</th>
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| 1. Students will illustrate comprehension of issues related to Sport Management.          | Measurement A: Successful completion of paper and/or special project focusing on issues related to Sport Management.  
Criterion A: 80% of students will attain a 2 or better on Comprehension Scale (see attachment)  
Measurement B: OPS Pre and Post-Test Assessment.  
Criterion B: 80% of students will show gains between Pre and Post-Test questions #2, #3, #4, #5 and #6. | Comprehension Scale will be scored by faculty, and data collected annually by OPS.  
All Pre-Test data will be collected by OPS prior to first class attendance by annual cohort.  
All Post-Test data will be collected by OPS after conclusion of last class by annual cohort. |
| 2. Students will assess the relevance of program content as it applies to their professional and educational needs | Measurement A: An exit interview will be conducted with a random sample of graduates (20%) to assess their overall satisfaction with the certificate.  
Criterion A: 80% of respondents will correlate academic program offerings to needs  
Measurement B: OPS Pre and Post-Test Assessment.  
Criterion B: 80% of students will show gains between Pre and Post-Test questions #7, #8, #9, and #10. | Responses will be collected and discussed with the Academic Oversight committee for retention purposes.  
All Pre-Test data will be collected by OPS prior to first class attendance by annual cohort.  
All Post-Test data will be collected by OPS after conclusion of last class by annual cohort. |
IV. FACULTY AND ORGANIZATION

A. Who will provide academic direction and oversight for the program? [This might be a department, a departmental subgroup, a list of faculty members, or some other defined group.]

The degree will be housed in the Graduate School, which will be responsible for its oversight.

Continuing academic direction will be provided by the Program Oversight Committee while the project itself will be managed by the Office of Professional Studies. Members of the Program Oversight Committee include:

Graduate Director (academic chair):
Steve McDaniel
Associate Professor, Department of Kinesiology
College of Health and Human Performance

Graduate School Representative:
Charles Caramello
Dean, Graduate School

OPS Program Representative (program management chair):
Ken Carter
Office of Professional Studies

This program will develop an Advisory Board, consisting of senior campus leadership, distinguished alumni and friends. The Board will meet regularly to provide direction as well as enable program promotion and student internship opportunities.

B. If the program is not to be housed and administered within a single academic unit, provide details of its administrative structure.

The Graduate Certificate in Professional Studies will be housed in the Graduate School and managed by the Office of Professional Studies. A faculty member from the college providing the foundation courses will serve as Graduate Director and will provide the academic leadership for the team. OPS will manage and coordinate the Program Oversight Committee as well as all other components of the program.

Faculty selection and appointments are made by the Department of Kinesiology. All faculty will be members of the Graduate Faculty and approved by the Dean of the Graduate School to teach.

V. OFF-CAMPUS PROGRAMS (if necessary)

A. If at Shady Grove – indicate how students will access student services
B. If on-line – describe the concerns in “Principles and Guidelines for Online Programs” are to be addressed.

Not applicable

VI. OTHER ISSUES

A. Describe any cooperative arrangements with other institutions or organizations that will be important for the success of this program.

Not applicable

B. Will the program require or seek accreditation? Is it intended to provide certification or licensure for its graduates? Are there academic or administrative constraints as a consequence?

No

VII. COMMITMENT TO DIVERSITY

The University of Maryland is an equal opportunity institution with respect to both education and employment. The University does not discriminate on the basis of race, color, national origin, sex, age, or handicap in admission or access to, or treatment or employment in, its programs and activities as required by federal (Title VI, Title IX, Section 504) and state laws and regulations.

Through its actions and statements of policy the University of Maryland has demonstrated a commitment to diversity by creating programs of study which explore the experiences, perspectives, and contributions of a wide variety of cultures, groups, and individuals; and has sought to create a campus environment which encourages tolerance and respect for individuals regardless of differences in age, race, ethnicity, sex, religion, disability, sexual orientation, class, political affiliation, and national origin.

VIII. REQUIRED PHYSICAL RESOURCES

A. Additional library and other information resources required to support the proposed program. You must include a formal evaluation by Library staff.

This program uses existing courses and therefore additional library resources are not required.

B. Additional facilities, facility modifications, and equipment that will be required. This is to include faculty and staff office space, laboratories, special classrooms, computers, etc.
This program does not require additional resources.

_C. Impact, if any, on the use of existing facilities and equipment. Examples are laboratories, computer labs, specially equipped classrooms, and access to computer servers._

This program does not require additional resources.

**IX. RESOURCE NEEDS AND SOURCES**

_A. List new courses to be taught and needed additional sections of existing courses. Describe the anticipated advising and administrative loads. Indicate the personnel resources (faculty, staff, and teaching assistants) that will be needed to cover all these responsibilities._

There will be no impact on existing resources. This program is self-support. Courses may be cancelled due to low enrollment.

_B. List new faculty, staff, and teaching assistants needed for the responsibilities in A, and indicate the source of the resources for hiring them._

No new University of Maryland faculty or staff will be needed for this program. University of Maryland faculty who teach in the program will be compensated using overloads. Other faculty may include retired faculty and professionals in the field.

_C. Some of these teaching, advising, and administrative duties may be covered by existing faculty and staff. Describe your expectations for this, and indicate how the current duties of these individuals will be covered, and the source of any needed resources._

Approval of all faculty overloads for teaching and advising will be in accordance with University of Maryland policy and procedures. OPS is responsible for the overall administrative management of the program.

_D. Identify the source to pay for the required physical resources identified in Section VIII. above._

Tuition revenue will be used to cover the program expenses.

_E. List any other required resources and the anticipated source for them_  

Not applicable

_F. Complete the additional proposal and financial tables as required by MHEC._

Not applicable for MPST/GCPS programs.
Additional Approvals (see PCC coversheet for other required signatures)

Judith K. Broida  Associate Provost and Dean, Office of Professional Studies

Robert Gold  CORE Dean, College of Health and Human Performance