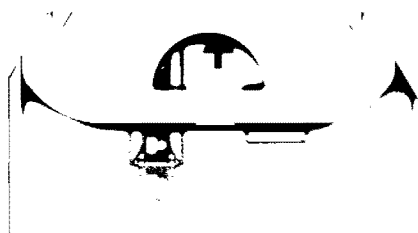


Additional Justification for Re-designating the MAA degree from Master of Science in Recreation and Sport Sciences to Master of Science in Athletic Administration.

- The College of Graduate Studies is coordinating an effort to collectively submit a RACGS notification to the University System of Ohio involving a number of proposals. The MAA's is one of them. The College of Health Sciences and Professionals is also working on submitting a number of degree re-designation proposals to the UCC as well.



Degree Designation Change for the
Graduate Program in Athletic Administration
at Ohio University

PROPOSAL

Overview

The purpose of this proposal is to change the *name of the degree* awarded to students who successfully complete the graduate athletic administration program of study. The current degree name is Master of Science in Recreation and Sport Sciences (MS-RSS); the proposed degree name is Master of Science in Athletic Administration (MS-AA). This proposal to change the *name of the degree* is necessitated by the fact that athletic administration program of study has been realigned with the College of Business.

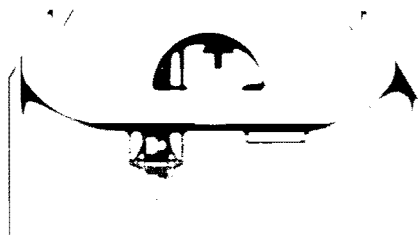
Prior to academic year 2010-2011, the MS-RSS program was located in the College of Health and Human Services (subsequently restructured and renamed the College of Health Sciences and Professions). Because of corresponding academic realignments, the athletic administration program is now housed in College of Business (COB), Department of Sports Administration (DSA), yet shares the same degree title with three other graduate programs—Coaching Education, Sport Pedagogy, and Recreation Studies—in the Patton College of Education and Human Services (COEHS), School of Recreation and Sport Pedagogy. The program of study, enrollments, faculty, and facilities in the athletic administration program have not changed; this proposal merely requests a change in the name of the degree to Master of Science in Athletic Administration (MS-AA).

1. Rationale, Purpose, and Significance

The change in degree designation is based on the following reasons:

- On July 1, 2010, the Ohio University administration realigned the above-mentioned graduate programs that share the same degree to two different colleges: the athletic administration program to the COB; and the Coaching Education, Sport Pedagogy, and Recreation Studies programs to the COEHS. It was agreed upon by the administration and faculty of the receiving colleges that the COB would submit a proposal to the Ohio Board of Regents' Advisory Committee on Graduate Study (RACGS) for approval of redesignating the athletic administration degree as the Master of Science in Athletic Administration. Upon RACGS' approval of the current proposal, the COEHS will keep the MS-RSS degree. It is necessary to re-designate the degree for the athletic administration program because the programs that share the same degree now belong to two different colleges (two distinct degree-granting units).
- This proposal is only requesting a change in the degree name awarded. No changes will be made to the program requirements, faculty, or facilities.
- The proposed degree redesignation will help the program enhance its competitive advantage, recruit high quality students, and increase its national visibility.

Ohio University started to offer the athletic administration program in 1989. It was designed to provide a meaningful program of study leading to a master's degree for the students who wanted to pursue a career in athletic administration but unable to enter the highly selective Master of Sports Administration program.



To respond to the needs and interests of interscholastic athletic administrators, Ohio University tailored the athletic administration curriculum to focus on interscholastic athletic administration in collaboration with the Intercollegiate Athletic Administrators Association (NIAAA). The partnership between Ohio University and the NIAAA ensures that the education the participants receive is practical and focused on issues faced by interscholastic athletic administrators.

The athletic administration program became the first graduate program in the United States designed specifically to prepare athletic administrators for interscholastic settings (i.e., high schools and middle schools). The program has been offered in a blended format (three residencies plus online learning), thereby providing participants a great deal of flexibility. It combines the personal touch of high-intensity residential experiences with the "anytime, anyplace" convenience and ease of access of online education enabled by the latest in information technology.

In 2009, Ohio University entered into an agreement with the Compass Knowledge Group (CKG) so that CKG would provide marketing, student recruitment/retention, and instructional design support to the athletic administration program.

The Department of Sports Administration (DSA, College of Business) is currently seeking accreditation from the Commission on Sport Management Accreditation (COSMA). The newly designated Master of Science in Athletic Administration (MS-AA) program, together with other programs in the department, will be included in the accreditation process.

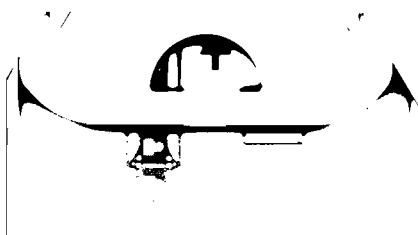
2. Description of Curriculum

The athletic administration program is a two-year program designed to prepare students for careers in interscholastic athletic administration. Many of the athletic administration courses were originally designed to include the content for the NIAAA's Leadership Training Courses that are part of its certification standards. While there are now several other graduate programs with a focus on interscholastic athletics, the Ohio University program remains the only such program that is delivered with a blended format (a residency plus online instruction). Specifically, the program follows a lock-step model that begins with a required 3-day on-campus residency. Each course is eight weeks long, and students take one to two courses during each term throughout the two years. Beginning in fall 2012, after Ohio University starts to implement the semester system, the program will consist of 12 eight-week courses, two per semester.

Instruction of the athletic administration program is provided primarily by the faculty in the Department of Sports Administration augmented by a number of nationally recruited adjunct faculty members who have earned a terminal degree and have had experience in interscholastic athletic administration.

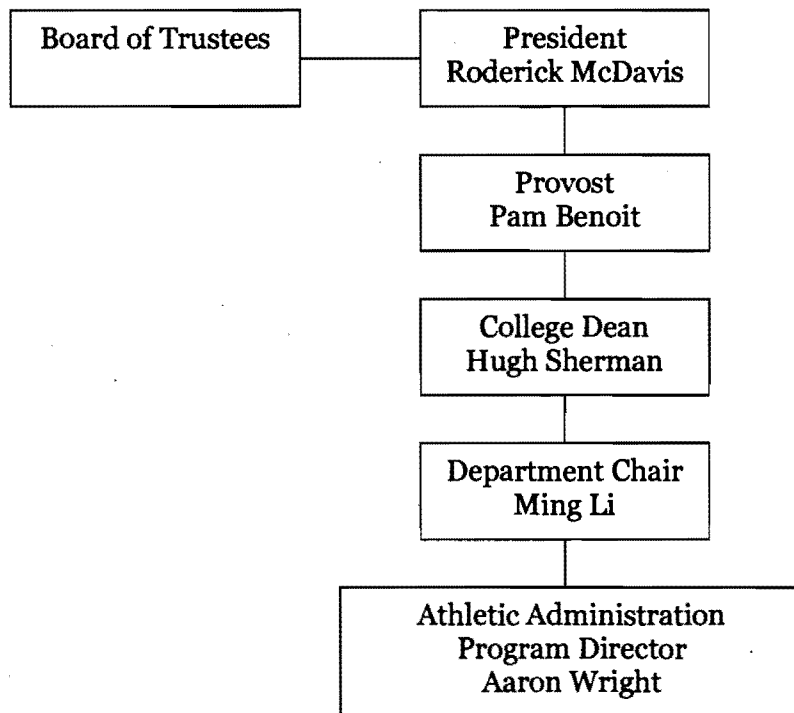
The athletic administration program requires 50 credit hours (see Goals and Objectives in the Appendix). Students in the program are required to take the following 13 courses:

- SASM 610 Athletic Administration Seminar (4 credits)
- SASM 604 Administration of Interscholastic Athletic Programs (4 credits)
- SASM 628 Legal Foundations of Risk Management (4 credits)
- SASM 667 Human Resource Management in Sport Organizations (4 credits)
- SASM 626 Sport Governance and Policy Development (4 credits)
- SASM 648 Facility Management and Programming (4 credits)
- SASM 642 Ethics in Sport (4 credits)



- SASM 691 Seminar – Research Methods (4 credits)
- SASM 655 Sports and Sports Consumers (4 credits)
- SASM 670 Financial Administration of Sport Facilities and Programs (4 credits)
- PESS 654 Management and Leadership in Sport (4 credits)
- SASM 600 Directed Individual Studies (2 credits)
- SASM 688 Issues in Athletic Administration (4 credits)

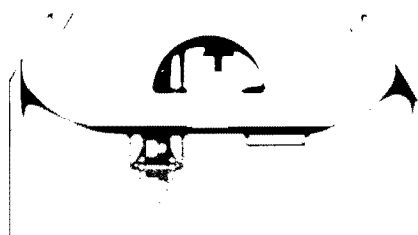
3. Administrative Structure



4. Evidence of Need

As mentioned previously, Ohio University’s athletic administration program was designed in cooperation with the NIAAA, the national organization that promotes professional development for interscholastic athletic administrators. When the first cohort began in 2003, the athletic administration program was the only one to focus exclusively on interscholastic athletics administration. The athletic administration program is the only program of its kind in the State of Ohio designed to prepare future leaders in interscholastic athletic settings. The target audience for the athletic administration program consists primarily of current middle and high school teachers and coaches who have a strong desire to become athletic directors in interscholastic settings. The program’s potential has already been demonstrated by the enrollment of 33 students in June 2010, an increase from nine students in the previous cohort starting in June 2009. Most students who enroll in the athletic administration program are employed and remained employed while they complete their OU degree.

Today, only a few direct competitors exist, and no other university offers its curriculum via a blended format. As the job duties of interscholastic athletic administrators continue to become



increasingly complex, often requiring advanced training in business management in addition to a background in coaching and teaching, the demand should grow for graduate programs, such as OU's, that specialize in interscholastic athletic administration.

5. *Prospective Enrollment*

The athletic administration graduate program has three cohorts starting each academic year, in June, September, and January. The cohort entering in June 2010 was 33 students, and the cohort entering in September 2010 has 18 students. The cohort entering in January 2011 is projected to be similar in size to the September 2010 cohort. Over the next 2-3 years, we project modest growth in these numbers, resulting in a "steady state" of 160-200 students in total, or 80-100 new students each year.

6. *Plan to Ensure Recruitment, Retention and Enrollment of Minority Students*

As mentioned previously, Ohio University contracted with the Compass Knowledge Group (CKG) in marketing, student recruitment/retention, and instructional design support. With the assistance from the CKG, we have seen some positive results in the recruitment of minority students. Of the 33 students entering the program in June 2010, 8 (24%) are ethnic minorities and 9 (27%) are female. These proportions are higher than the national average. The program will continue to work with the CKG to recruit minority students.

7. *Availability and Adequacy of the Faculty and Facilities*

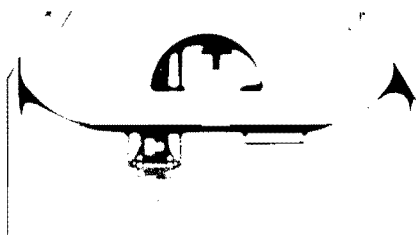
Not applicable. The program is successfully ongoing; no expansion is planned; this proposal merely requests a new degree name in light of academic realignments occurring at Ohio University prior to academic year 2010-2011.

8. *Additional Facilities, and Faculty Required*

None. The program is successfully ongoing; no expansion is planned; this proposal merely requests a new degree name in light of academic realignments occurring at Ohio University prior to academic year 2010-2011.

9. *Additional Costs*

None. The program is successfully ongoing; no expansion is planned; this proposal merely requests a new degree name in light of academic realignments occurring at Ohio University prior to academic year 2010-2011.



Appendix ***Program Goals and Objectives***

Program Goals

1. Enhance the knowledge, skills, and abilities necessary for students to become successful interscholastic athletic administrators.
2. Increase the quantity and quality of academic research in the field of interscholastic athletics.
3. Develop an active network of alumni of the athletic administration program to increase the professional opportunities for current and future students.

Student Learning Objectives

After successful completion of the athletic administration program, the student will be able to:

1. Identify the roles and responsibilities of an interscholastic athletic administrator.
2. Articulate the purpose of interscholastic athletics and its value to an institution's educational mission.
3. Understand the governance structure of interscholastic athletics at the national, state, and local levels.
4. Identify and develop strategies to address ethical issues in interscholastic athletics.
5. Develop a comprehensive marketing plan for an interscholastic athletic program to increase community awareness of the program and maximize opportunities for revenue generation.
6. Demonstrate the skills necessary to manage the financial resources of an interscholastic athletic program.
7. Communicate the importance of policies to minimize risk in interscholastic athletics, and develop a comprehensive risk management plan.
8. Describe and apply leadership theories to the management of athletic department personnel and other constituents of an interscholastic athletic program.

