

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.

(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

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:

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:

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

Complete the BSRB degree requirements.

Program Requirements

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|-------------------|--|---|
| <u>SPRT F280</u> | Sport Leadership | 3 |
| <u>SPRT F483</u> | Sport Sales | 3 |
| <u>SPRT F484</u> | Legal Aspects of Sport and Recreation Management | 3 |
| <u>ACCT F261X</u> | Principles of Financial Accounting | 3 |
| <u>BA F307</u> | Introductory Human Resources Management | 3 |
| <u>BA F343</u> | Principles of Marketing | 3 |
| <u>SPRT F482</u> | Sport Marketing | 3 |

Additional 12 credits of ACCT, BA, ECON, HSEM, SPRT, or additional concentration courses as
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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

BA F360 Operations Management

BA F490 Services Marketing

NRM F365

- 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, y5.63 -1.2.1(o)-12ng,9(on)-12.1(prd -0.00 (a 99)c.2(m)-24.5.129 scn [onE)-9.7(Mnal)-8.

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](#)