
GARRETT COLLEGE

EXPERIENCE. EXPLORE. EXCEL.

October 19, 2017

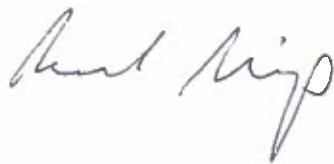
Maryland Higher Education Commission
c/o Dr. Michael Kiphart, Director of Academic Affairs
6 North Liberty Street
Baltimore, Maryland 21201

Dear Dr. Kiphart:

Garrett College is proposing an Associate of Applied Science degree in Sport Management that will be implemented within existing institutional library resources, physical facilities, infrastructure and instructional equipment. On behalf of the college, I affirm the college will ensure there are adequate library resources, physical facilities, infrastructure and instructional equipment to meet the program's needs.

Please do not hesitate to contact me if you have any questions regarding Garrett College's commitment to providing the resources necessary to launch and maintain this proposed program.

Sincerely,



Richard Midcap, Ed.D.
Garrett College President

Cc: Dr. Qing Yuan, Academic Dean

MARYLAND HIGHER EDUCATION COMMISSION
ACADEMIC PROGRAM PROPOSAL

PROPOSAL FOR:

- NEW INSTRUCTIONAL PROGRAM
 SUBSTANTIAL EXPANSION / MAJOR MODIFICATION
 COOPERATIVE DEGREE PROGRAM
 WITHIN EXISTING RESOURCES or REQUIRING NEW RESOURCES

Garrett College

Institution Submitting Proposal

Fall 2018

Projected Implementation Date

Assoc. of Applied Science

Award to be Offered

Sport Management

Title of Proposed Program

Suggested HEGIS Code

Suggested CIP Code

Sport Management

Dept. of Proposed Program

Kim Windstein

Name of Department Head

Kim Windstein

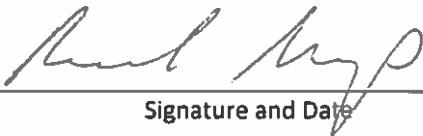
Contact Name

Kim.windstein@garrettcollege.edu

Contact E-Mail Address

301-387-3053

Contact Phone Number


Signature and Date

President/Chief Executive Approval

10-17-17

Date

Date Endorsed/Approved by Governing Board

A. Centrality to Institutional Mission Statement and Planning Priorities

The mission statement of Garrett College includes the following commitments:

1. To provide accessible, quality education in a supportive environment to a diverse student population through associate degrees and certificate programs.
2. We are committed to the ongoing development of engaging, innovative, and sustainable curricula, programs, and initiatives that are responsive to a changing world.

The addition of an A.A.S. degree program in Sport Management supports these commitments, and also aligns with the College's strategic objective to "Provide credit and noncredit programs and other learning opportunities which align with local and regional labor market needs or that have the potential to attract students from outside the College's service area." (*Garrett College FY2017-FY2019 Strategic Plan*)

The A.A.S. in Sport Management degree program is designed not only for students who plan to enter the workforce after completion of the 2-year degree but also for transfer to a 4-year institution upon graduation. While the A.A.S. is not a traditional transfer program, Garrett College officials are already in discussions with Frostburg State University – which plans to develop a Bachelor's degree in Sport Management – to ensure seamless articulation of our institution's two programs. FSU is Garrett College's biggest transfer partner, making this potential program partnership particularly attractive to GC students. The availability of this program will offer many other advantages for students including: reducing costs by allowing Garrett County high school graduates to take advantage of the Garrett County Scholarship Program; decreasing student debt by decreasing the amount of student loans required to complete a degree; increasing the likelihood of persistence to degree completion by simplifying the logistics of attending college; and opening up more employment opportunities for graduates in Garrett County, as well as regionally and nationally.

B. Critical and Compelling Regional or State-wide Need

Several factors support the local and regional as well as statewide need for an A.A.S. degree program in Sport Management at Garrett College.

1. **Benefit to Garrett County Residents** – Due to its location in far western Maryland, Garrett College's proposed A.A.S. degree program in Sport Management will not compete with any of the other Sport Management programs at two other Maryland community colleges. The closest of those programs is at the College of Southern Maryland, which is roughly 3 ½ hours away from Garrett College. Moreover, the existence of the Garrett County Scholarship Program provides a strong incentive for most Garrett County high school graduates to pursue higher education at Garrett College. This county-funded scholarship program provides up to two years of free tuition for Garrett County high school graduates who attend Garrett College. The availability of the proposed program in Sport Management will provide these students with the opportunity to pursue a career in the sport management field.

Garrett County life is defined as rural with the characteristics of a rural population. Over 86% of the county's high school seniors graduate each year, and the availability of the Sport Management program will expand educational opportunities and choices for Garrett County students.

2. **Benefit to Students in the Region** - Due to Garrett College's geographic location (bordering both West Virginia and Pennsylvania), the proposed A.A.S. program in Sport Management will not only

benefit students in Garrett County, but students coming from surrounding counties in West Virginia and Pennsylvania as well.

3. **Benefit to Other Maryland Students** - Garrett College is one of only two community colleges in Maryland that has residence halls. It would be the only community college in the state with an A.A.S. degree in Sport Management to also have residence halls. At present, 38 percent of the student population is made up of out-of-county and out-of-state students, most coming from Baltimore-Washington, D.C. area. Most of these students will either return home or transfer to a four-year institution upon graduation. The availability of a Sport Management degree program at Garrett potentially will be attractive to many of these students given that many 4-year schools with Bachelor's degrees in Sport Management in Maryland are located around the Baltimore-Washington D.C. area.

C. Evidence and Documentation of Market Supply & Demand in the Region and State

a. Current Job Openings

Focus 2 Career indicates the national job market for those in the sport management field includes average growth through 2018. Garrett College's relatively close (within four hours' drive time) proximity to several major professional and college sports markets in three states – Pittsburgh, Pa.; Morgantown, W.Va.; and Baltimore, Md. – as well as Washington, D.C. provides opportunities for valuable internships leading to promising employment opportunities.

b. Future Job Growth

Statewide, the *Maryland Occupation Projections, 2014-2024* indicates double-digit growth in a variety of sport management career fields, including public relations, marketing, coaching and management. Nationally, the *Bureau of Labor Statistics' Occupational Outlook Handbook, 2014-2024* identifies advertising, promotions and marketing managers; meeting, convention and event planners; coaches and scouts; and recreation works showing some of the strongest growth within the sport management field.

c. A. A. S. Sport Management Graduates

The expanding number of four-year colleges and universities either offering or considering offering sport management degrees, including neighboring Frostburg State University, attests to the attractiveness and marketability of the major. Garrett College plans to emphasize development of articulation agreements in this program with FSU, Towson University, West Virginia University, and other institutions to which Garrett College students transfer. Having the Community Aquatic and Recreation Complex (CARC) on the Garrett College campus offers convenient internship opportunities as well as part-time employment to make our program graduates more attractive to potential sport management employers.

d. Sources and Summary

Table 1 summarizes the Maryland job growth information, discussed in the sections above, and obtained from the following sources:

- Maryland Department of Labor, Licensing & Regulation, *Maryland Occupational Projections 2014 – 2024*

Table 2 summarizes the National job growth information, discussed in the sections above, and obtained from the following sources:

- Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*

Table 1

Maryland Occupational Projections 2014 – 2024 (Sport Management Careers)			
Occupational	2014	2024	Percent Change
Advertising and Promotions Managers	563	642	14.03%
Agents and Business Managers of Artists, Performers, and Athletes	116	128	10.34%
Coaches and Scouts	4,303	5,906	37.25%
Editors	2,771	3,038	9.64%
Marketing Managers	3,177	4,063	27.57%
Meeting, Convention and Event Planners	2,844	4,191	47.36%
Public Relations and Fundraising Managers	1,407	1,791	27.29%
Radio and Television Announcers	295	283	-4.07%
Recreation Workers	4,756	6,158	29.48%
Reporters and Correspondents	471	366	-22.29%
Sales Managers	5,328	6,292	18.09%

Table 2

National Job Growth Forecast (Sport Management Careers)		
Occupational Title	Job Growth Forecast	Expected Growth Rate Thru 2024
Advertising, Promotions and Marketing Managers	9%	Faster than Average
Agents and Business Managers of Artists, Performers and Athletes	3%	Slower than Average
Coaches and Scouts	6%	As Fast as Average
Editors	-5%	Decline
Meeting, Convention and Event Planners	10%	Faster than Average
Public Relations and Fundraising Managers	7%	As Fast as Average
Public Relations Specialists	6%	As Fast as Average
Recreation Workers	10%	Faster than Average
Reporters and Correspondents	-9%	Decline
Radio and Television Announcers	-11%	Decline
Sales Managers	5%	As Fast as Average
Umpires, Referees and Other Sports Officials	5%	As Fast as Average

D. Reasonableness of Program Duplication

Similar A.A.S. degree programs do not exist at other nearby Maryland community colleges. Being centrally located in Garrett County, having this program at Garrett College would lessen the students' travel time. In addition, students graduating from Garrett County high schools can take advantage of the Garrett County Scholarship Program if they attend Garrett College. Having the ability to take advantage of this scholarship will lessen the educational financial burden on the students and their families.

West Virginia University offers both Bachelor's degree and Master's degree programs in Sport Management. Frostburg State University is interested in both developing a Bachelor's degree in Sport Management and working with Garrett College to seamlessly articulate that program with the one being proposed by Garrett College. Officials of the two colleges have already participated in high-level discussions with respect to this

partnership. In addition, a 2-year A.A.S. program will provide western Maryland students with a Sport Management education option that will provide them with the foundation not only for success in any 4-year Sport Management program, but also to entry-level Sport Management positions.

E. Relevance to High Demand-Programs at Historically Black Institutions (HBIs)

No impact on HBIs is anticipated from this new program.

F. Relevance to the Identity of Historically Black Institutions (HBIs)

N/A.

G. Curriculum Design

The A.A.S. in Sport Management curriculum is designed to provide theory along with practical, hands-on instruction which will enable students to develop the knowledge and skills required in order to transfer to a 4-year institution or to enter the workforce in a sport management career.

a. Requirements: Sport Management – Associate of Applied Science Degree (60 credits)

INSTITUTIONAL REQUIREMENT	1 credit
FYE101 First Year Experience (1)	
GER REQUIRED CREDITS	22 credits
English Composition	
ENG101 Comp I--Expos Writing (3)	
Arts and Humanities	
SPC101 Intro to Communication (3)	
GER Humanities Course (3)	
Social and Behavioral Sciences	
ECN201 Principles of Economics I (Micro) (3)	
Science	
Science Lab Course (4)	
Mathematics	
MAT105 College Algebra	
Or MAT210 Introductory Statistics (3)	
Interdisciplinary/Emerging Issues	
CIS105 Intro to Computers (3)	
MAJOR COURSES	30 credits
ACC210 Financial Accounting (3)	
BUS101 Intro to Business (3)	
BUS170 Intro to Management (3)	
BUS201 Principles of Marketing (3)	
BUS203 Business Law (3)	

BUS294 Field Experience in Business (3)
 JRN101 Journalism (3)
 SPM102 Intro to Sport Management (3)
 SPM 237 Event Management (3)
 SPM271 Sport in Society (3)

ELECTIVES **7 credits**

Choose courses after consultation with advisor.

b. Example Sequence

FALL

FYE101 First Year Experience.....	1
ENG101 Comp I – Expos Writing.....	3
SPC101 Intro to Communications.....	3
MAT105 or MAT210	3
BUS101 Intro to Business.....	3
SPM102 Intro to Sport Management	<u>3</u>
TOTAL	16

SPRING

BUS170 Intro to Management.....	3
ACC210 Financial Accounting	3
GER Arts & Humanities	3
CIS105 Intro to Computers	3
Electives	<u>2</u>
TOTAL	14

FALL

GER Lab Science	4
JRN101 Journalism.....	3
BUS201 Principles of Marketing	3
SPM271 Sport in Society	3
Electives.....	<u>3</u>
TOTAL	16

SPRING

BUS203 Business Law	3
BUS294 Field Experience in Business.....	3
ECN201 Principles of Economics I.....	3
SPM237 Event Management	3
Electives	<u>2</u>
TOTAL	14

b. Course Descriptions

ACC210 Financial Accounting (3 credits)

This course covers the accounting cycle and preparation of financial statements. Course emphasizes the application of accounting statements required to make informed decisions. General Accepted Accounting Principles and ethics are examined throughout the course as they related to each area.

Prerequisite: ENG071, MAT073, and RDG075

BUS101 Introduction to Business (3 credits)

An introductory course that surveys the nature of business, its opportunities, and its environment. Topics covered include various types of ownership, organization, management, marketing, human resources, accounting, and finance.

Prerequisite: ENG071, MAT073, and RDG075

BUS170 Introduction to Management (3 credits)

This course examines in depth the principles and responsibilities of managers. Theories of management as well as practical applications of management techniques are emphasized.

Prerequisite: BUS101 and ENG071

BUS201 Principles of Marketing (3 credits)

An analysis of the principles of marketing and emphasizing managerial efficiency in the marketing process. The student is encouraged to apply analysis to marketing problems.

Prerequisite: BUS101 and ENG071

BUS203 Business Law (3 credits)

Basic principles and application of business law in society. Topics include introduction to law, court procedure, contracts, sales, real and personal property, agency partnerships, corporations, and related areas.

Prerequisite: BUS101 and ENG071

BUS294 Field Experience in Business (3 credits)

This is the capstone course in the Associate in Applied Science (A.A.S.) Sport Management degree. Students are involved in a field experience related to sport management. Career – related activities are supervised within the participating organization. Students record their activities, projects, and assignments for discussion and evaluation. Emphasis will be given to defining and appropriate internship site, resume development, interviewing and gaining job experience to bolster the learner’s ability for post-graduation employment.

Prerequisite: Permission of instructor

JRN101 Journalism (3 credits)

Primarily a print journalism reporting course teaching professional skills: writing style, interviewing, and editing. Freedom of the press, objective reporting, broadcast journalism, the student press, and reporter’s ethics are among the topics discussed.

Prerequisite: ENG071

SPM102 Introduction to Sport Management (3 credits)

Overview of the sport management professions; including career opportunities, critical and current issues, trends, professional standards, and the professional organizations.

SPM237 Event and Facility Management (3 credits)

Examines facility management of sports arenas and other venues, and the management of events held at these facilities.

Prerequisite: SPM102 and SPM271

SPM271 Sport in American Society (3 credits)** New Course*

Provides a comprehensive analysis of sport structures. A major emphasis is placed on the sociological phenomena that contributes to sports in the United States.

Prerequisite: SPM102

H. Adequacy of Articulation

Garrett College's president and chief academic officer have already met with the Frostburg State University provost to discuss articulation of GC's proposed 2-year degree and a Bachelor's degree in sport management that FSU is considering. The Garrett administration also plans to connect with other potential transfer partners who have 4-year sport management programs, including West Virginia University and Towson University, to establish articulation agreements.

I. Adequacy of Faculty Resources

Garrett College has a strong faculty team consisting of both full-time and part-time faculty members. A majority of the general education courses that are listed are taught by full-time faculty. Courses for the Sport Management major will also be taught primarily by full-time employees, including the college's president.

Full-time Faculty:

1. Stacy Miller, Professor of Business and Economics, has a B.A., M.S. and J.D. from West Virginia University. He has been teaching business and economics courses at Garrett College for 18 years.
2. Mr. Pramod Kapoor, Professor of Business, has a B.S. degree in Accounting and a MBA from University of Minnesota. Professor Kapoor has been teaching accounting and other business courses at Garrett College for 25 years.

In Year 1, the sport management courses will be taught by adjuncts who have the educational and pertinent professional experience to teach SPM 102 (Intro to Sport Management), SPM 237 (Event Management), and SPM 271 (Sport in Society). The college intends to hire a full-time faculty member in Year 2 when the program is projected to have sufficient enrollment to warrant a full-time faculty member. Kim Windstein, Athletic Trainer and Director of Physical Education Programming, will oversee the program.

Adjunct Faculty:

1. Dr. Richard Midcap, Garrett College President, has a B.A. in Secondary Education from Salisbury (MD) University, an M.A. in History from Washington (MD) College, an Ed.D. in Educational Leadership from Wilmington (DE) University, and 15 graduate hours in sport management from Concordia (MN) University. Dr. Midcap developed the sport management and exercise science concentrations within Chesapeake College's Health, Fitness & Exercise Science A.A. degree in addition to teaching within the sport management program.
2. Kim Windstein, Director of Health & Physical Education program at Garrett College, holds a Bachelor of Science degree in Athletic Training from Lock Haven University, and a Master of Science degree in

Athletic Training from California University of Pennsylvania. She has been teaching at Garrett College for three years.

3. Chrisi Mason, an adjunct faculty at Garrett College, has a B.S. in Exercise Physiology and M.A. in Business Administration from West Virginia University, Morgantown, WV. Chrisi Mason also worked as Athletic Trainer and Aquatic Rehab Director. She has taught the introductory sport management course at Garrett College.

Note: These adjunct faculty members typically teach only one course per semester and do not necessarily teach every semester.

J. Adequacy of Library Resources

The Library at Garrett College offers extensive resources for academic research with a large collection that includes books, periodicals, electronic journals, newspapers, audiobooks, CDs, videos, and DVDs. In addition to student computer workstations with Microsoft Office products and Internet access for academic projects, the GC library offers extensive services to students including, but not limited to the following: multiple electronic databases including Maryland Digital Library, ProQuest, Science Resource Center, and Access Science; on-campus access and 24-hour remote access; CitationMachine, an on-line service that assists students in the location and citation of sources to support literature research; and access to materials from other Maryland public and university libraries, the library of West Virginia University, and the Library of Congress through interlibrary loan and a variety of virtual libraries. It is anticipated that the above-listed resources will be sufficient for A.A.S. Sport Management students. This will be assessed annually to determine what additional reference or library resources may be required.

K. Adequacy of Physical Facilities, Infrastructure and Instructional Equipment

The proposed program will not have a major impact on the use of existing facilities and equipment. Most of the required core courses are currently offered as courses, and no additional facilities or equipment will be required to add A.A.S. Sport Management students.

L. Adequacy of Financial Resources

Table 3 on the following page summarizes resource estimates in each of the following categories over the first 5 years of program implementation:

1. Reallocated Funds: N/A
2. Tuition and Fee Revenue: Includes payments directly attributable to students new to the institution enrolled in this program each year. The total revenue was estimated based on the cost to in-county students only at the rate of \$141.00/credit (\$105 tuition and \$36 combined fees/credit) plus \$25.00 registration fee/semester. All the cost is based on the current rate of tuitions and fees. Full-time cost estimate is based on 15 credits per semester, 30 credits per year while part-time estimate is based on 6 credits per semester and 12 credits per year.
3. Grants and Contracts: N/A
4. Other Sources: N/A

Table 4 on the following page summarizes expenditure estimates for the following categories over the first 5 years of the program:

1. **New Faculty (#FTE, Salary, and Benefits):** The estimated cost in Year 1 is based on the need to offer each of the three sport management courses (SPM 102, SPM 237, and SPM 271) both fall and spring and (insert methodology for benefits). The estimated cost in future years is based on the average salary plus 10% for benefits and \$15,000 for medical insurance annually.
2. **New Administrative Staff (#FTE, Salary, and Benefits):** Administrative support would be provided through the Department of Physical Education.
3. **New Support Staff (#FTE, Salary, and Benefits) N/A**
4. **Equipment: N/A**
5. **Library: N/A**
6. **New and/or Renovated Space: N/A**
7. **Other Expenses: N/A**

Table 3. Resources

Resource Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds					
2. Tuition/Fee Revenue (c + g below)	\$46,284	\$75,448	\$94,310	\$102,870	\$115,710
a. Number of F/T Students	10	16	20	22	25
b. Annual Tuition/Fee Rate	\$ 4,280	\$ 4,280	\$ 4,280	\$ 4,280	\$ 4,280
c. Total F/T Revenue (a x b)	\$42,800	\$68,480	\$85,600	\$94,160	\$107,000
d. Number of P/T Students	2	4	5	5	5
e. Credit Hour Rate	\$141	\$141	\$141	\$141	\$141
f. Annual Credit Hour Rate	\$1,742	\$1,742	\$1,742	\$1,742	\$1,742
g. Total P/T Revenue (d x f)	\$3,484	\$6,968	\$8,710	\$8,710	\$8,710
3. Grants, Contracts & Other External Sources	N/A	N/A	N/A	N/A	N/A
4. Other Sources	N/A	N/A	N/A	N/A	N/A
TOTAL (Add 1 – 4)	\$46,284	\$75,448.00	\$94,310.00	\$102,870.00	\$115,710.00

Table 4. Expenditures

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b + c below)	\$12,151	\$68,295	\$72,090	\$72,090	\$73,987
a. # FTE	0.6	1.2	1.4	1.4	1.5
b. Total Salary	\$11,250	\$48,450	\$51,900	\$51,900	\$53,625
c. Total Benefits	\$901	\$19,845	\$20,190	\$20,190	\$20,362
2. Admin Staff (b + c below)		\$1,984	\$1,984	\$1,984	\$1,984
a. # FTE		0.2	0.2	0.2	0.2
b. Total Salary		\$1,575	\$1,575	\$1,575	\$1,575
c. Total Benefits		\$409	\$409	\$409	\$409
3. Support Staff (b + c below)	N/A	N/A	N/A	N/A	N/A
a. # FTE	N/A	N/A	N/A	N/A	N/A
b. Total Salary	N/A	N/A	N/A	N/A	N/A
c. Total Benefits	N/A	N/A	N/A	N/A	N/A
4. Equipment	N/A	N/A	N/A	N/A	N/A
5. Library	N/A	N/A	N/A	N/A	N/A
6. New or Renovated Space	N/A	N/A	N/A	N/A	N/A
7. Other Expenses		N/A	N/A	N/A	N/A
TOTAL (Add 1 – 7)	\$12,151	\$70,279	\$74,074	\$74,074	\$75,971

M. Adequacy of Provisions for Program Evaluation

All of Garrett College's instructional programs are evaluated annually based on the results from regular assessment of student learning outcomes. In addition to college-wide general education student learning outcomes, the College has established a set of program-specific learning outcomes for every degree and certificate program. Based on the fact that the A.A.S. in Sport Management is a transfer program as well as an entry level workforce program, the program-level learning outcomes that have been identified focus on both the theory and technical skills needed in order for students to be able to successfully transfer to a 4-year institution or enter the workforce in the field of Sport Management or other closely related fields.

Garrett College also employs a formal program review process wherein each of its academic and career programs is formally reviewed on a regular cycle. In addition to student performance and enrollment data, these reviews are comprehensive and take into account information on faculty training and performance, all costs related to the program, and other factors.

N. Consistency with the State's Minority Student Achievement Goals

1. The College actively recruits in urban areas with large minority populations and approximately 29% of the current student body is comprised of minority students.
2. The College is in the process of identifying a Diversity Officer who will provide support to minority students in an effort to increase their retention.

O. Relationship to Low Productivity Programs

N/A

P. Distance Education Program

N/A