

PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE DEGREE PROGRAM

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program <u>may not</u> be implemented until the Provost's Office notifies the academic unit that the program may be offered.

College/School/Ins	titute:	College of Pu	ıblic Progra	ms	
Department/Divisi	on/School:	School of Co	ommunity I	Resources and D	evelopment
Proposing Faculty	Group (if applicable):				
If "Yes" List all the necessary reso	- · · · · · · · · · · · · · · · · · · ·	1. D.	at will be in	volved in offerin	g the degree program and providing proposal development and completed
Degree type: If other; provide c	legree type title and proposed abl	BS-Bachelor previation:	of Science		
	ogram (major): ations to be established under this osal to Establish an Undergradu		um? No, con	ncentrations will	
Is a program fee re	equired?	No, a program	n fee is not	required.	
Requested effective For deadline dates	e catalog year? s see: <u>Curriculum Workflow Cale</u>	2014-15 endars.			
ASU Online optic		udents will not	be able to		orth between the on-campus and the <i>'ice Provost and Dean</i>) is required to
Campus/Locations	:				
and the second se	ons where this program will be o vntown Phoenix		Tempe	U West	Other:
Name:	Kathleen Andereck		Title:	Director, Schoo Development	ol of Community Resources and
Phone number:	602-496-1056		Email:	kandereck@asi	a.edu
Dean Approval(s) This proposal has proposed program		unit and Colleg	ge/School le	evels of review. I	recommend implementation of the
College/School/Div Signature		Cathleen Ander	reck, Assoc	iate Dean Date:	9/20/2013
College/School/Div	ision Dean name (if more than o	one college inv	olved):		
Signature				Date:	/ /20
An electronic signat	ure, an email from the dean or d	ean's designee	, or a PDF	of the signed sign	nature page is acceptable.



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1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

The community sports management degree will focus on the many roles recreational and amateur sports play within a community as a mechanism to contribute to quality of life, domestically and abroad. Emphasis will be on the role of sports in youth development; the role of sports organizations and programs in community development; the impact of sports tourism and multi-sport events on community development; and the role of sports in delivery of nonprofit agency services. Both a program and a managerial emphasis will be targeted, with an emphasis on delivery of services across the lifespan. Some specific areas of opportunity include work with youth sports, adaptive sports, sports events, sports tourism and sports clubs.

2. Student Learning Outcomes and Assessment Methods

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program.(You can find examples of program Learning Outcomes at (<u>http://www.asu.edu/oue/assessment.html</u>)

See 2B below

B. Assessment

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (http://www.asu.edu/oue/assessment.html)

Assessment Plan for the Community Sports Management Major

Outcome 1: Students will be able to compare and contrast the different roles leisure plays in society

Measure 1.1: Students in PRM 120 Leisure and Quality of Life will be required to take a written exam that assesses knowledge of the varying roles of leisure and impacts on quality of life.

Performance Criteria 1.1: 80 percent of the students will receive a 75% or better on a written exam.

Measure 1.2: Students' ability to apply their knowledge of leisure's impact on quality of life will be evaluated by their internship supervisor in the senior internship.

Performance Criteria 1.2: 90% of students will have an acceptable internship evaluation by their internships supervisor.

Outcome 2: Students will be able to articulate the role of sports in community development.

Measure 2.1: Students in CSM 201 Introduction to Community Sports will be required to take a written exam that assesses their knowledge of the role of sports in building communities.

Performance Criteria 2.1: 80 percent of the students will receive a 75% or better on the written exam.

Measure 1.2: Students in CSM 201 Introduction to Community Sports will be able to define community development and relate it to the inclusion of sports opportunities.

Performance Criteria 2.2: 80 percent of the students will receive a 75% or better on a written exam.

Outcome 3: Students will apply appropriate management practices to a variety of community sports scenarios.

Measure 3.1: Students in CSM 401 will be required to take a written exam that assesses understanding of basic management concepts in sports organizations.

Performance Criteria 3.1: 74% of students will achieve a 75% or better on the written exam.

Measure 3.2: Students will demonstrate appropriate management decisions through their internships.

Performance Criteria 3.2: 80% of students will have acceptable internship evaluations inclusive of management practices as evaluated by their internship supervisor.

3. Academic Curriculum and Requirements

A. Major Map.

Attach a copy of the "proposed" major map for this degree program and each concentration(s) to be offered. Instructions on how to create a "proposed major map" in <u>BAMM</u> can be found in the <u>Build a Major Map Training Guide</u>.

B. Summary of credit hours required for this program

Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
First Year Composition	6
ASU 101 (or Equivalent)	1
General Studies	32
Core/required courses	54
Program specific electives	12
Additional requirements	9
General Electives	6
Total	120

C. Core/Required Courses.

i. Total required and/or core course credit hours: 54

ii. List the name, prefix, and credit hours for each required/core course for this program PRM 120 Leisure and Quality of Life (SB - 3) CRD 210 Community Services and Professions (3) CSM 201 Intro. to Community Sports (3) CRD 301 Sustainable Communities (3) CRD 302 Inclusive Community Development (3) CSM 303 Program Planning (3) CSM 305 Survey of Sport Facility Design (3) PRM 315 Community Recreation Systems (3) TDM 205 Introduction to Travel and Tourism (3) TDM 350 Tourism Marketing (3) CSM 401 Management of Park and Recreation Services (3) CSM 402 Assessment and Evaluation of Community Services (3)



CRD 403 Leadership and Professional Development (3) CSM 407 Ethics and Legal Issues in Sports (3) CSM 463 Senior Internship (12)

- D. Program Specific Electives.
 - i. Total required program elective credit hours: 12
 - ii. List the name, prefix, and credit hours for any program specific electives for this program:

CSM 335 Sports and Recreation for Youth Development (3), CSM 481 Sports Tourism (3), CSM 485 Sports Events (3), NLM 160 Voluntary Action and Community Leadership (3), NLM 220 Introduction to Nonprofit Organizations (3), NLM 310 Volunteer Management (3), NLM 380 Financial Management for Nonprofit Organizations (3), NLM 410 Social Entrepreneurship (3), PRM 364 Foundations of Therapeutic Recreation (3), PRM 455 Play in Child Life (3), PRM 475 Entrepreneurial Recreation and Tourism (3), PRM 486 Special Event Management (3), PRM 488 Event Marketing and Promotion (3), PAF 410 Building Leadership Skills (3)*, SWU 180 Introduction to Lesbian, Gay, Bisexual, and Transgender Studies (3)*, URB 240 Urban Policy (3)*,.

*also COPP interdisciplinary courses

- E. Additional Program Requirements (if any):
 List and describe any capstone experiences, milestone, and/or additional requirements.
 College of Public Programs Interdisciplinary Requirement (9 credits)
- F. Concentrations
 - i. Are any concentrations to be established under this degree program? No, concentrations will not be established. If yes, are concentrations required? (Select One)
 - ii. List courses & additional requirements for the proposed concentration (s):

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

4. New Course Development

A. Will a new course prefix (es) be required for this degree program? Yes If yes, list prefix name(s) (i.e. ENG- English) CSM - Community Sports Management—has been approved

Note: A request for a "New/Change to Prefix Request Form" must be completed for each new prefix required and submitted with this proposal: http://provost.asu.edu/files/shared/curriculum/Prefix Request.doc.

B. New Courses Required for Proposed Degree Program.

List all new courses required for this program, including course prefix, number and course description.

CSM 201 Introduction to Community Sports (3).

This course is the foundation course for the major and will help students explore the wide array of opportunities in local, nonprofit, and private community sport-related careers as well as provide a conceptual foundation for the program.

CSM 305 Survey of Sport Facility Design (3).

This course will provide an indoor and outdoor area and facilities perspective, specifically related to sports. Focus will be on venue development, design and management.

CSM 407 Ethics and Legal Issues in Sports (3).

This course will take a comprehensive look at ethical decision making from many perspectives in the sports environment. In addition, legal issues will be presented as it relates to history, present society, and future trends.

CSM 481 Sports Tourism (3).

Examines the relationship between sports and tourism, and the role of recreation and amateur sports as an economic and community development strategy. Also considers the motives, behaviors and experiences of sport tourists; the impacts of sport tourism; and trends in sports tourism.

CSM 485 Sport Events (3).

This course will take a theoretical and hands-on approach to understanding the sport event industry and its impact on tourism. Focus will primarily be on amateur sporting events including single sport and multi-sport/venue events.

Note: New course requests must be submitted electronically via <u>Curriculum ChangeMaker</u> and undergo all internal university review and approval steps including those at the unit, college, and university levels.



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5. Program Need

Explain why the university needs to offer this program (include target audience and market).

We feel we are not serving the needs of students looking to work in a sports-related field, but not in professional sports. Both the College and the School regularly receive inquiries from students with an interest in a program related to sports. This program will fulfull that need within the university. This program will also allow students to use their interest in sports to seek out community engagement opportunities. There are funders in the community who have expressed interest in supporting a community sports initiative. In addition, the strong interest generated through our School's new partnership with the Phoenix Suns and Mercury foundation can lead to opportunities through their, and other sports related foundations.

6. Impact on Other Programs

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

By including community sports management as an option for students we anticipate our head count/enrollment increasing significantly. The course content would add diversity for those currently in the School's other degree programs by adding additional electives. These electives will also be available for students in other programs. We also expect this program will attract new students to ASU who would otherwise choose an alternative university with a sports oriented program. We do not anticipate any effects on other acadmic units. The Sports and Media Concentration in the BA in Business is a collaboration with Journalism with a very specific focus on the interaction between sports and media, and does not address the community development implications of sports and topics such as sport events, sports tourism, sports facilities, etc. As a result we anticipate no impact on that program.

7. Projected Enrollment

How many new students do you anticipate enrolling in this program each year for the next five years?

5-YEAR PROJECTED	ANNUAL E	NROLLMENT			
	1 st Year	2 nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4 th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	50	75	100	150	200

8. Accreditation or Licensing Requirements

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing. NA

A. Current faculty

List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculties who will teach in the program.

M. Bortner, Assoc. Professor, PhD, nonprofit management, research methods, youth - Moderate involvement

W. Hultsman, Assoc. Professor, PhD, event management, areas and facilities - Direct program

M. Searle, Professor, PhD. leisure and older adults, leisure constraints - Moderate involvement

K. Ramella, Associate Instructional Professional, MS, therapeutic recreation, volunteer management - Moderate involvement A. Rodriguez, Asst. Professor, PhD, leisure, quality of life, youth sports, youth - High involvement

J. Weber, Asst. Clinical Professor, PhD., community recreation, professional development - High involvement

B. New Faculty:

Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

No new faculty will be required for the short term. With growth, at least one new faculty member will be required and can be supported with enrollment growth funding.

C. Administration of the program.

Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The program will be administered under the Parks and Recreation Management Program Director's responsibilities. Admission, advising and course scheduling will be handled the same manner as all other majors in the School of Community Resources and Development with the Program Director taking primary responsibility along with our current Student Support Specialists.

10. Resources (necessary to launch and sustain the program)

A: Required resources:

Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc. None

B. Resource acquisition:

Explain how the resources to support this program will be obtained. Enrollment growth funding with opportunities for scholarship money via a variety of sports related foundations.



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APPENDIX

OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS

(This information is used to populate the Degree Search/catalog website.)

- 1. Program Name (Major): Community Sports Management
- 2. Program Description (150 words maximum)

The community sports management degree will focus on the many roles recreational and amateur sports play within a community as a mechanism to contribute to quality of life, domestically and abroad. Emphasis will be on the role of sports in youth development; the role of sports organizations and programs in community development; the impact of sports tourism and multi-sport events on community development; and the role of sports in delivery of nonprofit agency services. Both a program and a managerial emphasis will be targeted, with an emphasis on delivery of services across the lifespan. Some specific areas of opportunity include work with youth sports, adaptive sports, sports events, sports tourism and sports clubs.

3. Contact and Support Information

Building Name, code and room number: (Search ASU map)	UCENT 550
Program office telephone number: (i.e. 480/965-2100)	602/496-550
Program Email Address:	scrd@asu.edu
Program Website Address:	http://scrd.asu.edu

4. Delivery/Campus Information Delivery: On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the oncampus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

5. Campus/Locations: indicate all locations where this program will be offered.

\boxtimes] Downtown Phoenix		Polytechnic		Tempe	West	Other:
Ad	ditional Program Descrij	otion l	nformation				
A.	Additional program fee ro	equire	d for this progr	am?	No		

B. Does this program have a second language requirement? No

7. Career Opportunities & Concentrations

6.

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

Numerous opportunities are available in community sports. Community sports programs are part of many nonprofit organizations such as the Boys and Girls Clubs of America and the YMCA or YWCA. City parks and recreation programs include youth and adult sports, and clubs and organizations focused on youth sports are prevalent. Sports tourism organizations are part of many communities and sports events such as Special Olympics and youth sports tournaments, including international and multisport events, offer opportunities for employment. Many cities and nonprofit organizations offer adaptive or therapuetic sports programs such as Wounded Warriors and River Rampage. Though the focus of this program is not on professional sports management, there are opportunities with these organizations, such as event management and facility management.

8. Additional Admission Requirements

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.) N/A

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program. sports, recreation, sports management, community development, community sports, events, youth sports, sports tourism

10. Advising Committee Code

List the existing advising committee code to be associated with this degree. <u>PPCSMBS</u> Note: If a new advising committee needs to be created, please complete the following form: <u>Proposal to create an undergraduate advising committee</u>

11. First Required Math Course

List the first math course required in the major map. MAT 142

12. Western Undergraduate Exchange (WUE) Eligible:

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for WUE? No *Note:* <u>No</u> action will be taken during the implementation process with regards to WUE until approval is received from the *Provost.*

13. Area(s) of Interest

A. Select one (1) primary Area of Interest from the list below that applies to this program.

	Architecture, Construction & Design		Engineering & Technology
	Artistic Expression & Performance		Environmental Issues & Physical Science
	Biological Sciences, Health & Wellness		Interdisciplinary Studies
	Business, Management & Economics		Languages & Cultures
	Communication & Media		Law & Justice
	Computing & Mathematics	\boxtimes	Social Science, Policies & Issues
			

Education & Teaching

B. Select any additional Areas of Interest that apply to this program from the list below.

- Architecture, Construction & Design
- Artistic Expression & Performance
- Biological Sciences, Health & Wellness
- Business, Management & Economics
- **Communication & Media**
- **Computing & Mathematics**
- **Education & Teaching**

- **Engineering & Technology**
- **Environmental Issues & Physical Science**
- **Interdisciplinary Studies**
- Languages & Cultures
- Law & Justice
- Social Science, Policies & Issues

The following fi	elds are to be completed by the Office of the Executive Vice President and Provost of the University.
CIP Code:	
Plan Code:	



2014 - 2015 Major Map PPCSMBS , BS (Proposed)

NBAWIWI

Term 1 0 • 16 Credit Hours C	ritical course signified by $oldsymbol{\Phi}$	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First- ENG 105: Advanced First-Ye ENG 107 or ENG 108: First-Y	fear Composition OR ar Composition OR fear Composition	3	с	An SAT, ACT, Accupiacer, or TOEFI
PRM 120: Leisure and the Q	uality of Life (SB)	3	С	score determines placement into
ASU 101-CPP: The ASU Exp	rience	i		first-year composition courses
MAT 142: College Mathemat	ics (MA)	3	С	 ASU Math Placement Exam score determine
Interdisciplinary Requirement	t	3		placement in Mathematics course
Humanities, Fine Arts and D	esign (HU)	3		 ASU 101 or College
Nilestone: Meet with an aca	femic advisor			specific equivalent Fi Year Seminar require
	Term hours subtotal	: 16		of all freshman students ASU 101 is for ASU freshman students ou and is not required for transfer students

Term 2 17 - 32 Credit Hours Critical course signified by �	Hours	Minimum Grade	Notes
 ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition 	3	С	
CSM 201: Introduction to Community Sports	3	C	
Computer/Statistics/Quantitative Applications (CS)	3		
Lower Division Elective	3		
Natural Science - Quantitative (SQ)	4		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		
erm 3 33 - 47 Credit Hours Critical course signified by �	Hours	Minimum Grade	Notes
Interdisciplinary Requirement	3		
CRD 210: Community Services and Professions.	3	¢	
Social and Behavioral Sciences (SB)	3		
TDM 205: Introduction to Travel and Tourism (G)	3	C	
Humanities, Fine Arts and Design (HU)	3	an front 4 a la la handesarrit 4 la 1979 a 1979	
Complete Mathematics (MA) requirement.		na noti eficiti pod a pogonanana	
Term hours subtotal:	15		
erm 4 48 - 63 Credit Hours Critical course signified by �	Hours	Minimum Grade	Notes
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
COM 225: Public Speaking (L)	3	С	
Interdisciplinary Requirement	3		
Complete 2 courses: CSM Related Area Courses	3	C	
Lower Division Elective	3		
Term hours subtotal:	16	a (mana) ang	
erm 5 64 - 78 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes

	PRM 315: Community Recreation Systems		3	C
	CSM 303: Program Planning		3	С
	CRD 301: Sustainable Communities		3	С
	TDM 350: Tourism Marketing		3	C
☆	CSM 305: Survey of Sport Facility Design	a la con ve foi della paraletta de ana y de la foi a antere en antere en antere en antere en antere en antere e	3	¢
		Term hours subtotal:	15	

Term 6 79 - 93 Credit Hours Nei 欲	cessary course signified by	Hours	Minimum Grade	Notes
Upper Division Social and Beha Awareness (H)	vioral Sciences (SB) AND Historical	3		
Upper Division CSM Related Are	a Course	3	c	
CRD 302: Inclusive Community	Development (C)	3	C	
Upper Division Literacy and Crit	ical Inquiry (L)	3		
CSM 407: Ethics and Legal Issu	es in Sports	3	c	
	Term hours subtotal:	15		

Ferm 7 94 - 108 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
CRD 403: Leadership and Professional Development	3	С	
CSM 401: Management of Parks and Recreation Services	3	С	
CSM 402: Assessment and Evaluation of Community Services	3	С	
Upper Division CSM Related Area Course	6	С	
Term hours subtotal:	15		

Term 8 109 - 120 Credit Hours Necessary course signified by 会	Hours	Minimum Grade	Notes
술 CSM 463: Senior Internship	12	С	
Term hours subtotal	: 12		

• For the COPP Interdisciplinary Requirement:

Students can choose courses from any of the three Interdisciplinary areas/track groups.
 To meet the requirement, students must take three courses from at least two different groups.

CSM Related Area (12 credits - grade of 'C' required) 9 credits minimum	COPP Interdisciplinary Requirement-Area 1	COPP Interdisciplinary Requirement-Area 2	
upper division NLM 160; Voluntary Action and	CRJ 100: Introduction to Criminal Justice (SB)	PAF 200: Public Service and Policy in the 21st Century	
Community Leadership (SB) NLM 220: Introduction to Nonprofit	CRJ 203: Courts and Sentencing	PAF 201: Economics and Public Policy (SB)	
Organizations	CRJ 204: Juvenile Justice CRJ 225: Introduction to Criminology	PAF 311: Leadership and Change (SB)	
NLM 310: Volunteer Management NLM 380: Financial Management for	(SB)	PAF 410: Building Leadership Skills (SB)	
Nonprofit Organizations	CRJ 260: Substantive Criminal Law	URB 240: Urban Policy (C)	
NLM 410: Social Entrepreneurship	CR) 270: Community Relations in the Justice System (SB)		
PRM 364: Foundations of Therapeutic Recreation (SB)	CRJ 461: Domestic Violence		
PRM 455: Play in Child Life	CRJ 462: Gangs		
PRM 475: Entrepreneurial Recreation and Tourism			
PRM 486: Special Events Management			
PRM 488: Event Marketing and Promotion			
PAF 410: Building Leadership Skills (SB)			
URB 240: Urban Policy (C)			
SWU 180: Introduction to Lesbian, Gay, Bisexual and Transgender (LGBT) Studies (SB & C)			

COPP Interdisciplinary Requirement-Area 3 SWU 171: Introduction to Sociał Work (SB & H) SWU 180: Introduction to Lesbian, Gay, Bisexual and Transgender (LGBT) Studies (58 & C) SWU 181: Economics: A Social Issues Perspective SWU 182: Arizona and National Government: A Social Work Perspective SWU 183: Introductory Ethics: A Social Issues Perspectives SWU 250: Stress Management Tools (SB) **Total Hours: 120 General University Requirements** General Studies Awareness Upper Division Hours: 45 minimum Legend Requirements: Cultural Diversity in the U.S. (C) General Studies Core Regulrements: Major GPA: 2.00 minimum Cumulative GPA: 2.00 minimum Total hrs at ASU: 30 minimum Global Awareness (G)
 Historical Awareness (H) Literacy and Critical Inquiry (L) Mathematical Studies (MA) Computer/Statistics/Quantitative Applications (CS) Humanities, Fine Arts and Design (HU) Social and Behavioral Sciences (SB) Hrs Resident Credit for First-Year Composition Academic Recognition: 56 minimum Total Community College Hrs: 64 maximum Natural Science - Quantitative (SQ) Natural Science - General (SG) .

General Studies designations listed on the major map are current for the 2014 - 2015 academic year.

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