

Kingsborough Community College
of
The City University of New York

Letter of Intent
for an
A.S. Degree in Sports Management

Co-Sponsored by the Departments of:
Health, Physical Education and Recreation
and
Tourism and Hospitality

Attachment B

A. **Name of Institution:** Kingsborough Community College

Specify campus where program will be offered, if other than the main campus.

B. **CEO or designee:** President Regina S. Peruggi

THE SIGNATURE OF THE INSTITUTIONAL REPRESENTATIVE INDICATES THE INSTITUTION'S COMMITMENT TO SUPPORT THE PROPOSED PROGRAM.

C. **Contact person, if different:**

1. Sam Scherek, Chair, Department of Health, Physical Education and Recreation,

and

2) Richard Graziano, Chair, Department of Tourism and Hospitality

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D. **Proposed program title:** Sports Management

E. **Proposed degree or other award:** A.S.

F. **Proposed HEGIS Code:** **Total Credits:** 60

G. **If the program would be offered jointly with another institution, name the institution/branch below:** N/A

IF THE OTHER INSTITUTION IS DEGREE GRANTING, ATTACH A CONTRACT OR LETTER OF AGREEMENT SIGNED BY THAT INSTITUTION'S CEO. IF IT IS NON-DEGREE GRANTING REFER TO MEMORANDUM TO CHIEF EXECUTIVE OFFERS NO. 94-04. CONTACT THIS OFFICE IF YOU WOULD LIKE TO RECEIVE A COPY.

H. **If the program would lead to a teacher certification other than a classroom teacher:** N/A

I. **Indicate the accrediting group:** N/A

J. **Indicate the expected date of accreditation:** N/A

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I. PURPOSE AND GOALS

America is a sports-oriented society, encompassing all levels of society and cultures. As such, it is a major source of employment, from the lowest cleaning position to the highest level of management/owner. Each requires a different form of education and/or training, whether provided by the organization or an educational institution. Many of these positions are managerial and require additional education, usually a bachelors or masters degree in sports management.

Over the years, a career in sports management has gained acceptance as a major professional degree leading to a satisfying career. However, in New York City, there is a limited availability of colleges who provide an affordable education in this field. In fact, only two private senior colleges are located in the New York Metropolitan area, New York University and St. John's University, and their tuition is expensive. While Brooklyn College offers a masters degree in sports management, no public higher education institution, with its moderate tuition, offers an undergraduate degree for New York City residents. And there is no two-year college, public or private, that offers a degree in Sports Management.

The purpose of the Associate of Science Degree in Sports Management at Kingsborough Community College is to provide the students with an affordable, general education and sports management-specific courses that will enable them to both gain employment in the field and/or transfer to a four year college to complete the bachelor degree. A two-year degree is important as all-too-often students who would like to study this major to gain employment in the sports and/or entertainment-related field are unable at high school graduation to gain admittance into a four year college due to stricter academic requirements or personal/vocational problems.

Graduates who receive their Associate of Science Degree in Sports Management may continue their studies at four year institutions. When the full proposal is submitted there will be completed articulation agreements with four institutions of higher education; Adelphi University, Dowling College, St. John's University and The United States Sports Academy (USSA), an accredited distance-education school.

The A.S. in Sports Management will offer two separate concentrations: one through the Department of Health, Physical Education and Recreation, and one through the Department of Tourism and Hospitality. Each has developed this degree as a response to requests by currently enrolled and future students. The Department of Health, Physical Education and Recreation conducted a series of surveys during the spring '07 and summer '07 semesters. In the Spring '07, 35 Physical Education, Recreation and Recreation Therapy (PERRT) majors were surveyed and 18 indicated that they would be interested in majoring in sports management. Additionally, during the Summer '07 another survey was conducted in students enrolled in health, stress and sports skills classes. A total of 14 classes participated, from which 22 non-major students indicated that they would be interested in majoring in sports management.

II. NEED AND JUSTIFICATION

The need for an A.S. Sports Management Degree is two-fold: educational and workforce preparation. Educationally, there are 261 bachelor and graduate sports management programs in the United States. Of these, eight are in New York State, five private and three public offered through SUNY. However, only two are available downstate and they are private. In addition, none are at the community college level, allowing the student who is unable to enter the bachelor's program immediately to have access to this area of study. Thus, both accessibility and cost make the need for this program an imperative.

While a number of students in New York City high schools have indicated they would like to study sports management, Brooklyn has a more specific need with the High School of Sports Management located in Coney Island, which is a public high school that has a diverse student population who have difficulty studying for this degree as the two colleges that are available, New York University and St. John's University, are private with tuitions that are too expensive for the students. This would not be the case with a two-year degree offered at Kingsborough Community College, which is part of the City University of New York, and thus has a moderate tuition. Their first two years would thus be affordable, and they will be able to attend their last two years with articulate agreements negotiated with the other colleges in New York State.

The second need for an A.S. degree in Sports at Management Kingsborough Community College is in workforce preparation. The New York City area is one of the largest sports markets in the United States. There are nine professional sports teams, numerous high school and college teams as well as thousands of independently owned sports-oriented businesses. The need for educated personnel is constant, and there are insufficient programs and graduates to fill the need.

Students who take the proposed A.S. in Sports Management at Kingsborough can work in sports management while attending a four-year college/university. Graduates of the program can find jobs in a variety of areas in both the Tourism and Hospitality and Health Physical Education and Recreation concentrations.

The available positions in Tourism and Hospitality include:

- **Professional Sports Teams:** (Ticket sales, operations staff, facility staff, communications, marketing, group and suite sales, etc.)
- **Sports Tourism Jobs:** (Olympic Games, National/Regional Games, Professional and Amateur League Games, Sport Specific Games including World Series, U.S. Open, Super Bowl, Sports Festivals, and Races Regattas).
- **Sports Tourism Attractions:** (Sports Museums/Halls of Fame, Sports Conferences, Sports Shows/Displays/Demonstrations, Sports Theme Parks, Golf, White Water Rafting, Ski Facilities, Water Parks, Stadiums, Arenas, Clinics/Schools, Fantasy Camps, Rodeos)

- **Sports Tourism Tours:** (Sport Adventure Tours, Sport Study/Camps, Facility Tours, Cycling Tours, Safaris, Trekking, Climbing, Outdoor Expeditions, Ski-Doo Tours, Scuba Diving Tours)
- **Sports Tourism Resorts:** (Golf, Ski, Ranch, Spa, Fitness, Camp Sites, Sport Hotels, Fishing Resorts, Country Clubs)
- **Sports Cruises:** (Sports Celebrity Cruises, Golf/Tennis Cruises, Whale Watching, Snorkel/Scuba Cruises, Sports Conference Cruises, Sailing, Yachts, Health and Fitness Cruises)
- **Sports Entrepreneurship:** (Sporting Goods Stores, Athletic Clubs/Organizations, Sports Bars, Entertainment Centers/Facilities, Sports Cards/Memorabilia, Sports/Entertainment Ticket Sales, Sports Marketing Organizations, Racing and Sports Car Shops, Sports Motivational Training, Health and Fitness Clubs, Sports Goods Repair Shops)
- **Amateur Sports Organizations:** (Aviator Sports Organization, High School Sports Administrator, Collegiate Athletic Director)

The available positions in Health, Physical Education and Recreation include:

- **Physical Education and Recreation in High School and/or College Management:** (General Administration, Sports Information, Business Management and Facility and Equipment Management)
- **Sports Facility Management:** (Administration, Event Scheduling, Marketing, Media, and Operations)
- **Marketing and Event Management:** (Event Creation and Coordination, Event Production, Event Solicitation and Sponsorship Sales)
- **Sports Media:** (Advertising, Broadcast Production, and Marketing on Radio and Newspapers)
- **Professional Sports:** (Customer and Media Relations, Financial and General Management, Marketing and Advertising, Operations and Scheduling, and Ticket Sales)
- **Parks and Recreation Departments in YMCA, YWCA, and Community Centers:** (Program Administration, Scheduling, Facility and Equipment Management, Operations Marketing and Finance)

III. CURRICULUM

The proposed curriculum for the AS in Sports Management, which is modeled on both industry standards and the first two years of four-year colleges, will offer two concentrations: One for students majoring in Health, Physical Education and Recreation, and one for students majoring in Tourism and Hospitality. Within the 60 credits required for completion of the degree, there will be five degree core requirements (15 credits), of which two will be new, five concentration requirements currently offered through the departments (15 credits), and 20 credits of group requirements. The college requirements will remain unaltered.

A.S. SPORTS MANAGEMENT

Degree Requirements for Matriculants (Total credits: 60)

COLLEGE REQUIREMENTS

Successful completion of the CUNY/ACT Tests in Reading and Writing and the COMPASS Math Skills Test with passing examination scores or developmental courses may be required.

COURSE

CREDITS

*ENG 01200 (Freshmen English 1)	4
*ENG 02400 (Freshman English 2)	3
HPE 01200 (Foundations of Health & Phys Ed)	3
	10

DEGREE CORE REQUIREMENTS:

<i>TAH 07000 (Introduction to Sports Management)</i>	3
<i>TAH 04400 (Sports Facilities Management)</i>	3
RPE 04000 (Sports and American Society)	3
BA 01100 (Fundamentals of Business)	3
*SPE 02100 (Effective Public Speaking)	3
	15

GROUP REQUIREMENTS: * * 20 CREDITS*

A minimum of three credits each selected from at least four different groups I through IV – must be in Basic Courses12

- I. Performing and Visual Arts (Excluded are Art & Music Studio, Theatre Production & Technique courses)
Art – Music – Speech – Theatre Arts
 - II. Language and Literature
Foreign Language – Literature - Philosophy
 - III. Social Sciences
Economics – History – Political Science
It is strongly advised that students register for either ECO 01200 or ECO 01300
 - IV. Behavioral Sciences
Anthropology - Psychology – Sociology
 - V. Mathematics and Sciences 8
- 20**

CONCENTRATIONS:

PHYSICAL EDUCATION AND RECREATION

RPE 01100 (Introduction to Recreation)	3
RPE 01200 (Leadership in Recreation & Physical Education)	3
RPE 03200 (Organization & Administration of Recreation Programs)	3
RPE 09152 (Field Experience in Phys Ed., Rec. and Rec. Therapy)	3
BA 01400 (Principles of Marketing)	3
	15

Or

TOURISM AND HOSPITALITY

TAH 01200 (Hospitality & Tourism Entrepreneurship)	3
TAH 01900 (The Business of Tourism and Hospitality)	3
TAH 04100 (Introduction to Meeting Planning)	3
TAH 09000 (Virtual Enterprise)	3
TAH 09250 (Field Experience in Tourism & Hospitality)	3
	15

Note:

* = Liberal Arts courses

Proposed new courses are shown in italics

The course descriptions are as follows:

DEGREE CORE REQUIREMENTS COURSE DESCRIPTIONS

TAH 07000 – Introduction to Sports Management (3 crs. 3hrs) (Proposed)

This course offers an overview of the organizations, agencies and their roles and interrelationships that comprise the sports industry. This course is a foundation course that discusses the history, ethics, diversity, management theories, laws and operating procedures of sports management.

TAH 04400 – Sports Facilities Management (3 crs. 3hrs) (Proposed)

This sports facility management course focuses on the principles, guidelines and recommendations for planning, operating, using and maintaining sport facilities. Facility funding and management are the key areas covered in the field of sports facility management. The course provides the theories for creating safe sports facility environments for the participants, spectators, and the host administrators.

RPE 04000 – Sports and American Society (3 crs. 3hrs.)

The development of selected sports as well as related contemporary and controversial issues in America approached from a sociological point of view. Additional topics include economic and media influences, and future trends.

BA 01100 – Fundamentals of Business (3crs. 3hrs.)

The interrelationships among management, labor, and government in both the domestic and global environments. Emphasis is placed on business objectives, strategies, and operational implementation. Contemporary trends are studies in the areas of management, marketing, human resources and finance, including legal and ethical implications.

SPE 02100 – Effective Public Speaking (3crs. 3hrs.)

The basic elements for clear and effective public speaking. Practice and study in skills such as organizing and outlining speeches, developing ideas, using audio-visual materials for clarification and amplification of ideas, techniques of extempore and impromptu speaking, methods of delivery. All basic elements are brought together through the presentation of several speeches.

CONCENTRATION CORE COURSE DESCRIPTIONS

PHYSICAL EDUCATION AND RECREATION

RPE 01100 – Introduction to Recreation (3crs. 3hrs.)

Historical and philosophical foundations of recreation and leisure, study of institutions providing recreation services, and the socio-economic factors which influence the growth and development of recreation.

RPE 01200 – Leadership in Recreation and Physical Education (3crs. 3hrs.)

Leadership, supervision, group dynamics, and proper teaching techniques in leisure services. Additional topics include conflict resolution, behavior management, values and ethics, and risk management. Pre- or co- requisite RPE 01100.

RPE 03200 – Organization and Administration of Recreation Programs (3crs. 3hrs.)

Underlying principles for effective recreation programming, considers operation of recreation facilities, including budget, public relations, records, reports, equipment and evaluation.

RPE 09152 – Field Experience in Physical Education, Recreation and Recreation Therapy (3 crs. 6hrs.)

Students are assigned to supervised field work in a variety of community recreation agency settings. One-hour seminar, field reports and class discussions of the experiences are included.

BA 01400 – Principles of Marketing (3crs. 3hrs.)

Consideration of marketing strategy from a customer's point of view. Course deals with principles and practices of the distribution process, including product pricing, promotion, distribution channels, market research, governmental regulations.

TOURISM AND HOSPITALITY

TAH 01200 – Tourism Entrepreneurship (3crs. 3hrs.)

Contemporary issues in the interrelationships among management, labor and government in sports related industries. Solutions are evaluated within an entrepreneurial perspective. Students are introduced to the entrepreneurial skills and traits for becoming the owner of a sports oriented business. Contemporary trends in the areas of sports: management, marketing, human resources, finances, ethics and law are discussed and evaluated.

TAH 01900 - The Business of Tourism and Hospitality (3crs. 3hrs.)

Survey of critical business competencies and applied technology strategies to manage, market, create and promote tourism and hospitality products and services. Relevant reports and documents are prepared by students through simulated activities. Entrepreneurial activities are placed in a Tourism and Hospitality context.

TAH 04100 – Introduction to Meeting Planning (3crs. 3hrs.)

The basic essentials and elements of meeting planning plus an introduction to the opportunities and responsibilities in this growing field.

TAH 09096 – The Virtual Enterprise (3 crs. 3hrs.)

Introduction to business operations of tourism and hospitality industries through the development operation of a simulated business environment. Utilizing technology, students trade products and services, and form decision-making teams that conceive, organize and operate business transactions.

TAH 09250 – Field Experience in Tourism and Hospitality (3 crs. 9 hrs.)

(8 hrs in field plus 1 hr. on-campus seminar)

To integrate theory and practice by applying acquired skills in an actual work environment, eight hours per week of supervised field experience in tourism and hospitality plus one hour a week on campus, of seminar discussion of relevant topic.

IV. STUDENTS

The proposed program will be open to all Kingsborough students. As the only community college in Brooklyn, Kingsborough provides an entry for both native and immigrant students into the higher education community. This is reflected in Kingsborough's enrollment, of which more than 60% of its 15,000 students are non-white, 50% are foreign born and 73 different languages are spoken on campus. The latest institutional profile indicates that 60% of the students want to transfer to a 4-year college and 45% want to obtain or update job skills.

One mission of Kingsborough Community College is to create programs that enable students to gain employment and/or transfer to a senior college. One such program is the proposed A.S. degree in Sports Management. Within the college, there is a strong interest in earning the skills necessary for employment in the industry. This is

supported by a survey conducted during the 2007 spring and summer semesters. Students majoring in Physical Education, Recreation, and/or Recreation Therapy, who reflect the overall student, were surveyed for their interest in a sports management major to be offered at Kingsborough Community College. During the spring, a total of 35 students responded, with 18 indicating that they would be interested in a sports management program. This was further supported during the summer, when 256 students enrolled in health, stress and sports skills classes were surveyed and 40 indicated they would prefer to change their major to sports management.

Enrollment Projections for A.S. in Sports Management

	2010-2011		2011-2012		2012-2013		2013-2014		2014-2015	
	New	Cont.	New	Cont.	New	Cont.	New	Cont.	New	Cont.
F-T	20	10	7	10	12 ₁	10	15	10	18	
P-T	15	15	10	15	17	15	22	15	26 ₂	
Sub-totals	25		25	17 ₃	25	29	25	37	25	44
Totals	25		42		54		62		69	

V. ESTIMATED COST

No additional faculty costs will be incurred with the implementation of the sports management degree except for the adjunct faculty who must be hired to relieve the full-time faculty member who will teach the two new, required sports management courses. However, some monies must be allocated to purchase resource books and journals for the library. It is estimated that \$5,000 would be sufficient for this purpose.

1. Beginning Year 3, the number of F-T students determined by applying 25% graduation rate to prior year continuing F-T students plus 30% attrition applied to prior year new F-T students.

2. In Year 5, number of P-T continuing students determined by applying graduation rate of 25% to prior year continuing P-T students plus 30% attrition applied to prior year new P-T students.

3. Attrition rate of 30% applied to year-to-year to both full-time and part-time continuing students.

**PROJECTED REVENUE RELATED TO THE PROPOSED
A.S. in Sports Management**

Revenues	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Tuition Revenue1					
01. From Existing Sources					
02. From New Sources	\$59,900	\$97,630	\$118,080	\$121,800	\$160,490
03. Total	\$59,900	\$97,630	\$118,080	\$121,800	\$160,490
State Revenue2					
04. From Existing Sources					
05. From New Sources	\$74,900	\$125,725	\$155,150	\$165,850	\$197,375
06. Total	\$74,900	\$125,725	\$155,150	\$165,850	\$197,375
Other Revenue					
07. From Existing Sources					
08. From New Sources					
09. Total					
Grand Total					
10. From Existing Sources					
11. From New Sources	\$134,800	\$223,355	\$273,230	\$287,650	\$357,865
TOTAL	\$134,800	\$223,355	\$273,230	\$287,650	\$357,865

1. F-T tuition of \$1,550 per student per semester and P-T tuition of \$120 per credit per student per semester
2. \$2,675 per FTE

**PROJECTED EXPENDITURES FOR THE PROPOSED
A.S. in Sports Management**

Expenditures	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
<i>Faculty</i>					
New Resources	\$74,520	\$76,383	\$85,792 ₂	\$87,749	\$89,755
<i>Equipment</i>					
New Resources					
<i>Others</i>					
New Resources	\$7,500	\$7,500	\$7,500	\$7,500	
Total					
New Resources	\$82,020	\$83,883	\$93,292	\$95,249	\$89,755

1. Additional F-T faculty plus 38% fringe minus the cost of one or two fewer adjunct hours. 2.5% inflation added in each subsequent year.
2. Additional six adjunct hours @ \$1,250 per hour added to cost of new full-time faculty in year 3 and each subsequent year
3. Adjunct replacement costs for new faculty reassigned time for research.

VII. FACULTY

The A.S. Degree in Sports Management will be coordinated by Professor Anthony Borgese, who has been a faculty member in the Department of Tourism and Hospitality for over four years. A recent Ph.D. graduate in Sports Management, Dr. Borghese will also teach one of the new courses, TAH 07000, *Introduction to Sports Management*. The second new course, TAH 04400, *Facilities Planning & Management in Sports* will be taught by Dr. Nicholas Skirka, of the Department of Health, Physical Education and Recreation.

All Health, Physical Education and Recreation courses will be taught in most cases by full-time department faculty. Currently, the department has 14 full-time and 33 adjunct faculty members. Specifically for this program, the following faculty members are scheduled to teach in the program:

Michele Bracco, Lecturer, who has been a faculty member since 1999, will teach RPE 01100, *Introduction to Recreation* and RPE 03200, *Organization & Administration of Recreation Programs*. Ms. Bracco, who is currently studying for her Ed.D. in Therapeutic Recreation, was previously the Administrative Director of the New York City Department of Parks and Recreation.

Professor Donald Hume, who has his Ed.D. in Movement Sciences and Education, will teach RPE 09152, *Field Experience in Physical Education, Recreation and Recreation Therapy*. Dr. Hume has been a faculty member in physical education and recreation since 1988 and specifically at Kingsborough Community College since 2000.

Finally, Professor Nicholas Skirka, who has his Ph.D. in Sports Administration and Management, will teach RPE 01200, *Leadership in Recreation & Physical Education*, RPE 04000, *Sports and American Society*, and TAH 04400 *Facilities Planning and Management in Sports*. Dr. Skirka has been involved in physical education and recreation courses and programs since 1975, and has been a faculty member at Kingsborough since 2000.

All Tourism and Hospitality courses will be taught by full-time department faculty, with additional sections being taught by part-time faculty, when necessary. Currently, the department has ten full-time and seven adjunct faculty members. Specifically for this program, the following faculty members are scheduled to teach in the program:

Babette Audant, Lecturer, will teach TAH 09259, *Field Experience in Tourism and Hospitality*. Ms. Audant, currently completing her doctoral degree in Human Geography, Stage II, has taught in the Department of Tourism and Hospitality since 2002, and has published articles in the field.

Associate Professor Anthony Borgese, who has his P.S.M. in Sports Management, will teach TAH 07000, *Introduction to Sports Management*, TAH 04400, *Facilities Planning & Management in Sports*, and TAH 01900, *Business of Tourism and Hospitality*.

Rosemary Bufano, Lecturer, will teach TAH 09096, *The Virtual Enterprise*.

Assistant Professor Laurel Marshall will teach TAH 04100, *Introduction to Meeting Planning* and TAH 09250, *Field Experience in Tourism and Hospitality*.

All other college courses will be taught by regularly assigned faculty members.

VIII. FACILITIES AND EQUIPMENT

The A.S. in Sports Management will use existing facilities and equipment utilized by students in both departments and the main college. Lecture halls, classrooms, gyms, and computer rooms which are required to successfully complete the program are currently available and no additional space will need to be provided.

IX. EVALUATION AND OUTCOMES ASSESSMENT

The program coordinator will monitor the quality of the program in a number of ways during its initial operation. Student achievement in the A.S. in Sports Management will be evaluated in terms of the successful completion of each course's requirements.

No student will be awarded a degree without demonstrating adequate reading, listening, writing and speaking skills. These skills are particularly necessary for the seven credit Freshman English requirements.

The Departments of Health, Physical Education and Recreation and Tourism and Hospitality will maintain a database of employers and internship sites where students in the A.S. in Sports Management have been placed. We plan to survey employers and former students annually regarding the extent to which the program adequately prepared them for their job responsibilities and/or further education at a four year institution. Suggestions for improvement will be incorporated into the program.

The A.S. in Sports Management will be subject to the same formal periodic review established by the college for all academic programs. The formal review process consists of a self-study based on established guidelines. These self-studies include: enrollment figures, students' skill levels, course performance data, student retention rates, number of degrees awarded and job placement or transfer trends among program graduates. A self-study report is submitted by the department to an outside evaluator who then visits the program on-site and submits a written evaluation of the two-day visit to the college. Further, in addition to the formal review and outside evaluation every ten years, an annual report on the A.S. in Sports Management will be submitted to the Provost for review.