UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Master of Arts in Sport and Fitness Administration Degree at the University of Houston

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Sport and Fitness Administration Program (SFAP) provides students with a comprehensive program of study, which integrates theoretical concepts and practical application of management strategies to address the burgeoning needs of a sport conscious society. During the program the students will gain more in-depth knowledge into various concepts of sport and fitness administration, including but not limited to administrative principles, organizational finance, sport marketing, sport law, sociological concepts, and facility management in order to prepare them for placement in a variety of sport and fitness settings.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator
PRESIDENT — **Renu Khator** — **DATE** 11/1/11

SENIOR VICE CHANCELLOR — **John Antel** — **DATE** 10/28/11

Renu Khator
CHANCELLOR — **Renu Khator** — **DATE** 11/1/11

Master of Arts in Sport and Fitness Administration

University of Houston

Congruence with System Goals and University Mission

The Master of Arts in Sport and Fitness Administration addresses the system goal of extending access to high-quality educational programs. The program will also serve to address projected talent shortages that exist in the area of health and fitness administration.

Program Description

The University of Houston proposes the establishment of a Master of Arts degree in Sport and Fitness Administration to be administered by the Department of Health and Human Performance within the College of Liberal Arts and Social Sciences. The 36-hour program is designed to be completed within 5 semesters culminating in a comprehensive examination. Programmatic elements include courses in sport finance, administration, facilities, law, marketing, and sociology. The proposed degree will replace the Sports and Fitness Administration degree track that is within the Masters of Education in Physical Education that is currently offered by the department.

Student and Job Market Demand

Information provided by the US Bureau of Labor Statistics indicates a 21% increase in employment through 2018 in sports and fitness related industries, including a 29% growth in fitness and recreation center workers and a 25% growth in coaches and scouts. It is anticipated that there will be strong student demand among current UH students who are completing the bachelor's degree in kinesiology with a sports administration concentration. This degree program track is currently the largest undergraduate program in the department with approximately 250 majors.

Program Duplication

The University of Houston-Clear Lake offers the M.A. in Fitness and Human Performance with a focus on strength and conditioning of athletes and preparation for physical therapy. In the region, Texas A&M University offers the M.S. in Sport Management. The proposed program will be the only one of its kind offered by a public institution in the Houston metropolitan area.

Faculty Resources

The program will utilize existing faculty resources, including two full-time faculty and six adjuncts who teach regularly for the department.

PRO FORMA FOR MASTER OF ARTS IN SPORT AND FITNESS ADMINISTRATION PROGRAM

v.5 - October 2010

Enrollments	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Cohort 1	15	13			
Cohort 2		20	17		
Cohort 3			23	20	
Cohort 4				26	23
Cohort 5					30
Cohort 6					
Total	15	33	40	46	53

Expenses	FY 2013	FY 2014	FY 2015	FY 2016	FY2017
Faculty					
Position 1: **Demetrius Pearson, Ed.D.**	54,304	54,304	54,304	54,304	54,304
Position 2: **Rey Trevino, Ed.D.**	54,756	54,756	54,756	54,756	54,756
Position 3: **Fred Reynolds, J.D.**	2,165	2,165	2,165	2,165	2,165
Position 4: **Warren Whisenant, Ph.D.**	3,000	3,000	3,000	3,000	3,000
Position 5: **Clark Haptonstall, Ph.D.**	2,700	2,700	2,700	2,700	2,700
Position 6: **Tak-Ching (Eddie) Lam, Ph.D.**	4,400	4,400	4,400	4,400	4,400
Position 7: Proposed New Faculty		50,000	50,000	50,000	50,000
Total Salaries	121,325	171,325	171,325	171,325	171,325
Benefits @ 30%	36,398	51,398	51,398	51,398	51,398
Total Personnel	157,723	222,723	222,723	222,723	222,723
Non-Personnel	-	-	-	-	-
Annual maintenance & operations	2,500	2,500	2,500	2,500	2,500
Library and Information Technology	-	-	-	-	-
Recruiting	2,000	2,000	2,000	2,000	2,000
Accreditation	-	1,800	1,800	1,800	1,800
Laboratory start up	-	-	-	-	-
Total Non-Personnel	4,500	6,300	6,300	6,300	6,300
Total Annual Expense	$ 162,223	$ 229,023	$ 229,023	$ 229,023	$ 229,023
Revenue					
University Tuition	51,276	112,807	136,735	157,245	181,174
University Fees	27,562	60,636	73,498	84,522	97,384
College Tuition and Fees	6,480	14,256	17,280	19,872	22,896
Subtotal	85,317	187,698	227,513	261,640	301,454
Formula Funding			17,687	17,687	66,620
Generated			(10,612)	(10,612)	(39,972)
Allocated to university operations (60%)			7,075	7,075	26,648
Net additional formula funding					
Total new revenue	$ 85,317	$ 187,698	$ 234,588	$ 268,714	$ 328,103
New new revenue	**$ (76,905)**	**$ (41,324)**	**$ 5,565**	**$ 39,692**	**$ 99,080**

CONSENT DOCKET – A&SS-D19
11/16/2011