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

11/16/2011
CONSENT DOCKET – A&SS-D17
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.

11/16/2011
CONSENT DOCKET – A&SS-D18
## PRO FORMA FOR MASTER OF ARTS IN SPORT AND FITNESS ADMINISTRATION PROGRAM

### v.5 - October 2010

### Enrollments
- **Cohort 1:** 15
- **Cohort 2:** 20
- **Cohort 3:** 17
- **Cohort 4:** 23
- **Cohort 5:** 20
- **Cohort 6:** 26
- **Total:** 53

### Expenses

#### Faculty

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<tr>
<td></td>
<td>54,304</td>
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<tr>
<td>Position 2: Rey Trevino, Ed.D.</td>
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<tr>
<td>Position 3: Fred Reynolds, J.D.</td>
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<td>Position 4: Warren Whisnant, Ph.D.</td>
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<td>Position 5: Clark Haptonstall, Ph.D.</td>
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<td>Position 6: Tak-Ching (Eddie) Lam, Ph.D.</td>
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<td>Total Salaries</td>
<td>121,325</td>
<td>171,325</td>
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</table>

#### Benefits @ 30%
- **Total:** 51,398

#### Total Personnel
- **Non-Personnel:** 51,398
- **Total:** 152,723

### Total Annual Expense
- **Non-Personnel:** 2,500
- **Total:** 165,223

### Revenue

<table>
<thead>
<tr>
<th>University Tuition</th>
<th>FY 2013</th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017</th>
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<tbody>
<tr>
<td></td>
<td>51,276</td>
<td>112,807</td>
<td>136,735</td>
<td>157,245</td>
<td>181,174</td>
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<tr>
<td>University Fees</td>
<td>27,562</td>
<td>60,636</td>
<td>73,498</td>
<td>84,522</td>
<td>97,384</td>
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<tr>
<td>College Tuition and Fees</td>
<td>6,480</td>
<td>14,256</td>
<td>17,280</td>
<td>19,872</td>
<td>22,896</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>85,317</td>
<td>187,698</td>
<td>227,513</td>
<td>261,640</td>
<td>301,454</td>
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</tbody>
</table>

#### Formula Funding
- Generated (10,612)
- Allocated to university operations (60%)
- Net additional formula funding

#### Total new revenue
- **Non-Personnel:** 17,687
- **Total:** 268,714

### New revenue
- **Non-Personnel:** 7,075
- **Total:** 328,103

### Additional Information

- **Total:** 328,103
- **Non-Personnel:** 26,648
- **Total:** 399,080