

February 21, 2022

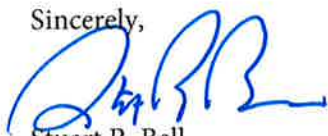
Chancellor Finis St. John
The University of Alabama System
500 University Boulevard East
Tuscaloosa, Alabama 35401

Dear Chancellor St. John:

I am pleased to endorse the recommendation from Executive Vice President and Provost James Dalton and Dean Stuart Usdan of the College of Human Environmental Sciences for approval of the attached proposal for a Bachelor of Science (B.S.) degree in Sport Management. The proposed Sport Management (B.S.) program will prepare students to work in the changing sports industry environment by providing them with a curriculum focusing on both managing and creating fan engagement and experience while also considering the uniqueness of the sport industry.

If you approve of this proposal, I would appreciate you forwarding this request to the Board of Trustees for their approval.

Sincerely,



Stuart R. Bell
President

Enclosures

c: Executive Vice President and Provost James Dalton
Dean Stuart Usdan



February 21, 2022

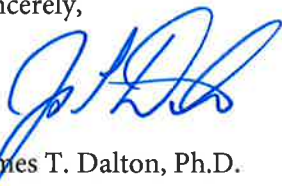
President Stuart R. Bell
The University of Alabama
203 Rose Administration Building
Tuscaloosa, AL 35487

Dear President Bell:

I join Dean Stuart Usdan of the College of Human Environmental Sciences in recommending for your approval the attached proposal for a Bachelor of Science (B.S.) degree in Sport Management. The proposed Sport Management (B.S.) program will prepare students to work in the changing sports industry environment by providing them with a curriculum focusing on both managing and creating fan engagement and experience while also considering the uniqueness of the sport industry.

If you approve of this proposal, I would appreciate you forwarding this request to the Chancellor at your earliest convenience.

Sincerely,



James T. Dalton, Ph.D.
Executive Vice President and Provost

Enclosures

c: Dean Stuart Usdan

August 6, 2021

James Dalton, Ph.D.
Executive Vice President and Provost
Office for Academic Affairs
254 Rose Administration Building
Box 870114
The University of Alabama
Tuscaloosa, AL 35487

Provost Dalton,

On behalf of the College of Human Environmental Sciences, I would like to express my full support for the development of a B.S. in Sport Management. After only a few years in existence, our current undergraduate concentration shows the student demand for a full degree program at The University of Alabama. The proposed degree program in HES will be different from other sports-related programs in the state of Alabama. This curriculum will focus on facilities/operations management, creating fan engagement, sports analytics, sport tourism and sport experiences while considering the uniqueness of the sport entertainment industry. With the creation of this program, The University of Alabama will be poised to prepare students for employment opportunities that reflect the influence of service and entertainment in the sport industry.

Please let me know if I can provide additional information.

Sincerely,



Stuart Usdan, Ph.D.
Dean
College of Human Environmental Sciences



COLONNADE
G R O U P

4212 Robertson Road
Birmingham, AL 35243

P 205.320.1234
F 205.414.1455

www.colonnadegroup.com

June 8, 2021

Provost and Board of Trustees
University of Alabama
%College of Human Environmental Sciences
106-A Doster hall
Box 870158
Tuscaloosa, Alabama 35487

Dear Provost and Trustees:

Thank you for your service to the people of Alabama and others through your fulfillment of both academic development and opportunity creation! I have witnessed both through my children as students and in my own company and our history of employment and activation engagement with students in your hospitality management programs.

It is safe to say that our background in sports hospitality provides us with insight essential to creation of a management program with this focus. We initiated the first sports hospitality at intercollegiate events with the advent of the SEC Championship football game in 1992. After that, SEC basketball, baseball, NCAA Final Four, BCS and CFP followed. About the same time, the first premium seating management at intercollegiate facilities began with us. Needless to say we have seen tremendous growth in these areas. We now operate in the BIG Ten, BIG XII, ACC and cover a large number of university athletic programs.

Over the twenty plus years that Colonnade Group has been privileged to serve the University of Alabama's Athletic Department and its patrons, we have engaged numerous students as FANgineers and often that led to many who became full time employees either at UA or other university clients we serve. Access to these students has been a positive for us, though most are primarily educated in more restaurant type operations. The industry needs more entry level candidates with skillsets conducive to growth in sports hospitality. As we grow in these areas currently, our hiring practices lead us more toward a candidates' extracurricular activities to understand their leadership and activation potential since practical applications are not in focus at this point in time. That can be improved upon and I believe would lead to more student enrollment with an interest in sports hospitality management.

If I may, let me address a few areas of particular interest in your curriculum suggested and how that interacts with actual employment responsibilities:

- Creating the Fan Experience – We branded our game day or event staff as FANgineers for two reasons. One, the staff by designation takes a position of ownership in the

responsibility of meeting the wants and needs of patrons and by being named as such, the fulfillment expectations of the patron are immediately enhanced.

- Mgt of Food and Beverage – Understanding the creation of menus, foods that will “keep” in event settings, delivery systems that work on an ACCURATE and TIMELY basis and avoidance of menu fatigue etc is an example of the opportunities for learning in such a program. All the while creating fulfillment within an event line item budget
- Accounting – A core element of all events in a budget. Learning how to design, track and meet valid budget plans is critical and typically not an area that students bring to the employment arena.
- What do clubs and social gatherings look like at sports events today and what will they look like tomorrow? Again, not addressed currently until OJT.
- Venue Management – Ingress/egress, hours of operations, security, EMT, seating sightlines and more will be a clear enhancement to the student.
- Demographic studies as to future trends, demand and VALUE are areas of development not being addressed today for students.
- Legal issues such as Disabilities Acts, state or federal, serving and consumption of alcohol, safety and subsequent liability are all areas this type program can effectively address.
- Sponsor needs and participation at events from a hospitality and market achievement function

It is my conviction that a program such as I understand you are considering will be of service to the community of sports and event hospitality and thus to those students who choose to follow that path through the University of Alabama. You will likely find also that numerous professionals in the industry will gladly support this effort through a speakers' bureau, internships, etc.

All best wishes for continued success in serving from the greatest platform of all, a position of higher learning. Please let me know how I may be of assistance at any time!

Sincerely,



Roy W. Robertson, Jr.

Vice Chairman

Revelxp

Chairman/CEO

Colonnade Group



**KEMMONS
WILSON**
COMPANIES

June 10, 2021

Dear Members of the Board of Trustees and Provost Dalton:

It is a distinct honor to write you today in support of the proposed Sport and Entertainment Operations Program in the College of Human Environmental Sciences at The University of Alabama. My family has a long history in the hospitality sector and we are now a 3rd generation hospitality family. Throughout my career, the industry has grown and evolved, and continues to do so today, and the need to actively keep up and evolve our educational offerings has never been more important for the industry as well as for workforce development. It has been a privilege to work with the College of HES Hospitality Management program faculty and students and I am always inspired by their vision for the future of our industry. Today, I would like to express my full support for the proposed Sport and Entertainment Operations Program as the world reemerges from the pandemic and we all begin to resume a life of travel, entertainment, and events.

The new program's timing is ideal to support the sport industry's reopening of sport venues and the increase in sport tourism. I find the program in Sport and Entertainment Operations meets a need that most sport programs around the country do not address and that is the role entertainment plays in the sport business. Entertainment is a vital part of the fan experience. Students who gain an understanding of fan engagement, how to create the fan experience, and how to achieve business goals through operations is key to success in the Sport and Entertainment industry. I am especially impressed with the operations focus of the proposed program since the industry's purpose is to deliver a product that includes ticketing, entertainment, food and beverage, video and imaging, sound, production, and attendee safety. It is refreshing to see the proposed program has addressed the changes that have occurred in the sport industry.

Based on my experience, I see a need for this type of program that will prepare students to make a career in the Sport and Entertainment industry. I am in full support of the proposed Sport and Entertainment Operations program and will serve in an advisory capacity to ensure the program's success.

Please do not hesitate to contact me for further comment or input.

Highest regards,

C. Kemmons Wilson, Jr.



MANAGEMENT | DEVELOPMENT | MARKETING

June 10, 2021

The University of Alabama
Provost and Board of Trustees

Greetings,

As an alumni and donor to our great university, I would like to address the potential addition of a new degree program through the College of Human Environmental Sciences. This program, Sports & Entertainment Operations, would add greatly to the offerings for students, and in turn, provide employers with more specific and directed potential associates.

My company, Troon, operates over 700 clubs, golf courses, and event venues. Within these, we have fractional products, resort rooms, restaurants, construction, and catering/event departments. We have over 27,000 employees worldwide, with plans to hire many more in the future. Specifically, this new degree program would train students to operate venues, plan and execute sporting and management events, as well as promote and manage customer/fan/client experience. While we already have a number of UA graduates working for our company, we see this new degree path as being quite specific to our company's needs.

In closing, while I am a personal donor, we, as Troon, are currently working with CHES to create scholarships targeting diversity, need, and performance. We would be excited to have this degree program as a part of this, in addition to working on specific intern opportunities.

I appreciate you taking the time to read this letter and appreciate the leadership you provide to our beloved university. Roll Tide!

Best Regards

A handwritten signature in black ink, appearing to read "Dana R. Garmany", written over a horizontal line.

Dana R. Garmany
Executive Chairman and Founder
Troon
dgarmany@troon.com
(480) 694-5131

B.S. Sport Management: 4-year Curriculum Plan

Fall – Year 1	Fall – Year 2
EN 101 (3) CS100 (3) NS (4) Math (3) Elective (3) (16 credit hours)	LIT (3) HUM -ART, MUS, THR, REL, or PHL (3) Elective (3) HY (3) RHM 236* (3) (15 credit hours)
Spring – Year 1	Spring – Year 2
EN102 (3) Natural Science (4) CS (3) Behavioral Science (3) RHM 235 (3) (16 credit hours)	HUM -ART, MUS, THR, REL, or PHL (3) Behavioral Science (3) LIT or HY (3) RHM 241 (3) BS (3) (15 credit hours)

Fall – Year 3	Fall – Year 4
RHM 313(3) * RHM 317 (3) * RHM 337 (3) * RHM 335 (3) * Elective (3) (15 credit hours)	RHM 422 (3)* RHM 338 (3) * RHM 385 (4)* RHM 398 (3) * Elective (3) (16 credit hours)
Spring – Year 3	Spring – Year 4
RHM 425 (3)* RHM 436 (3)* RHM 404 (3)* RHM 185* elective (3) RHM 303* elective (3) (15 credit hours)	RHM 467 (3)* RHM 435(3)* elective HES 310 (3) Elective (3) (12 credit hours)

The University of Alabama System Outline for New Program Proposal (Supplement)

1. Executive Summary

The purpose of this program proposal is to offer a Sport Management (B.S.) degree program at The University of Alabama (UA). UA has a reputation not only in the State of Alabama but also nationally and internationally for its outstanding collegiate sports programs. This reputation attracts athletes and students who are interested in the management of sport operations, events, facilities and related positions in the sport industry. Adding an undergraduate degree program in Sport Management will support the strategic plan of the University by attracting and retaining students. The concentration in Sport, Entertainment and Event Management was added in fall 2020 and has become the largest concentration in the Hospitality Management program with over 60 students in the first year. Students would like a full degree program and feel it is necessary to be competitive for jobs in the sport industry. The program in Sport Management within the College of Human Environmental Sciences will prepare undergraduate students in the industries that are related to, and supporting of, the sport industry.

The sports industry is robust and has seen significant growth in the past decade. Deloitte indicates that, post-COVID, “the recovery phase presents an opportunity to reconstruct the sports industry—not just to rebuild it as it was, but also to design the next phase of the industry that can help it thrive for decades to come” (Deloitte.com). The timing of this new degree is ideal as it aligns with reopening of venues and events and the increase in sport tourism.

Based on the 2019 Economic Impact Report, for the first time visitors to the state of Alabama paid more than one billion dollars in taxes to state and local governments and represented 28 million tourist spending \$16.8 billion, with a large percentage of this revenue being generated through sports activities throughout the state. According to a recent article in the Associated Press, “Alabama city seeks tourism bump with sporting events,” hotels in Dothan, AL booked more than 31,000 rooms linked to sporting events last year and they are looking for a 40% increase in 2021. Another article, “Sport Tourism is Big Business in Birmingham, but Not Big Enough” from Birmingham Watch, indicates a need for additional sports facilities to compete with other cities. The proposed program will support these Alabama sport businesses by providing an educated workforce as well as contributing to the nationwide need. The program will also help keep tax-paying Alabama alumni in the State of Alabama.

We are confident that the proposed program is different than any other sport program in the southeast because there are not only a traditional sport management courses, but also courses that focus on the sport consumer and the role entertainment plays in the sport industry. For example, billions of dollars are spent on luxury boxes for sporting events. Most often, these dollars are spent by corporate sponsors who are investing in an experience they can provide clients and potential clients, yet there has been no professional development for sport hospitality service

providers. This program directly addresses that need by offering foundational business courses in the context of the sport industry e.g. marketing, sponsorships, sales, and legal issues while also offering hospitality electives to support the trends and growth of the sport industry. One of the most significant emerging sports industry concerns is regarding fan safety (Deloitte.com). The design of sport event venues and the unique environment makes specialized training in safely operating and managing such events crucial in creating a fan experience. Another issue is the need to reap a return on investment for the state-of-the-art venues being built. In order to do this, the venues are being used for many types of events, i.e. "Football stadiums are no longer just for football games." The proposed Sport Management (B.S.) program will prepare students to work in the changing sports industry environment by providing them with strategies for operating dynamic facilities designed to meet a wide variety of event requirements and support the production of sporting events.

2. Steps taken to determine if other UA System institutions might be interested in collaborating in the program

At this time, there is not a plan to collaborate with other institutions. However, collaboration with other programs and institutions will be explored in the future if such opportunities arise that would benefit both institutions.

3. Desegregation impact statement

The Department of Human Nutrition and Hospitality Management and the College of Human Environmental Sciences are committed to enhancing the diversity of its academic programs. We maintain a diverse faculty, with 31.6% of faculty being of ethnically diverse backgrounds (other than Caucasian American) and representing 5 different cultures. We advertise available faculty positions in journals with high readerships from under-represented groups, in order to further enhance our faculty diversity. Additionally, the departmental website includes specific information about the department's undergraduate and graduate programs and specific faculty contact information in efforts to increase applications from out-of-state, international, and/or underrepresented students.

4. Summary of consultant's comments (if any) -N/A

5. Summary of other campuses' comments (if any) -N/A

6. Other pertinent information as needed (if any) - N/A

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY								
INSTITUTION: The University of Alabama								
PROGRAM: Sport Management		Select Level: Bachelor's						
ESTIMATED "NEW" EXPENSES TO IMPLEMENT PROPOSED PROGRAM								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
FACULTY	72,000	73,440	74,909	76,407	77,935	79,494	81,084	535,269
STAFF	0	0	0	0	0	0	0	0
EQUIPMENT	0	0	0	0	0	0	0	0
FACILITIES	0	0	0	0	0	0	0	0
LIBRARY	0	0	0	0	0	0	0	0
ASSISTANTS	0	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0	0
TOTAL	72000	73440	74909	76407	77935	79494	81084	535269
"NEW" REVENUES AVAILABLE FOR PROGRAM SUPPORT								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
REALLOCATIONS	0	0	0	0	0	0	0	0
EXTRAMURAL	0	0	0	0	0	0	0	0
TUITION	326,982	653,964	1,089,940	1,307,982	1,482,318	1,373,324	1,416,922	765,1432
TOTAL	326982	653964	1089940	1307982	1482318	1373324	1416922	7651432
ENROLLMENT PROJECTIONS								
Note: "New Enrollment Headcount" is defined as unduplicated counts across years.								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
FULL-TIME HEADCOUNT	Year 1 - No data reporting required	15	30	40	50	58	63	42 6666667
PART-TIME HEADCOUNT	Year 1 - No data reporting required							0
TOTAL HEADCOUNT	Year 1 - No data reporting required	15	30	40	50	58	63	42 6666667
NEW ENROLLMENT HEADCOUNT	Year 1 - No data reporting required	15	20	25	30	40	50	30
DEGREE COMPLETION PROJECTIONS								
Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
DEGREE COMPLETION PROJECTIONS	Year 1 - No data reporting required	0	10	15	18	25	35	20 6

New entails additional expenses or revenues associated with program implementation. Please include any planning or start-up expenses within Year 1 (even if these were incurred in Year 0 or

Validation 1:
Program revenue
YES

Validation 2:
Students who graduated the
OK

Validation 3:
There are enough
YES

Validation 4:
MET

PROPOSAL FOR A NEW DEGREE PROGRAM

1. Date of Proposal Submission: April 2022

Full program name and level: B.S. in Sport Management

CIP Code: 31.0504

Program level: Undergraduate

Proposal type: Degree Program

Name of Department: Human Nutrition Hospitality Mgt

Name of College/School: Human Environmental Sciences

General Information

Institution: The University of Alabama

Institutional Contact Person: Virginia Bishop

Title: Director of Institutional Effectiveness

Telephone: 205-348-7125

Email: vabishop@ua.edu

Program Identification:

Field of Study/Program Title: Sport Management

Degree: Bachelor of Science (B.S.)

Proposed Delivery Method: Main Campus

Date of Proposal Submission: April 2022

Proposed Program Implementation Date: 08/15/2023

Program Administration

Name of Dean: Stuart Usdan

Name of Chair: Kristi Crowe-White

A. Program Purpose and Description

In no more than one paragraph describe the purpose of the proposed program. Please also include a brief statement regarding how the program's purpose is related to the University's mission and goals.

The mission of The University of Alabama (UA) is to "advance the intellectual and social condition of the people of the State, the nation, and the world through the creation, translation, and dissemination of knowledge with an emphasis on quality programs of teaching, research, and service." One of the strategic goals of the university is to "enhance the University's learning environment to attract and retain excellent students."

The College of Human Environmental Sciences (CHES) proposes the establishment of an undergraduate program in Sport Management. UA has a reputation the State of Alabama, nation, and world for its outstanding collegiate sports programs. This reputation attracts students who are interested in the development and operation of sporting events, venues, and experiences which are related to the sport industry. Adding an undergraduate program in Sport Management will support the strategic plan of the university by attracting and retaining students. The purpose of the Sport Management program is to prepare undergraduate students for careers in the industries that are related to, and supporting of, the sport industry.

B. Please describe how the program's purpose is related to the mission and goals of the college and department.

In alignment with the mission of the College of Human Environmental Sciences, to “be a well-recognized leader in preparing students to positively impact the lives of individuals and society”, the vision and mission of the proposed Sport Management program is:

Vision: Teach, mentor, and prepare students to be leaders in the sport industry.

Mission: The mission of the Sport Management program at UA is to educate and develop students to become future leaders in the sport industry through intensive academic courses and applied experience in approved sport settings.

Currently, the Hospitality Management (B.S.) program offers a concentration in Sport, Entertainment and Event Management. Unlike areas such as Food and Beverage Management or Hotel Management - which are narrower in scope - the field of Sport Management is broad, necessitating a program that provides a comprehensive background in more than one area. This discipline demands the integration of subdisciplines in venue security and risk management; venue administration and sport tourism; social and ethical issues; and sales, marketing, and promotion. It requires professionals with skills in securing and working with event sponsors and vendors; planning and operating a range of venues; managing personnel across multiple areas; collecting and analyzing data; and attracting and maintaining diverse fan-bases.

The Sport, Entertainment, and Event Management concentration was first offered in fall 2020 and is the fastest growing concentration in the Hospitality Management program. Thirty-nine (39) students enrolled during the first semester, increasing to 60 students in Spring 2021. An Accelerated Master's Program (AMP) option is available for students with exceptional academic records in the Hospitality Management (MS). Within its first-year post-approval, four students applied for the Hospitality Management (M.S.) AMP with the Sport Hospitality concentration. Having these viable programs in place with established enrollment intensifies the need for a full degree program in Sport Management.

2. Learning Outcomes and Program Review:

Succinctly list at least four (4) but no more than seven (7) of the most prominent student learning outcomes of the program.

At the completion of the program students will be able to:

1. Explain the sociological contributions sport and entertainment events, programs, and venues provide communities.
2. Construct a marketing plan for a sporting event in a select venue.
3. Demonstrate how to use analytics to make management decisions.
4. Develop a comprehensive plan to create a fan experience.
5. Demonstrate the ability to integrate multiple facets of the discipline in a comprehensive program.
6. Evaluate the economic impact sport tourism impact on a destination.

2A. Program Review and Assessment

In the final analysis, the institution and its governing board are accountable for the quality, utility and productivity of this and all other programs of instruction.

With this in mind, please describe the procedures that will be used in assessing the program's outcomes.

Please describe an assessment process for the student learning outcomes:

Student Learning Outcomes (SLO) and Assessment Measures

SLO 1) Explain the sociological contributions that sport and entertainment events, programs, and venues provide communities.

Direct measure: written assignment evaluations

Students will investigate the value sports programs and the sociological impacts to communities. This measure will be used to examine the learning and comprehension at the initial course introduction (RHM 235) and again during the Social Issues in Sport & Entertainment Operations course (RHM 317).

SLO 2) Construct a marketing plan for a sporting event in a selected venue.

Direct measure: portfolio evaluations

Students will create a portfolio in response to a given scenario (specific venue). This portfolio includes a comprehensive plan to identify the venue's challenges and provide solutions. A detailed rubric will be used to assess the marketing plan identifying the student's application of principles and concepts. This will assess student performance of integrating multiple components and tying each together for a complete execution.

SLO 3) Use analytics to make management decisions.

Direct measure: course examination

Students' learning will be assessed through scenarios-based exam questions. Students will answer questions based on the data of sport analytics and they will analyze case studies.

SLO 4) Develop a comprehensive plan to create a fan experience at sporting event.

Direct measure: project assessment

Students' learning will be assessed by using a detailed rubric that indicates the applied concepts and requirements

SLO 5) Integrate multiple facets of the discipline in a comprehensive program.

Direct measure: Portfolio assignment

Students' learning will be assessed by using a detailed portfolio rubric that indicates the applied concepts and requirements of a program.

SLO 6) Evaluate the economic impact of sport tourism on a destination.

Direct measure: project

Students' learning will be assessed through a project that requires students to research a destination and identify the economic impact of sport tourism to a destination.

Please provide a link to the Assessment Report in Taskstream for a similar program in your Department.

<https://www.taskstream.com/ts/restauranthospitalitymanagementbshes/AcademicDegreeProgramAssessmentWorkspace>

A follow-up plan to determine accomplishments of graduates such as obtaining relevant employment or being admitted to a masters or doctoral program (graduate or professional).

The Sport Management program will reach out annually to our alumni via newsletters and email blasts. Through this communication, we will ask our alumni for updates regarding their employment status and additional educational endeavors for our database and website. Additionally, we will create a LinkedIn page exclusive to our students and alumni for networking and program updates.

3. Employment Outcomes and Program Demand

Indicate the primary industry where graduates would seek employment using the North American Industry Classification System (NAICS):

<https://www.naics.com/search/>

NAICS Code: 711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities

Select at least one and up to three Standard Occupational Codes (SOCs) where graduates of the new program would seek employment:

https://www.bls.gov/soc/2018/major_groups.htm

SOC 1 – 27-2012 – Producers and Directors of Sport Related Events

SOC 2 – 27-2099 – Entertainer and Performers, Sport and Related Workers, All other.

SOC 3 – 11-9072 – Entertainment and Recreation Managers

Please explain whether further education/ training is required for graduates of the proposed program to gain entry-level employment in the occupations you have selected.

Further education or training is not required for graduates gaining entry-level positions in the industry.

Please describe how you will determine whether graduates are successful in obtaining relevant employment or pursuing further study.

The Sport Management (B.S.) program will reach out annually to our alumni via newsletters and email blasts. Through this communication, we will ask them for updates regarding their employment and education status for our database and website. Additionally, we will create a LinkedIn page exclusive to our students and alumni for networking and program updates.

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. Please refer to the State's "In-Demand Occupations List" (see ACHE's Academic Program page for most recent list) or include local and statewide occupational projections, along with data sources as appropriate.

Team Work Online is the world's largest mobile sports career network. It currently has 2,046 sports jobs listed this year. In addition, the NCCA Career Market for careers in intercollegiate athletics has more than 600 available positions listed this year. What is not listed in these two premier sites are third-party sports entities such as talent agencies, advertising agencies and the sport specialists for major corporations.

According to the "Sports Global Market Report 2021: Covid -19 Impact and Recovery to 2030," the global sports market is expected to grow from \$388.28 billion in 2020 to \$440.77 billion in 2021 at a compound annual growth rate (CAGR) of 13.5%. The continued demand and growth of the sport industry is expected to reach over \$600 billion by 2025. "Sport Tomorrow", published by Jan Kees Mon, a sport consultant, reports key issues and trends that are driving this growth. These issues and trends are embedded in our current course offerings, and we look forward to expanding on them with our new, full degree program. They include:

- Development and growth of digital technology, including new streaming services, mobile viewing, virtual reality, etc.
- The expansion of digital betting and gambling
- Growth in popularity of soccer in the American market.
- Increased popularity of Esports.

The following is from the U.S. Bureau of Labor Statistics for Entertainment and Sport Occupations (last modified: April 9, 2021):

“Employment of entertainment and sports occupations is projected to grow 7 percent from 2019 to 2029, faster than the average for all occupations. Employment is projected to increase by about 60,600. Strong demand from the public for more movies and television shows, as well as the increasing popularity of sports, will contribute to job growth for the entertainment and sports occupations. The median annual wage for entertainment and sports occupations was \$47,080 in May 2020, which was higher than the median annual wage for all occupations of \$41,950.”

Such growth will require a skilled and educated workforce. History has shown that the growth in the sport and entertainment industry triggers parallel growth in sport-focused education (Gillentine & Crow, 2015). Our proposed program is not only crucial for this ever-growing and expanding industry but is vital in attracting students to the State of Alabama.

Of the many growing jobs in this industry, the following represents a sample of current opportunities in the State of Alabama:

Employment networks	Job vacancies (as of April 18, 2021)	Keyword/Filter/Location
Teamworkonline.com	26	State of Alabama
NCAA Marketplace	4	State of Alabama
Indeed.com	12	“sports marketing”
Indeed.com	122	“sports+events+management”
Indeed.com	5	“sport+tourism”
Indeed.com	81	“sport+hospitality”
Indeed.com	135	“events+entertainment+management”

In addition to listed job vacancies, we identified areas of economic growth and opportunities for employment through our research and professional network in the state. For example:

- The Rocket City Trash Pandas and Toyota Field (\$46 million multi-use stadium)
- The World Games 2022 (estimated \$256 million economic impact; showcasing Greater Birmingham as a premier mega-event host city)

- Gulf Shores and Orange Beach Sports & Events (\$5.13 million economic impact January-March 2021, 9.48% increase from 2020 per GSOCsports.com)

Briefly describe evidence of student demand for the program, including enrollments in related coursework at your institution if applicable. If a survey of student interest was conducted, please briefly describe the survey instrument, number and percentage of respondents, and summary of results.

The most impressive evidence of student demand is the new student enrollment numbers from the Sport, Entertainment, and Event concentration in the Hospitality Management degree program. The concentration was implemented in Fall 2020 with 39 enrolled that first semester. Enrollment in the concentration increased to 60 students during Spring 2021.

A student interest survey was sent to a random sample of 250 HES students. A different survey was sent to student academic advisors at The University of Alabama.

Student Survey Results N = 67 (27% response rate)

Q1. If The University of Alabama offered a B.S. in Sport & Entertainment and you had not declared a degree, would you be interested?

*50 students (74.6%) responded "yes"
17 students (25.4%) responded "maybe" to this question.*

Q2. Do you know someone who may be interested in this major if offered at The University of Alabama?

*60 students (89.6%) responded "yes" and
7 students (10.4%) responded "no".*

Advisor Survey Results N = 12

Q1. Based on your experience, have you had students inquire about having a sport-related undergraduate program?

Eleven advisors (91.7%) indicated "yes" and 1 advisor (8.3%) responded "no".

Q2. If CHES were to offer an undergraduate degree in Sport & Entertainment, how likely do you think students would be interested in this major?

(5-point scale from 1 = "Extremely unlikely" to 5 = "Extremely likely")

Eight of the advisors (66.67%) responded "Extremely likely", while 4 (33.33%) responded "Somewhat likely".

3A. Accreditation

If there is a recognized (USDE or CHEA) or other specialized accreditation agency for this program, please identify the agency and explain why you do or not plan to seek accreditation. If there is no accrediting or similar body for this degree program state as such in your response.

UA will investigate the feasibility of accreditation from The Commission on Sport Management Accreditation (COSMA). COSMA guidelines require programs to be established for a two-year period prior to initiating the accreditation process.

4. Curriculum and Prerequisites

Program Completion Requirements: (Enter a credit hour value for all applicable components, write N/A if not applicable)

Credit hours required in program courses	<u>52</u>
Credit hours in general education or core curriculum	<u>53</u>
Credit hours required in support courses	<u>N/A</u>
Credit hours in required or free electives	<u>15</u>
Credit hours in required research	<u>N/A</u>
Total credit hours required for completion	<u>120</u>

Please indicate the maximum number of credits that can be transferred in from another institution and applied to the program:

The University of Alabama policy states, "a minimum of 50 percent of the coursework required to earn a baccalaureate degree at The University of Alabama must be earned at a baccalaureate degree-granting institution, and a minimum of 25% of the coursework required for the degree must be earned at The University of Alabama. Twenty-five percent of 52 credit hours is 13 credit hours would be the minimum coursework requirement to be earned at The University of Alabama.

The Sport Management program will follow the above policy. Since the Sport Management program will require 52 credit hours including electives, the minimum of 13 credits must be earned at The University of Alabama.

Please describe any work-based learning (WBL) activities that are required or recommended for program completion (including internships, practical/clinical experience, applied research, or other immersive experiences designed to prepare

graduates for employment in the field). Definitions and examples of different types of WBL are available at <https://www.alapprentice.org/>.

Under the supervision of an approved and qualified sport industry professional, Sport Management students will complete a supervised internship within the sport and entertainment industry. The Sport Management program is designed to provide each student a quality education through an interdisciplinary academic approach. The professional experiences aid the students in expanding their management knowledge and skills in a variety of sport and entertainment industry settings. The Sport Management (B.S.) program will be committed to providing quality professional experiences, advanced level knowledge, and ability to connect the theory to practice. Potential sites include:

- The University of Alabama Department of Intercollegiate Athletics
- The Crimson Tide Foundation
- Crimson Tide Hospitality (Revel xp)
- Crimson Tide Sports Marketing (LEARFIELD)
- Tuscaloosa Tourism and Sports Commission
- The National Football League (and their select member teams)
- The National Basketball Association (and their select member teams)
- Major League Baseball (and their select member teams)
- Major League Soccer (and their select member teams)
- Madison Square Garden
- Mercedes Benz Stadium
- MELT Atlanta
- Walt Disney World

The Sport Management program, in alignment with current practices of the Sport Hospitality (graduate) and Sport, Entertainment, and Event Management (undergraduate) concentrations, will incorporate opportunities for experiential learning within the program. The experiential learning opportunities are required. Those experiences include:

- Annual RISE Tournament of Champions: CHIP in for Rise Golf Tournament (event organized by HES)
- ESPN College Gameday presented by Home Depot (HES has an established relationship with Octagon Marketing to provide ten student workers for their three-day operation on campus)
- The Tuscaloosa Tourism & Sports Half Marathon (volunteer opportunity built into the current RHM 337 course)
- UA Gymnastics Alumni Weekend (three students, with the guidance of a faculty member, completed an independent study to plan and produce a weekend-long event for more than 80 past UA gymnasts)

The graduate concentration in Sport Hospitality offers a signature course that takes select students to The United States Olympic Training Center in Colorado Springs

during the summer interim. Students live among the Olympians during this week-long experiential learning opportunity and have professional development sessions on The Olympics Movement including sport operations, diversity and inclusion, food and nutrition, sport performance, fundraising and development, alumni relations and more. Students also travel off-site for professional development interactions at The United States Air Force Academy and The United States Anti-Doping Agency. Students, in their teams, produce and present a case study for the leadership of the USOC. It is the department's intent to revise this exclusive course to include undergraduate students.

Does the program include any options/concentrations? If so, please describe the purpose and rationale for the options, and list the courses for each in the table below.

We are not proposing concentrations within the Sport Management program at this time.

Please complete the table below indicating all coursework for the proposed program, specifying any new courses developed for the program, along with courses associated with each option as applicable. Include the course number, and number of credits. Coursework listed should total the number of hours required to complete the program.

Course Number and Title	Credit Hours	* If New Course
Introduction to the Sport Industry	3	RHM 235
Creating the Fan Experience	3	RHM 236
Contemporary Club Management	3	RHM 313
Social Issues in Sport & Entertainment	3	RHM 317
Sport Tourism	3	RHM 335
Sport & Entertainment Venue Management	3	RHM 337
Sport Marketing, Promotion & Strategy	3	RHM 338
Event Leadership, Programming & Problem Solving	4	RHM 385
Sport Management Internship	3	RHM 367*
Sales in Sport & Entertainment Operations	3	RHM 397*
Financial Issues in Sport	3	KIN 404
Ethics and Legal Issues in Sport Management	3	RHM 422
Risk Management for Meetings & Events	3	RHM 425
Current Trends in Sport & Entertainment Hospitality	3	RHM 436
	43 hours	

Program Support Electives (Students select 3 courses, see table below)	9	
Program - Total Hours	53	
Core curriculum	53	
Other college electives	15	
Total Credit Hours	120	

Recommended Electives: Course Number and Title	Credit Hours	* If New Course
Introduction to Hospitality Management	3	RHM 175
Introduction to Meetings & Events	3	RHM 185
Management of Food and Beverage	3	RHM 241
Managing Quality in the Hospitality Industry "W"	3	RHM 303
Lodging Operations & Management	3	RHM 325
Collegiate Athletics	3	RHM 336
Sport Governance	3	RHM 435
Hospitality, Sport & Entertainment Research	3	RHM 438

Intended program duration in semesters for full-time students:

Full time students will be able to complete the program in 8 semesters.

Intended program duration in semesters for part-time students:

Part-time students will be able to complete the program in approximately 10-12 semesters depending on the number of credit hours the student takes per semester.

Please indicate any prior education or work experience required for acceptance into the program:

No prior education or work experience is required for acceptance into the program.

Describe any other special requirements for the program:

There are no special requirements for the program.

Instructional Delivery Method

Describe which instructional delivery methods will be utilized in delivering this program.

All courses will be offered on campus.

Will distance technology be utilized in delivering this program?

No

Indicate an approximate percent of the total program's courses offered that will be provided by distance education:

0

5. Specific Rationale (Strengths) for Program

What is the specific rationale for recommending approval of this proposal? List 3-5 potential program strengths.

1. Meet the need of student interest for a full degree program in sport management.
2. Provide a qualified workforce to meet the industry need for employees who understand the uniqueness of the sport industry and how it integrates entertainment experiences.
3. Promote maximum resources utilization by allowing select program core courses that already exist within Hospitality Management program to be used for the Sport Management program.
4. Allow students the opportunity to study under the direction of faculty who have industry experience and terminal degrees in the area of sport management without needing to hire additional faculty.
5. Prepare undergraduate students to enter graduate programs in Sport Leadership, Hospitality, Tourism, MBA, and Law.

Please list any external entities that have supplied letters of support attesting to the program's strengths and attach letters with the proposal.

Troon Golf – The founder of Troon Golf is a graduate of the College of Human Environmental Sciences and is a strong supporter of the proposed program. Troon is a leader in the golf industry and private club management industry and operates 585+locations throughout the world.

REVELxp – REVELxp provides a range of sport services including but not limited to premium seating sales and management; development of interactive fan events; and management of VIP hospitality experiences for the NCAA, College Football Playoff, many Power 5 conferences, and individual universities. Robbie Robertson, Vice Chairman of REVELxp, is in support of the proposed program and a letter is included with the proposal documents.

Kemmon Wilson Jr. – Chairman of the Board for Wilson Hotel Management Co, Board of Visitors Cabinet for The University of Alabama, and on the Board of

Advisors for Kemmon Wilson School of Hospitality, Resort, and Sport Management. A letter of support has been submitted.

6. Program Resource Requirements

Faculty. Please provide or attach a brief summary of primary and support faculty that includes their qualifications specific to the program proposal. Note: Institutions must maintain and have current and additional primary and support faculty curriculum vitae available upon ACHE request for as long as the program is active, but you do not need to submit CVs with this proposal.

Faculty expertise:

Dr. Melvin Lewis (Associate Professor, research faculty)

Dr. Lewis received his B.S. degree in Athletic Training, M.A. degree in Health Studies and Ph.D. in Health Education and Promotion. He currently teaches coursework related to the marketing, sales & public relations elements of sports in the domestic and international settings. Dr. Lewis has more than 18 years of experience in the sports industry, including 15 years in sales and marketing.

Dr. Trevor Bopp (Associate Professor, research faculty)

Dr. Bopp graduated in 2010 from the University of Florida with a Ph.D. in Sport Management. He has extensive practical experience, during and after which he gained experience in Athletics Event and Operations Management, as well as Sports Information and Communications. Dr. Bopp has 12 years of teaching experience and has taught and/or developed the numerous sport management courses. His research interests include physical literacy, the intersection of race and sport and sport-based developments.

Dr. Jinsu Byun (Assistant Professor, RCF faculty)

Dr. Byun is an Assistant Professor in the Department of Human Nutrition and Hospitality Management. Before joining UA, Dr. Byun earned his Ph.D. in Sport Management and Policy from the University of Georgia. He has many experiences in the sport industry as a student-athlete, sport event organizer, and research assistant.

Dr. Carla Blakey (Assistant Professor, RCF faculty)

Dr. Blakey has a Ph.D. in Instructional Technology from UA. Dr. Blakey has been a faculty member in the Hospitality Management program since August of 2017. Primarily, she teaches in the Sport, Entertainment, and Event Management (SEEM) concentration. She came to UA with almost a decade of experience in the sport industry, working at Razorback Marketing for the University of Arkansas and an Account Executive position with LSU Sports.

Ms. Kim Boyle (Instructor, RCF faculty)

Ms. Boyle has a master's degree in Hospitality Management. She has sales and marketing hotel experiences and teach in these areas. Ms. Boyle has received prestigious teaching awards during her career that include 2012 Forty for the Future by the Southeast Tourism Society, the 2010 "Joseph Rowland Teaching Excellence

Award” by the College of Human Environmental Sciences and the “Educator of the Year” Award by the Alabama Hospitality Association and Alabama Restaurant Association.

Dr. Hsiangting (Shatina) Chen (Associate Professor, research faculty)

Dr. Chen has served as an Associate Professor in the College of Human Environmental Sciences, Department of Nutrition and Hospitality Management at UA since 2015. She received her Ph.D. in Hospitality Administration from Texas Tech University. Dr. Chen's research interests include consumer psychology in hospitality, traveler behavior and corporate social responsibility.

Dr. Kimberly Severt (Professor, research faculty)

Dr. Severt has over 20 years of experience in the hospitality/event industry. She received her Ph.D. in Hospitality Administration at Oklahoma State University. Her research and industry experiences are in event management, sport and entertainment events, incentive travel, presentation and communication preferences and food and beverage. Dr. Severt serves as the Director of the Hospitality Management program.

Dr. Yeon Ho Shin (Associate, research faculty)

Dr. Shin has more than ten years of experience in the hospitality industry. He joined UA in 2015 and received tenure in 2021. Before joining UA, Dr. Shin served in management level positions with Samsung Welstory Inc. (Food Service Division of Samsung Group) in South Korea and the Oklahoma State University Dining Services. Dr. Shin completed his Ph.D. at Oklahoma State University.

Dr. Janet Teer (adjunct faculty)

Dr. Teer served as the General Council and Vice President of Legal Affairs for the DCH Healthcare System for more than 20 years and was the Risk Manager for DCH Healthcare System prior to that. In these roles she has developed expertise in risk management as related to personnel, security, and building operations. Dr. Teer teaches risk management and hospitality law.

Dr. Haemi Kim (Assistant Professor, research faculty)

Dr. Haemi Kim joined the Department of Human Nutrition and Hospitality Management as an Assistant Professor after earning her Ph.D. in Hospitality Administration from Oklahoma State University. She has more than five years of industry experience in hospitality organizations.

Ms. Denise DeSalvo (Instructor, RCF faculty)

Ms. DeSalvo earned her M.S. in Human Environmental Sciences from UA in 2010 and joined the UA faculty in 2014. She draws on her vast experiences in nutrition and foodservice management as she teaches undergraduate courses in food and beverage in hospitality management.

Please provide faculty counts for the proposed program:

Status	Faculty Type	
	Primary	Support
Current- Full Time	10	2
Current-Part Time	1	
Additional-Full Time (to be hired)		
Additional-Part Time (to be hired)		

Note: Annual compensation costs for additional faculty to be hired should be included in the NEW ACADEMIC DEGREE PROGRAM SUMMARY table.

No new faculty are requested as part of this degree proposal. Faculty from the College of Education have been moved to HES to support this program. Based on enrollment projections, additional faculty will eventually be needed to support expected enrollment growth.

Briefly describe the qualifications of new faculty to be hired:

New faculty will be required to have a PhD in the discipline.

B. Staff. Will the program require dedicated staff? No

C. Equipment. Will any special equipment be needed specifically for this program? No

D. Facilities. Will any new facilities be required specifically for the program? No

E. Library. Will additional library resources be required to support the program? No
Please provide a brief description of the current status of the library collections supporting the proposed program.

The University of Alabama is well-equipped to support the informational needs of students in the proposed program. The library already includes the following databases: The Hospitality & Tourism Complete database (covers scholarly research and industry trade journals and is a combination of three hospitality and tourism databases), Hospitality Tourism Complete, Sport Market Analytics, SportDISS, Business Source Premier, Lexis Nexis Academia, and ABI/Inform.

F. Assistantships/Fellowships. Will you offer any assistantships specifically for this program? No