

FORM 3

**EXTENSION OF AN EXISTING PROGRAM
NOTIFICATION OF INTENT (LOCATION NOI)
(Form 3 and 5 are required)**

HECB
RECEIVED
MAY 11 2009

Program Information

Program Name: **M.S. Health and Physical Education**

Institution Name: **Central Washington University**

Degree Granting Unit (e.g. College of Arts and Science):

Degree: M.S. Health and Physical Education Level: Master's Type: Science
(e.g. B.S. Chemistry) (e.g. Bachelor) (e.g. Science)

Major: Health and Physical Education CIP Code: 13.1314
(e.g. Chemistry)

Minor (if required for major):

Specialization(s) (if applicable): **Athletic Administration Specialization**

Proposed Start Date: **Fall 2009**

Projected Enrollment (FTE) in Yr One: **15** At Full Enrollment: **15**

Proposed New Funding (\$ amount): **None**

Funding Source – (State FTE Self Support Other):

Mode of Delivery / Locations

- Single Campus Delivery
 Off Site (enter location(s))
 Distance Learning (enter formats) **Online**
 Other

Scheduling

- Day Classes Evening Classes Weekend Classes
 Other (describe)

Attendance Options

- Full-Time Part-Time

Substantive Statement of Need (Attach Sheet)

Academic Department Representative

Name: **Dr. Ken Briggs**
Address: **400 E. University Way MS 7572**
Telephone: **509-963-1972**
Email: **briggsk@cwu.edu**

Title: **Professor, Chair**

Fax: **509-963-1989**



Endorsement by Chief Academic Officer

5/7/09

Date

CENTRAL WASHINGTON UNIVERSITY
Substantive Statement of Need
M.S. Health and Physical Education, Athletic Administration Specialization

OVERVIEW

Central Washington University (CWU) proposes to convert its primary delivery method for the M.S. Health and Physical Education - Athletic Administration Specialization from face-to-face (offered at Ellensburg) to a predominantly online format. Students would attend two, two-week intensive summer sessions on the CWU Ellensburg campus while the remainder of the program would be offered through online courses. Students would enroll in 6-7 credits per quarter. The total program is 45 credits and is scheduled so students can complete the degree in two years.

This program provides students with the information and skills relevant for careers as athletic directors primarily in public school settings with excellent potential for collegiate athletic administration as well. Students who enroll in this program typically are already employed as teachers, coaches, and athletic administrators.

PROGRAM DESCRIPTION

The primary focus of this degree is on athletic administration in public school settings. It is not a sport marketing or sport management program. The focus is on providing the practical knowledge and skills needed by athletic administrators and includes courses addressing the following topics:

- Issues in Health and Physical Education
- Research Methods and Design in Health and Physical Education
- Statistics in Health and Physical Education
- Liability and Risk Management
- Advanced Administration of Athletics
- Healthy Living for Athletes, Coaches, and Athletic Administrators
- Leadership and Decision Making in Interscholastic Sports
- Mentoring of Coaches and Athletes
- Operation of Public School Sports Facilities
- Management and Operations in Middle and High School Athletics
- Interscholastic Athletic Fundraising and Budgeting
- Athletic Administration
- Governing Organizations in Sports & Athletics
- Communications Leadership and Decision Making in Interscholastic Sport Examination

OUTCOMES

In addition to graduating with a M.S. Health and Physical Education - Athletic Administration Specialization, students will also have the opportunity to receive National Interscholastic Athletics Administrators Association (NIAAA) entry level certification, and National Federation of State High School Associations (NFHS) certification to teach its “Coaching Principles” courses.

RESPONSIVENESS TO EMPLOYER AND COMMUNITY NEEDS AND STUDENT DEMAND

The M.S. Health and Physical Education - Athletic Administration Specialization provides the educational background necessary for careers as athletic directors primarily in public school settings. Because of the nature of the course of study, potential also exists for developing collegiate athletic administration skills. There is a significant employer and student demand for this degree. Data provided by Jim Meyerhoff, Assistant Director of the Washington Interscholastic Activities Administration (WIAA) reveals the following state-wide support for this degree:

- There are 420 high schools in the State of Washington and each school has a person who serves in the role of athletic director.
- There is a 35% turnover each year for athletic directors. Many of these new people are performing athletic administration duties without proper training.
- There are over 25,000 coaches in the State of Washington and most athletic directors are former coaches but without administrative experience. A recent trend has revealed that school administrators are selecting non-coaches for athletic administration positions but many do not have prior experience or training.

According to DiplomaGuide.Com (see http://diplomaguide.com/articles/Athletic_Director_Career_Overview.html), the Bureau of Labor Statistics reported in 2008 that high school and entry-level athletic directors will experience good employment opportunity. Those looking to work at the university or college level will see slower job growth.

The CWU Graduate School receives frequent inquiries about the M.S Health and Physical Education - Athletic Administration Specialization degree and has reported that it received more inquiries (more than 30) than any other degree except one over a three year span. The challenge facing potential applicants is that most are currently employed and place bound. The change of this program to a primarily online format will meet the needs of this place bound audience. Additionally, because of the online nature of this degree, it is expected that it will attract student interest nationally.

In assessing student interest - a single posting to a Washington State teacher listserv in late February, 2009 about the potential transformation of this degree to primarily an online format secured 23 inquiries of interest within one day. Another analysis during the spring quarter (April 27, 2009) assessed 18 PE and Health majors taking a capstone course before student teaching. When asked if they would be interested in becoming Athletic Directors within the next five years, 12 responded that they would and 10 said they would be highly interested in obtaining an online M.S. Health and Physical Education - Athletic Administration Specialization from CWU.

To date, the department has already received nine completed applications with the excitement that the degree will be offered as primarily an “online” degree. Undoubtedly, future marketing will generate additional student interest and applications, especially from those applicants that are place bound. We

anticipate that once the program has secured HECB approval to offer the degree primarily online and CWU is able to advertise such approval, the enrollment will increase greatly and will generate significant FTE for the institution and state.

DEGREE AVAILABILITY

Statewide

In addition to CWU's M.S. Health and Physical Education - Athletic Administration Specialization degree, a 12-month M.Ed. degree in "Intercollegiate Athletics Leadership" is offered at the University of Washington. In contrast to the CWU degree that focuses on *public school* sports, the UW degree focuses on preparing individuals who aspire to obtain leadership positions within *intercollegiate* sports. Seattle University offers a 2-year residential based M.A. focused on Sport Administration and Leadership while Gonzaga University offers an on-campus, 6-semester, 34 credit M.A. in Sport and Athletic Administration.

National

The following institutions offering degrees with a focus on public school athletic administration were located nationwide:

- * Virginia State
- * Ohio University
- * IUPUI (Indiana University Purdue University Indianapolis)
- * Western Kentucky
- * Southern Mississippi
- * Dominican University (Chicago, IL)

The above programs are identified because of their focus on public school athletic administration. Other schools offering athletic administration degrees often focus on intercollegiate sports. Many programs have a focus on sport marketing and management, which is not the focus of CWU's degree. Thus, allowing the CWU degree to be offered primarily online fulfills a need of the state for trained athletic administrators as referenced above and does not create duplication of other programs.

SUMMARY

The M.S. Health and Physical Education - Athletic Administration Specialization provides exceptional educational knowledge and skills necessary for school athletic administration jobs at the state level. Excellent potential exists for helping meet a national need for this degree with application for intercollegiate athletic programs as well.

HECB Form 5

Enrollment Targets

Year	1	2	3	4	5
Headcount	15	15	15	15	15
FTE	15	15	15	15	15
Program Graduates	0	15	0	15	0