

Dear Chancellor Montemagno, Graduate Council and Faculty Senate,

After a great deal of discussion and reflection, the Faculty in the Department of Kinesiology would like to share our thoughts on the creation of a School of Management and Marketing. In this document we will explicitly address why we feel the Sport Administration program should be moved from the School of Management and Marketing to the School of Human Sciences. We feel a detailed report is needed to explain the reasons why we voted to disapprove the Program Change Plan to create a School of Management and Marketing.

First, we would like to acknowledge that there are several things that we find exciting about the prospect of our Exercise Science and Sport Administration programs merging with Social Work, Nutrition and Dietetics and Public Health and Recreation Professions to create a new School of Human Sciences. However, the faculty in the Department of Kinesiology object to our Sport Administration program moving to the School of Management and Marketing. Rather, we feel our Sport Administration program is best suited to be housed in the School of Human Sciences. This is the primary reason why we voted to disapprove the Program Change Plan to create a School of Management and Marketing. We will elaborate on how we came to this conclusion in the following pages. We want to emphasize that this was not a decision that we came to quickly. This decision was one that we arrived at following much discussion with faculty in the proposed College of Business and Analytics and faculty in the proposed School of Human Sciences. This conclusion is partially driven by the consideration that moving the Sport Administration faculty to Business and Analytics would significantly impact our kinesiology graduate program, which is moving to the School of Human Sciences. We aspire to create a doctoral program in kinesiology with specializations in sport studies and exercise science. We also see the graduate program fitting in nicely with graduate programs that already exist in public health, recreation, nutrition and dietetics. Moreover, we strongly feel the future of the kinesiology graduate program is dependent on the Sport Administration program remaining with the Exercise Science program. The desire to move the Sport Administration program to the School of Human Sciences is also motivated by the consideration that the Recreation Professions program was recently moved to the School of Human Sciences. There is an existing synergy between the Sport Administration program and the Department of Public Health and Recreation Profession programs, both at the undergraduate and graduate levels. The Sport Administration faculty are concerned that there is much to be lost if the program is pulled away from the existing relationships with Exercise Science, Public Health and Recreation Professions. Such a move would greatly weaken the strong collaborative relationships that already exist.

There are several reasons and opportunities that provide a strong rationale for moving the Sport Administration program to the School of Human Sciences. In addition to the commonality between Exercise Science and Public Health and Recreation Professions and Sport Administration programs discussed above, the combined offering of these programs within a unified school has been occurring across the country for the past 20+ years with a great deal of documented success. These combined programs have experienced increases in enrollment and grant funding due in large part to the role of organized athletics and increased physical activity participation through the enhancement of public health and recreation opportunities (Freedson et al, 2015). Additionally, Sport Administration and Recreation Professions have similar courses that focus on personnel, facility and event management. Reducing redundancy in coursework will free up faculty within the proposed school to teach creative new courses, initiate innovative research activities and engage in service and outreach.

Under the proposed reorganization structure, the Sport Administration program is housed in the College of Business and Analytics. We, the faculty in the Department of Kinesiology, believe that moving the Sport Administration program to the College of Business and Analytics will create more negative rather than positive effects for the students, the faculty, the program, and the university as a whole. The majority of students in our program want to work in collegiate athletics because there are many more job opportunities available in the field of college athletics compared to career opportunities in professional sports. Job placement data for the past three years reveal that almost 55% of our graduates are currently working in college athletics or associated field. In addition, a recent survey of students in our Sport Administration program revealed that the majority of our students were interested in building a career in intercollegiate athletics. Although there are some aspects of business in college athletics, there are many more areas that are more akin to the study of exercise science, health, recreation and sport-related areas, such as social and psychological aspects of athletes, academic advising for student-athletes, NCAA compliance, nutrition and dietetics, coaching science, athletic training, student-athletes' well-being, service and outreach, etc. The mission of college athletics is to strive for the education and well-being of student-athletes. In other words, sport is much more than a business. Thus, the Sport Administration program is most appropriately housed in a School of Human Sciences rather than Management and Marketing. It is our belief that such a relocation will more effectively facilitate meaningful collaborative efforts with colleagues in human science related professions more so than if the Sport Administration program is in the School of Management and Marketing.

Lastly, a recent report by the North American Society for Sport Management (NASSM), the governing body of Sport Administration/Management in the United States, supports the perspectives we have expressed above. Moreover, the report indicates that over 70% of Sport Administration programs in the United States are housed in a College of Health, Kinesiology, Sport Sciences, or Human Performance (or equivalent), while less than 30% of sport administration programs are housed in a College of Business. Please see the below table for a summary of the NASSM report.

In closing, we appreciate your time and consideration. We feel the opinions and evidence expressed here explain why we have decided to not support the Program Change Plan in its current form. We hope that we have made a compelling case for the Sport Administration program to be moved from the School of Management and Marketing to the School of Human Sciences.

Respectfully,

The Faculty of the Department of Kinesiology

## List of Aspirational Peers and Peer Groups with a Sport Administration Program

Source: The North American Society for Sport Management (NASSM)

<https://www.nassm.com/>

		College of Business	College of Health/Sport Education	Others	Department/School Name
1	University of Northern Colorado		X		School of Sport and Exercise Sciences
2	University of Connecticut		X		Dept. of Educational leadership
3	George Washington University	X			
4	Florida State University		X		
5	University of Florida		X		Dept. of Tourism, Recreation & Sport Management
6	University of Miami		X (School)		Dept. of Kinesiology and Sport Sciences
7	University of North Florida		X		
8	Georgia State University		X		Dept. of Kinesiology and Health
9	University of Georgia		X		Dept. of Kinesiology
10	Eastern Illinois University		X		Dept. of Kinesiology and Sport Studies
11	University of Illinois		X		Dept. of Recreation, Sport and Tourism.
12	Indiana State University		X		Dept. of Kinesiology, Recreation, and Sport
13	Indiana University		X (School)		
14	University of Louisville		X		Dept. of Health & Sport Sciences
15	Louisiana State University		X		Dept. of Kinesiology College of Human Sciences and Education
16	University of Massachusetts	X			
17	University of Minnesota		X		The School of Kinesiology
18	St. Louis University - John Cook School of Business	X			
19	Rutgers University			X	Dept. Kinesiology and Health School of Arts and Sciences
20	North Carolina State			X	Dept. of Parks,

	University				Recreation and Tourism
21	University of North Carolina			X	Dept. of Exercise and Sport Sciences
22	Temple University	X			School of Sport, Tourism and Hospitality Management
23	University of South Carolina			X	College of Hospitality, Retail and Sport Management
24	University of Tennessee		X		Dept. of Kinesiology, Recreation & Sport Studies College of Education, Health, and Human Sciences
25	Texas A & M University		X		Dept. of Health & Kinesiology
26	Texas Tech University			X	Dept. of Kinesiology & Sport Management College of Arts & Sciences
27	University of Texas		X		Dept. of Kinesiology & Health Education
28	George Mason University		X		The School of Recreation, Health, and Tourism (SRHT)
29	Old Dominion University		X		Depts. of Human Movement Sciences
30	West Virginia University		X		College of Physical Activity & Sport Sciences
31	Ohio State University		X		Dept. of Human Sciences
32	University of Michigan		X		School of Kinesiology
33	East Carolina University		X		Dept. of Kinesiology
34	University of Iowa			X	Department of Health & Human Physiology College of Liberal Arts & Sciences
35	University of Kansas		X		Dept. of Health, Sport, and Exercise Sciences.