

DATE: November 18, 2021

SUBJECT: New Academic Program Proposal
University of Tennessee, Martin
Master of Sport Coaching and Performance
CIP Code: 13.1314 (Physical Education Teaching and Coaching)

ACTION RECOMMENDED: Approval

PROGRAM DESCRIPTION

The University of Tennessee, Martin proposes a Master of Sport Coaching and Performance (MSCP) which will be a 30 credit hour, online program designed to develop effective coaches and leaders at youth, collegiate, Olympic, and professional levels. The proposed program seeks to meet the growing need for qualified sport coaches who possess the requisite skills in advanced training, conditioning, techniques, and tactics. The program’s learning outcomes aim to use evidence-based coaching practices to develop coaches with practical knowledge that will benefit the athlete’s well-being and performance. The program will be offered online and will require students to create a portfolio and video evidence of their coaching experience throughout their course of study.

INSTITUTIONAL GOVERNING BOARD APPROVAL

The proposed Master of Sport Coaching and Performance program was approved by the University of Tennessee Board of Trustees on October 21-22, 2021.

PROPOSED IMPLEMENTATION DATE

January 2022

ALIGNMENT WITH STATE MASTER PLAN AND INSTITUTIONAL MISSION/STRATEGIC PLAN

The proposed Master of Sport Coaching and Performance program aligns with the State’s Master Plan by supporting greater degree attainment, specifically amongst adult learners, through accessible online education. The proposed program aims to address a need for additional graduates in coaching as identified in the THEC Academic Program Supply and Occupational Demand Projections (2016-2026) report.

The proposed program aligns with the University of Tennessee System’s mission to educate, discover, and connect by enhancing educational excellence, expanding research capacities, and fostering outreach and engagement by offering a program that seeks to improve the coaching expertise of individuals serving youth through adults throughout the state.

The UT Martin strategic plan includes goals and objectives to recruit and graduate students who are career-ready and equipped with the necessary skills to be successful

in their professional and personal lives. The proposed program would provide working and aspiring coaches an opportunity to complete a master's degree completely online and become professionally educated coaches equipped with a dynamic skill set that will develop athletes of all ages, levels, and abilities.

CURRICULUM

The proposed MSCP program will be completely online and require the completion of 30 student credit hours. The proposed program's Student Learning Outcomes are derived from the National Committee for Accreditation of Coaching Education's (NCACE) National Standards for Sports Coaches and are designed to:

- Demonstrate theoretical and practical knowledge as it applies to motor learning and skill acquisition in sport,
- Apply the necessary skills required to research, evaluate, communicate, and apply evidence-based sport coaching pedagogy,
- Design and implement training sessions for individuals or teams based upon skill acquisition theories,
- Critically analyze and evaluate sport-specific coaching practices,
- Demonstrate the ability to interpret research findings in sports science and coaching critically,
- Create a plan for facilitating psychological growth and development in the athlete,
- Recognize the coach's obligations regarding the legal aspects/issues of sport participation,
- Demonstrate a clear understanding of the physiological procedures and protocols for athlete testing and assessment in their sport,
- Demonstrate the incorporation of periodization into strength and conditioning programs,
- Demonstrate an understanding of the components of management and leadership within the coaching profession, and
- Demonstrate critical thinking skills when faced with important issues and challenges in coaching.

The proposed program will require the development of all new courses that have already gone through the required approval process at UTM.

PROGRAM PRODUCTIVITY

The University of Tennessee, Martin projects 10 students will enroll in the proposed program in the initial year and enrollment will grow to 29 students by year five. The proposed program plans to graduate its first students in year two with eight graduates which will increase to 12 by year five.

UTM projects an attrition rate of 20 percent which is based on current retention rates at the university.

	2022	2023	2024	2025	2026
Enrollment	10	18	22	26	29
Graduates	--	8	8	12	12

PROGRAM DUPLICATION

Currently, no other public universities in Tennessee offer a program with the same CIP code (13.1314 - Physical Education Teaching and Coaching). However, Cumberland University offers a graduate program with this CIP code with an average of two graduates per year.

EXTERNAL JUDGEMENT

An external review of the proposed program was conducted during a virtual site visit on April 8, 2021 by Dr. David Carr, Associate Professor and Program Coordinator in the Department of Recreation and Sport Pedagogy in the Patton College of Education at Ohio University. The site visit included meetings with campus administrators, faculty, prospective students and community partners.

Dr. Carr made a recommendation for approval of the proposed program based on “the need to educate more coaches at high levels of sport, the quality of the proposed curriculum and the opportunity to pursue courses in sports management, educational leadership, and sports nutrition, and the strength of the faculty, students, university leaders, and the community at large.”

STUDENT DEMAND

The University of Tennessee, Martin conducted surveys with currently enrolled UTM students and alumni, teachers, administrators, and counselors (n=68) that showed half the respondents agreed they would enroll in the program if offered. Additionally, half of respondents preferred an online program.

OPPORTUNITIES FOR PROGRAM GRADUATES

According to the THEC Academic Supply and Demand report, there is currently a statewide demand for coaching professionals. Nationally, the U.S. Department of Labor projects continued growth for coaching professionals estimated at 18 percent. The proposed program references EMSI data showing an annual estimate of 27,000 job openings for coaches and scouts that the proposed program is seeking to address.

Letters of support are provided from the Director of Schools and Board Chairman for Weakley County, UTM Office of Intercollegiate Athletics, and the principals at Milan High School and Westview High School.

INSTITUTIONAL CAPACITY TO DELIVER THE PROGRAM

The proposed MSCP program will be based in the College of Education, Health, and Behavioral Sciences at the University of Tennessee, Martin. Since 2010, UTM has been acquiring faculty in their Health and Human Performance department with expertise around

the sports coaching field to serve across multiple campus programs that includes a currently offered undergraduate minor in Athletic Coaching as well as courses in sports business, education, and nutrition. One additional faculty member will be added in year one of the proposed program which will also serve as the program coordinator. Due to current infrastructure and online delivery, costs are minimal with an annual \$7,500 amount planned to support the operating expenses for the proposed program. UTM anticipates the program will be able to reallocate revenue beginning in year one of the program.

ASSESSMENT AND POST-APPROVAL MONITORING

An annual performance review of the proposed program will be conducted for the first five years following program approval. The review will be based on benchmarks established in the approved proposal. At the end of this period, the campus, institutional governing board, and Commission staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, and other metrics set by the institution and Commission staff. If benchmarks are not met during the monitoring period, the Commission may recommend that the institutional governing board terminate the program. If additional time is needed and requested by the institutional governing board, the Commission may choose to extend the monitoring period.

**Tennessee Higher Education Commission
Appendix A: THEC Financial Projections Form
The University of Tennessee at Martin
Master in Sport Coaching and Performance**

Seven-year projections are required for doctoral programs.
Five-year projections are required for baccalaureate and Master's degree programs
Three-year projections are required for associate degrees and undergraduate certificates.
Projections should include cost of living increases per year.
Planning year projections are not required but should be included when appropriate.

	Planning Year	Year 1	Year 2	Year 3	Year 4	Year 5
I. Expenditures						
A. One-time Expenditures						
New/Renovated Space ¹	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Library	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Consultants	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total One-time	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -
B. Recurring Expenditures						
Personnel						
Administration						
Salary	\$ -					
Benefits	\$ -					
Sub-Total Administration	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Faculty						
Salary	\$ -	\$ 55,000	\$ 55,550	\$ 56,106	\$ 56,667	\$ 57,234
Benefits	\$ -	\$ 18,150	\$ 18,332	\$ 18,515	\$ 18,700	\$ 18,887
Adjunct			\$ 2,680	\$ 2,680	\$ 2,680	\$ 2,680
Sub-Total Faculty	\$ -	\$ 73,150	\$ 76,562	\$ 77,301	\$ 78,047	\$ 78,801
Support Staff						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Support Staff	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Assistants						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tuition and Fees* (See Below)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Graduate Assistants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operating						
Travel	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Marketing/Printing	\$ -	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -					
Sub-Total Operating	\$ -	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Total Recurring	\$ -	\$ 80,650	\$ 84,062	\$ 84,801	\$ 85,547	\$ 86,301
TOTAL EXPENDITURES (A + B)	\$ 2,000	\$ 80,650	\$ 84,062	\$ 84,801	\$ 85,547	\$ 86,301

***If tuition and fees for Graduate Assistants are included, please provide the following information.**

Base Tuition and Fees Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Number of Graduate Assistants	-	-	-	-	-	-

II. Revenue

Planning Year	Year 1	Year 2	Year 3	Year 4	Year 5	
Tuition and Fees ²	\$ -	\$84,618	\$190,391	\$232,700	\$275,009	\$304,934
Institutional Reallocations ³	\$ 2,000	\$ (3,968)	\$ (106,329)	\$ (147,899)	\$ (189,462)	\$ (218,633)
Federal Grants ⁴	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Private Grants or Gifts ⁵	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other ⁶	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BALANCED BUDGET LINE	\$ 2,000	\$ 80,650	\$ 84,062	\$ 84,801	\$ 85,547	\$ 86,301

Notes:

(1) Provide the funding source(s) for the new or renovated space.

The proposed program is online. No new facilities are needed. HHP has adequate space to implement and manage the MSCP.

(2) In what year is tuition and fee revenue expected to be generated? Tuition and fees include maintenance fees, out-of-state tuition, and any applicable earmarked fees for the program. Explain any differential fees.

We expect that the proposed program will generate tuition and fees during the first year of the program. We project that we will enroll half in state and out state students. We cannot predict the number of students entering in fall, spring, or summer. We anticipate 10 students in year one and growing to up to 15 by the fifth year. The projections were based on this regardless of entry point. Figures were calculated using the 2021-2022 tuition rate and fees for online UTM graduate programs. Figures also align with table 10 projecting attrition rates and total participants years 1 through 5. Note: Year five calculations were based on 15 in state and 14 out of state indicating 29 enrolled students.

Tuition and fees for the graduate assistants will come from the graduate assistant university pool. Graduate assistants will more than likely come from UTM's athletic department.

State employees receive a 25% reduction in maintenance fees. Tuition and fees include maintenance fees, out-of-state tuition, and any applicable earmarked fees for the program

The HHP department will use approximately \$2,500 for marketing and printing cost to create marketing materials. These materials

Revenue generated for the program will be allocated in the following way: 1.) Additional faculty to support the MSCP and support undergraduate minor in athletic coaching. 2) instructional technology to support the program.

(3) Identify the source(s) of the institutional reallocations, and grant matching requirements if applicable.

N/A

(4) Provide the source(s) of the Federal Grant including the granting department and CFDA(Catalog of Federal Domestic Assistance) number.

N/A

(5) Provide the name of the organization(s) or individual(s) providing grant(s) or gift(s).

N/A

(6) Provide information regarding other sources of the funding.

N/A