



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

Substantive Program Modification Form

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

UNIVERSITY:	NSU
CURRENT PROGRAM DEGREE:	MSEd
CURRENT PROGRAM MAJOR/MINOR:	Sport Performance & Leadership
CURRENT SPECIALIZATION (If applicable):	
CIP CODE:	31.0501
UNIVERSITY DEPARTMENT:	Sports Sciences
BANNER DEPARTMENT CODE:	NHPE
UNIVERSITY COLLEGE:	School of Education
BANNER COLLEGE CODE:	5E

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Michael Wanous

2/19/25

Vice President of Academic Affairs or
President of the University

Date

1. This modification addresses a change in (place an "X" in the appropriate box):

- | | |
|---|--|
| <input type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input type="checkbox"/> Total credits required for program |
| <input checked="" type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input checked="" type="checkbox"/> Other (explain below) –
Change MSEd to MS and add 2 specializations |
| <input checked="" type="checkbox"/> Modification requiring Board of Regents approval
<i>Must have prior approval from Executive Director or designee</i> | |

2. **Effective date of change: 8/1/2025**

3. **Program Degree Level (place an “X” in the appropriate box):**

Associate Bachelor’s Master’s Doctoral

4. **Category (place an “X” in the appropriate box):**

Certificate Specialization Minor Major

5. **If a name change is proposed, the change will occur (place an “X” in the appropriate box):**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name: MS Sports Administration and Leadership

Reminder: Name changes may require updating related articulation agreements, site approvals, etc.

6. **Is the program being modified associated with a current articulation agreement?**

Yes No

a. **If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain:**

7. **Primary Aspects of the Modification (add lines or adjust cell size as needed):**

Existing Curriculum

MSEd Sport Performance and Leadership

Proposed Curriculum (highlight changes)

MS Sports Administration and Leadership

Pref.	Num.	Title	Cr. Hrs.		Pref.	Num.	Title	Cr. Hrs.
EDER	761	Graduate Research and Design	3		EDER	761	Graduate Research and Design	3
PE	744	Sociological Perspectives of Sport	3					
PE	773	Sport Leadership	3		PE	773	Sport Leadership	3
					PE	514	Law and Ethics	3
					PE	567	Event Planning and Facility Management	3
					PE	740	Organization and Administration of Athletics	3
					PE	781	Sport Analytics	3
PERFORMANCE TRACK (18 Credits)					ATHLETIC COACHING & LEADERSHIP specialization (9 credits)			
HLTH	522	Nutrition	3		PE	754	Applied Sport Psychology of Effective Coaching	3
PE	510	Program Design for Strength & Conditioning	3		PE	758	Sport Coaching Methods & Technique	3

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PE	557	Psychology of Human Performance	3	PE	759	Contemporary Issues in Sport	3
PE	582	Theory of Strength Training and Conditioning	3				
PE	752	Analysis & Mechanical Principles of Sports Skills	3				
PE	753	Applied Sport Physiology	3				
LEADERSHIP TRACK (18 Credits)				SPORTS MANAGEMENT specialization (9 Credits) Choose 3:			
PE	511	Sport Marketing	3	PE	511	Sport Marketing	3
PE	512	Financial Aspects of Sport	3	PE	512	Financial Aspects of Sport	3
PE	514	Law and Ethics	3	PE	515	Esport Management	3
PE	567	Event Planning and Facility Management	3	PE	556	International Sport Management	3
PE	740	Organization and Administration of Health, PE, and Coaching	3				
PE	759	Contemporary Issues in Sport	3				
CAPSTONE (3-6 Credits)				CAPSTONE (3-6 Credits)			
PE	788	Research Problems/Projects	1-6				
PE	794	Internship	1-8	PE	794	Internship	1-8
PE	798	Thesis	1-6	PE	798	Thesis	1-6
Total number of hours required for degree			30-33	Total number of hours required for degree			30-33

8. Explanation of the Change:

The field of Sports Sciences has become a robust discipline of scientific study, and modifying this program to a MS degree, changing the program name, and creating a strong core for two focused areas of study reflects the evolution of the field itself. Careers in sports are competitive, and this substantive program modification along with the new MS in Sports Sciences enable graduates to earn degrees and hold transcripts that reflect the rigor of their studies.

This shift reflects a deliberate acknowledgment of the inherently scientific nature of the Sports Sciences field, aligning the program more closely with the academic rigor required for advanced studies. There is an expectation of educational or teaching components with an MSED degree. Unlike the early years of Northern's MSED in Sports Performance & Leadership, the department, faculty, and field have increasingly grown toward business and science and further from teaching. An MS program is the appropriate graduate degree for the Sports Sciences field.

The Sports Sciences Department is working closely with experts on Northern's Sports Sciences Advisory Board to update the curriculum and align degree programs with accreditation standards, industry best practices, and workforce needs. Northern State University received approval from the BOR to pursue accreditation by the Commission on Sport Management Accreditation (COSMA), and this substantive program modification clears the path for Northern to apply for accreditation for the Sports Management specialization within the MS in Sports Administration and Leadership. Across all the master's degree programs accredited by COSMA, only two programs are master's in education (M.Ed.). The vast majority (more than 82%) of graduate programs accredited by COSMA are MS degrees, and the remainder are MBA programs.

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Substantively changing the program to a MS aims to provide students with a more focused and tailored academic experience, allowing them to concentrate on specific areas within the Sports Sciences domain. Specialized academic knowledge is increasingly crucial for meeting industry standards, and prospective graduate students are looking for degrees and programs that are specialized and accredited. By tailoring this program to fit the specific areas of Athletic Coaching & Leadership and Sports Management, we aim to better prepare our students for success in their chosen fields. These proposed modifications collectively aim to enhance the program's academic standing, aligning it more closely with industry standards and ensuring students' more tailored and effective educational experiences.

Data gathered from years of alumni surveys (2017 through 2023) demonstrates that graduates of Northern's current MEd in Sport Performance and Leadership program primarily pursue careers in four areas:

- 35% coaching
- 16% sports administration
- 15% strength and conditioning
- 14% health care (e.g., DPT, Chiropractic)

Northern's MS in Sports Administration and Leadership tailors to students pursuing careers in the first two areas: Athletic Coaching & Leadership and Sports Management.

Career projections that the Sports Management Specialization will prepare students for include:

South Dakota Department of Labor & Regulation statistics [8]: According to occupational employment projections for South Dakota – long term data, by 2030 careers in

- Miscellaneous Entertainers and Performers, Sports and Related Workers will increase by 10%
- Arts, Design, Sports, and Media will increase 6%.

According to industry employment projections – long term data, by 2030 careers in

- Performing Arts, Spectator Sports, and Related Industries will increase by 28%
- Sporting Goods, Hobby, Book, and Music Stores will increase by 12%

O-NET Online [9]: According to occupational employment projections for South Dakota, by 2032 careers in

- Agents and Business Managers of Artists, Performers, and Athletes will increase by 8% - 17% of the job market requires a master's degree

United States Department of Labor Projections Central [10]: According to occupational employment projections for South Dakota, by 2030 careers in

- Miscellaneous Entertainers and Performers, Sports and Related Workers will increase by 6%

SDBOR Workforce and Degree Gap Analysis [11]: According to occupational employment projections for South Dakota, by 2030 careers in

- Performing Arts, Spectator Sports, & Related Industries will increase by 18%
- Sporting Goods, Hobby, Musical Instrument, & Book Stores will increase by 9%

Career projections that the Athletic Coaching & Leadership Specialization would prepare students for include:

South Dakota Department of Labor & Regulation statistics [8]: According to occupational

employment projections for South Dakota – long term data, by 2030 careers in

- Coaching and Scouting will increase by 11%

O-NET Online [9]: According to occupational employment projections for South Dakota, by 2032 careers in

- Umpires, Referees, and other Sports Officials will increase by 10%
- Athletes and Sports Competitors will increase by 9%
- Coaches and Scouts will increase by 9% - 19% of the job market requires a master's degree

United States Department of Labor Projections Central [10]: According to occupational employment projections for South Dakota, by 2030 careers in

- Coaches and Scouts will increase by 11%

SDBOR Workforce and Degree Gap Analysis [11]: According to occupational employment projections for South Dakota, by 2030 careers in

- Umpires, Referees, & Other Sports Officials will increase by 16.9%

[8] https://dlr.sd.gov/lmic/menu_projections_occupation_statewide.aspx

[9] <https://www.onetonline.org/link/summary/39-9031.00>

[10] <https://projectionscentral.org/Projections/LongTerm>

[11] https://www.bhsu.edu/Faculty-Staff/Sponsored-Programs/_docs/EmsiGapAnalysis.pdf

For substantial modifications requiring Board approval, complete the items below. References to external sources should be documented with a footnote (including web addresses where applicable).

9. Date of approval from the Executive Director or designee.

On 11/20/2024, NSU was granted permission to update this curriculum using this substantive program modification form.

10. Identify the program modification requested.

NSU's program will be listed as a Master of Science (MS) degree in Sports Administration and Leadership. The two specializations in the program are Athletic Coaching & Leadership and Sports Management.

Current coding is:

NMSED.SLD

New coding is:

NMS.SLD-CL

NMS.SLD-SM

11. Provide justification for the desired modification.

In addition to this substantive program modification, and to best match industry standards and expectations for the four career areas listed above, Northern is creating a new MS in Sports Sciences with two specializations in Strength and Conditioning and Exercise Science. Northern is also pursuing program accreditation for the specializations in the new MS in Sports Sciences, including CoAES - Committee on Accreditation for the Exercise Sciences and CASCE - Council

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on Accreditation of Strength and Conditioning Education.

These modifications are strategically designed to respond to industry standards and advice from the Sports Sciences Advisory Board, integrate the expertise of Northern's highly qualified faculty, elevate the academic standing and prestige of the master's degree programs, and better meet the evolving needs and expectations of students pursuing careers in sports sciences.

This strategic move reflects our commitment to providing students with programs that meet and exceed industry standards, ensuring their readiness and competitiveness in the ever-evolving sports sciences landscape.

12. Would the requested modifications require a change to the catalog description and learning outcomes? If so, describe.

Yes.

Catalog Description:

The MS Sports Administration and Leadership prepare students for specialized roles in the sports industry. The curriculum balances theory and practical experience, equipping students with the necessary skills in leadership, communication, and team dynamics to succeed in their field. The program includes experiential learning and real-world applications, preparing graduates to take on leadership and management roles in a range of sports settings.

Sports Management Specialization

The Sports Management Specialization prepares graduates for roles in sports management, covering areas such as professional sports, athletics administration, sports facilities, sports media, and marketing agencies. The program balances theory and practice, providing a comprehensive understanding of business, socio-cultural, ethical, and legal aspects in sports environments. Graduates are equipped for various roles in intercollegiate athletics, professional sports, sports facilities, recreation management, youth sports, and sports media. The curriculum integrates theoretical insights with hands-on experiences, site visits, and collaborative projects for practical and applicable skills in sports administration.

Athletic Coaching & Leadership Specialization

The Athletic Coaching & Leadership Specialization prepares students for coaching and leadership roles in sports organizations. The program combines theoretical coursework with practical training in coaching methods, leadership strategies, team dynamics, and sports psychology. Emphasis is placed on communication, decision-making, and mentorship skills essential for effective leadership. The curriculum includes hands-on experiences, case studies, and discussions to address contemporary challenges in sports leadership. Graduates are equipped to contribute to the development of athletes and sports organizations.

13. Indicate the number of students currently enrolled in the program.

35

14. Describe the real impact to students.

Degree change - The MSED is specifically tied to education, and the larger discipline of Sports Sciences has evolved and expanded to become a science. The MS degree better reflects the science of the discipline.

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Name change – no impact in time to degree or cost for students. Positive impact will come from ease of explaining degree to employers.

Curriculum change – the shared core and two specializations enable efficiency in course planning while also ensuring students’ transcripts demonstrate their specialized knowledge in the field.

15. Describe the real impact to the university.

The changes are intended to boost enrollment in the Sports Sciences graduate programs.

16. Describe any cost associated with the program modification.

None. Faculty are already in place and the redesigned curriculum creates efficiencies in faculty workload and course rotations.

17. Describe any risks and unintended consequences associated with the program modification.

None.

18. Would this modification be effective for current and future students, or only students who enroll following the change?

The changes will be effective for new students. Those in the current program will be taught out with the previous name and content requirements unless they elect to move into the new catalog.