



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS New Site Request

Use this form to request authorization to deliver an entire existing degree program (graduate program, undergraduate major or minor, certificate, or specialization) at a new site or by distance delivery (including online delivery). Board of Regents approval is required for a university to offer programs off-campus and through distance delivery. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Site Request Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

UNIVERSITY:	NSU
DEGREE(S) AND PROGRAM:	MS Sports Administration and Leadership Sport Management Specialization
NEW SITE(S): <i>Include address of new physical locations. Delivery methods are defined in AAC Guideline 2.4.3.B.</i>	Online
INTENDED DATE OF IMPLEMENTATION:	Fall 2026
CIP CODE:	31.0501
UNIVERSITY DEPARTMENT:	Sports Sciences
BANNER DEPARTMENT CODE:	NHPE
UNIVERSITY DIVISION:	School of Education
BANNER DIVISION CODE:	5E

☒ **Please check this box to confirm that:**

- The individual preparing this request has read AAC Guideline 2.3.2.4.A, which pertains to new site requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

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.

Erin Foubert

President (or Designee) of the University

8/31/2026

Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. What is the need for offering the program at the new physical site or through distance delivery?

The need for offering a Sport Management graduate program online arises from various geographical, technological, and professional factors. Many individuals pursuing a graduate degree in Sport Management are already working in the sports industry or related fields. Online programs allow them to balance their education with professional

responsibilities. This flexibility is critical for adult learners and those with unpredictable schedules, such as coaches or athletic directors. Additionally, online programs eliminate the need for students to relocate. For many non-traditional students, like working professionals, relocating for a face-to-face graduate program creates a barrier to enrollment.

The sports industry is a global, multi-billion-dollar sector experiencing rapid growth in areas like eSports, analytics, and sports marketing. Offering the sport management specialization online would cater to professionals seeking specialized knowledge in these emerging areas. Employers value advanced degrees in sports management, and an online format allows more people to acquire these qualifications.

Online programs open doors for students nationwide, increasing enrollment opportunities and the reach of Northern State University. Offering the sport management graduate program online meets the growing demand for flexible, accessible, and high-quality education tailored to meet the needs of adult learners.

2. Are any other Regental universities authorized to offer a similar program at the proposed site(s) or through distance delivery? If “yes,” identify the institutions and programs and explain why authorization is requested.

Yes, SDSU offers an on-campus Master of Science in Sport and Recreation Administration. USD offers a Master of Arts in Kinesiology & Sport Management, available both on campus and online. Northern is seeking to provide the sport management specialization online in addition to on campus with a HyFlex modality.

3. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates (*replace “XX” in the table with the appropriate year*).

	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 26	FY 27	FY 28	FY 29
Students new to the university	4	6	8	10
Existing students from other university programs	4	4	6	6
=Total students in the program at the site	8	10	14	16
Program credit hours (major courses)**	144	180	252	288
Graduates	2	4	8	8

*Do not include current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

4. What is the perceived impact of this request on existing programs in the Regental system?

Positively, offering a sport management specialization online at Northern State University would increase accessibility and enrollment. An online program can attract students who might not otherwise enroll in a traditional on-campus program due to geographical or scheduling limitations. It could appeal to working professionals or career changers seeking flexible learning opportunities, potentially expanding the overall student base within the Regental system.

Additionally, the online platform could enhance Northern State University's reputation and visibility across the nation. Northern State's Sports Science graduate program has alum all over the United States, including Florida, Indiana, Texas, Wyoming, New Mexico, Arizona, and more. Offering an innovative and accessible program in sports management could boost the reputation of the system and establish it as a leader in Sports Leadership. Especially with notable alumni and the success Northern State has had with job outcomes in sport management.

Potential perceived challenges might include competition with existing graduate programs from USD or SDSU. Online options are perceived as more convenient or cost-effective, drawing students away from traditional on-campus offerings. Other perceived challenges could be the stress of resources and faculty burnout. Developing and maintaining a high-quality online program requires significant resources, including faculty time, technology, and marketing. This might strain existing resources in other programs or departments.

5. **Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If there are corresponding program modifications requested, please attach the associated form. Explain the delivery of the new courses and attach any associated new course request forms.**

Sports Administration and Leadership – Sport Management Specialization (MS)	Credit hours	Credit hours currently available from this university at this site	Credit hours currently available from other universities available at this site	Credit hours currently available via distance	Credit hours new to this university
System General Education Requirements					
<i>Subtotal, Degree Requirements</i>					
Required Support Courses					
Major Requirements	21-24	24	3	9	
Major Electives or Minor	9	12		9	
<i>Subtotal, Requirements of the Proposed Major</i>					
Free Electives					
<i>Total, Degree with Proposed Major</i>	30-33	36	3		

*If the major will be available in more than one degree (e.g., BA, BS, BS Ed) at the new site(s) and the number or distribution of credits will vary with the degree, provide a separate table for each degree.

6. **How will the university provide student services comparable to those available for students on the main campus?**

Online and Hyflex students will have all student success resources in addition to tutor.com resources.

7. **Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).**

The program is not currently accredited. Reporting the change is only required upon receiving COSMA accreditation.

- 8. Does the university request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy.**

No

- 9. Cost, Budget, and Resources related to new courses at the site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Complete Appendix B – Budget using the system form.**

No additional resources are needed to move the program online. Many courses are already offered online. Existing faculty are trained to teach online and HyFlex. The Center of Excellence in Teaching and Learning (CETL) at Northern State University provides consistent training to ensure high quality delivery of online and hyflex courses.

- 10. Additional Information:** *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*