TO: PRESIDENT ALBERT W. BROWN
FROM: THE FACULTY SENATE
RE: I. Formal Resolution (Act of Determination)
    II. Recommendation (Urging the fitness of)
    III. Other (Notice, Request, Report, etc.)
SUBJECT: Sports Administration Concentration

(See attached)

Signed: Date Sent: 10/28/75
William C. Rock, President

TO: THE FACULTY SENATE
FROM: PRESIDENT ALBERT W. BROWN
RE: I. DECISION AND ACTION TAKEN ON FORMAL RESOLUTION
   a. Accepted. Effective Date: 12/10/75
   b. Deferred for discussion with the Faculty Senate on
   c. Unacceptable for the reasons contained in the attached explanation

II, III: a. Received and acknowledged
   b. Comment:

DISTRIBUTION: Vice Presidents:
Others as identified:

Distribution Date:
Signed: (President of the College)

Date Received by the Senate: DEC 15 75
Undergraduate Physical Education Unit
Joseph P. Winnick
Unit Coordinator

Professional Entity
Bonnie Beck
Entity Coordinator

Developed by
Clark Whited
Undergraduate Physical Education Unit

October 2, 1975
STATE UNIVERSITY OF NEW YORK
College at Brockport
Undergraduate Physical Education Unit

PROPOSAL FOR CONSIDERATION
IN
SPORTS ADMINISTRATION

This proposal provides for a Sports Administration Program to be offered by the Faculty of Physical Education and Recreation, Undergraduate Physical Education Unit of the State University of New York at Brockport. Prospective students will pursue an academic concentration preparing them for a career in sports management. The program is designed to meet the theoretical and practical needs and interests of individual students through an interdisciplinary approach.

The field of sports administration has been limited in employment opportunities up to this time and the majority of personnel were trained by on-the-job instruction or by retraining specialist from the business field. However, rapid development in professional, amateur, and educational sports program in the last few years has produced a need for educationally trained administrators. The smaller sports organizations are rapidly being phased out and replaced by business-like structures housed in multi-sport stadia across the country.

Modern sports administrators should have experience in sports activities in addition to an academic background in the areas of sport psychology, sport sociology, and the philosophy of sport. These experiences provide a basis for understanding men's participation in the sports phenomena. In addition, administrators need knowledge and skills related to administrative theory adapted to the sports field, business procedures of sports organizations, planning and use of facilities, management of sporting events, public relations, staff functions and relationships, health and safety precautions and legal and financial procedures. Finally, they need some practical experiences in a functioning sport organization to apply these skills and knowledges. James Long, the Director of Physical Education at Oregon State University makes these recommendations concerning professional sports administration programs.
DEVELOPMENT OF PROFESSION: There are elements common to recognized professions. One important element is that a profession is based on an organized body of knowledge with appropriate educational experiences. Theory and practice are interdependent. A professional person should also have the sort of general education that will give him a broad background in the liberal arts. Scientific investigation and research are becoming essential to progress in business administration, educational administration, and related areas such as the behavioral sciences. Administrative theory and the related areas of knowledge pertaining to the improvement of athletic administration as a profession are just as important but have been slow in developing.

EMERGENCE OF ADMINISTRATIVE THEORY AND PRACTICE: The emergence of sound administrative theory and practice will undoubtedly receive increasing attention in institutions of higher education. Scholars and researchers from many disciplines will need to be involved by the departments of schools of physical education to supplement the core or basic theory courses and practices that should form the nucleus for this professional training. It seems logical that sports organization of the future will demand professionally trained administrators, with athletic experience, to handle the tremendous investments in athletics, to administer operational expenditures, to manage capital outlay, and to exploit the public-relations potential. (1)

Professional administrative programs have been accepted in industrial, financial, and educational fields; similar techniques applied to preparing management personnel for sports enterprises show excellent prospects for success.

Hughes and Youngberg reported that graduates of the Universities of Ohio and Massachusetts, two of the few institutions with established programs, had a 90% employment rate and 50% of these were hired by the organization for which they interned. (2)

A. Identity of the Program

1. Title of the Program or Curriculum

   The program proposed by the faculty of Physical Education and
   Recreation will be titled a Concentration in Sports Administration.

2. Degree, Certificate, or Diploma

   The program will consist of a concentration in Sports Administration,
   within the undergraduate Baccalaureate degree.

3. Proposed Beginning Date

   The target date for implementing this program is September, 1976.

4. Description of the Course of Study

   Course Offerings

   The student will satisfactorily complete 24 hours of offerings
   from these areas:

   a. Sports Administration Core (Required) 15 hours
      PEP 360 - Introduction to Sports Administration (P.R. 3)
      PEP 460 - Sports Administration (P.R. 3)
      PEP 461 - Problems in Sports Administration (P.R. 3)
      PEP 462 - Internship in Sports Administration (P.R. 6)

   b. Cognate Courses (by advisement) 9 hours

   The courses presented below are acceptable possibilities
   for the enhancement of preparation in Sports Administration.
   The specific cognate courses selected by students for the
   purpose of fulfilling program requirements must be approved
   by the Unit Coordinator or designee.

   CSC 201 - Introduction to Computer Programming (L. 3)
   ECON 285 - Financial Accounting (L. 3)
   ECON 286 - Managerial Accounting (L. 3)
   ECON 333 - Principles of Marketing (L. 3)
   ECON 365 - Principles of Management (L. 3)
ECN 375-Business Law (L. 3)

ECN 362-Collective Bargaining (L. 3)

ECN 435-Promotional Policies and Sales Management (L. 3)

(SME) SPT 399-Independent Study (L. 3)

SPT 425-Sport Medicine (L. 3)

REP 312-Organization and Administration of Leisure Services (L. 3)

SPH 352-Mass Media (L. 3)

SPH 477-Business and Administrative Public Relations (L. 3)

c. Requirements for Physical Education and Non-Physical Education Majors:

Major and non-major Physical Education students will meet the following requirements in addition to the courses required in the concentrations. It is further recommended that as many as possible of the required and elective courses be completed before taking PEP 460, 461.

**PHYSICAL EDUCATION MAJORS:**

<table>
<thead>
<tr>
<th>Required</th>
<th>3 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPT 426-Sociology of Sport (L. 3)</td>
<td>or</td>
</tr>
<tr>
<td>SME 313—Movement Experience in the Socio-cultural Environment (L. 3)</td>
<td></td>
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</tbody>
</table>

**Elective**

<table>
<thead>
<tr>
<th>Elective</th>
<th>3 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SME 413—Seminar in Socio-cultural Implications of Physical Activity (L. 3)</td>
<td></td>
</tr>
<tr>
<td>SPT 427—Socio-anthropological History of Sport (L. 3)</td>
<td></td>
</tr>
<tr>
<td>PEP 353—Administration of Intramurals (P. 3)</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL 6 hours**

**NON-PHYSICAL EDUCATION MAJORS:**

**Prerequisites**

<table>
<thead>
<tr>
<th>Prerequisites</th>
<th>9 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHE 302—Psychological Perspectives (L. 3)</td>
<td></td>
</tr>
<tr>
<td>PHE 303—Socio-cultural Perspectives (L. 3)</td>
<td></td>
</tr>
<tr>
<td>PHE 304—Philosophical Perspectives (L. 3)</td>
<td></td>
</tr>
</tbody>
</table>

**Required**

<table>
<thead>
<tr>
<th>Required</th>
<th>6 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPT 426—Sociology of Sport (L. 3)</td>
<td>or</td>
</tr>
</tbody>
</table>
SME 313 - Movement Experience in Socio-cultural Environment (L. 3)  
Performance Courses (3)  
3 hours  

Elective

SME 413 - Seminar in Socio-Cultural Implications of Physical Activity (L. 3)  
SPT 427 - Socio-anthropological History of Sport (L. 3)  
PER 353 - Administration of Intramurals (P. 3)  
TOTAL 18 hours  

4. Qualifications for the Program  
Students applying for and continuing in the program must have and maintain for the duration of the program a 2.0 overall academic grade-point average.  

5. Required for Internship  
Students must apply for internship experiences. Acceptance for internship experiences will be based on: criteria established within the Undergraduate Physical Education Unit. Such criteria will be in accordance with SUC Brockport policies. The internship will require the equivalent of one half of a semester or one semester working half-time. This requirement may be met by interning an equivalent amount of time during the summer. Students must be prepared to meet all expenses of transportation and living cost while they are interning.  

B. Long Range Planning  

1 & 2 Relation to the University Master Plan and the Campus Master Plan  
The 1972 Master Plan for the State University of New York College at Brockport projects the offering of a Sport Administration Program.
3. **Relation to existing or other projected programs of the institution.** The program is interdisciplinary, bringing together courses from Physical Education, Computer Science, Economics, Business, Recreation and Speech.

4. **Relation to existing programs**

Several other colleges and universities in the United States have initiated similar programs. At the state level, Ithaca College has developed a new program in this area. However, Ithaca's concentration is focused primarily on sports communication rather than administration.

C. **Resources**

1. **Faculty and Staff**

   This proposal would require one new course, Introduction to Sport Administration, to be taught during the spring of 1976. In the 1976-77 school year it would require nine new course sections and 25 interns to be supervised or approximately one and one-half teaching positions. As the program develops in succeeding years, the supervision of 45 interns and several additional course sections would increase to two and one-half teaching positions. The present faculty has the ability to teach the prerequisites and cognate courses. A faculty member will need to be hired with appropriate background for this program or a process or re-tooling of an individual on our present faculty will need to take place before the program is implemented.

2. **Facilities**

   Existing equipment and on-campus facilities (classrooms and office space) are sufficient to implement the proposed program. It will be necessary, however, to identify
appropriate off-campus sites for internship experience.

(4) Present holdings in the Drake Memorial Library are
designed to supply needs during the initial stages of the
sports administration program. Where deficiencies do
occur, they can be supplemented by the existing college
acquisition plan.

3. Expenditures

Initial expenditures for the sports administration program
will be approximately $1105.

A. Travel expenses to establish internship sites $900
B. Brochures to explain the program for sponsoring $100
organizations.
C. Posters to publicize the program $50
D. Purchase of special tape cassettes from $40
   Marvin Milkes and Associates
E. Professional Sports Jobs Information Service - $15
   Marvin Milkes and Associates.

TOTAL $1105.00

4. Students

1. Identity

While this sports administration program would serve all
interested undergraduates who meet the requirements, it is
expected, however, that Physical Education students might
find such a program particularly attractive. A survey of
181 Physical Education students conducted in March, 1975,
indicated that 85% were interested in some aspect of the
sports administration program. (5)

2. Counseling

Faculty members in the Sports Administration program will
serve as program counselors.

5Appendix B Criteria for selecting internship sites.
6Appendix C Possible Internship Sites.
7Appendix D
### Estimated Enrollment

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>PEP 360 (Introduction)</th>
<th>PEP 460 (Sports Ad.)</th>
<th>PEP 461 (Problems in Sports Ad.)</th>
<th>PEP 462 (Internship)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring '76</td>
<td>35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall '76</td>
<td>70</td>
<td>30</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Spring '77</td>
<td>80</td>
<td>50</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>Summer '77</td>
<td></td>
<td></td>
<td></td>
<td>15</td>
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<tr>
<td>Fall '77</td>
<td>35</td>
<td>55</td>
<td>40</td>
<td>15</td>
</tr>
<tr>
<td>Spring '78</td>
<td>35</td>
<td>60</td>
<td>45</td>
<td>15</td>
</tr>
<tr>
<td>Summer '78</td>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Fall '78</td>
<td>90</td>
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<td>15</td>
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<td>Spring '79</td>
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<td>Summer '79</td>
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<tr>
<td>Fall '79</td>
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</tr>
<tr>
<td>Spring '80</td>
<td>90</td>
<td>65</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>Summer '80</td>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

It is estimated that approximately one-third to one-half of the enrollment in the first three courses will be students electing the theory courses to augment their Physical Education program. Only students majoring in the Sports Administration Concentration will enroll in the internship.

### Employment Possibilities

The rapid growth of professional sports leagues, as well as the development of the multi-purpose sports stadia, private tennis and golf clubs, and sport camps has produced a sports industry of considerable size and complexity that needs the services of college trained administrators.
Congressional legislation in support of amateur sports as described in the Arthur Little report (6) has been considered for several years. If such legislation is passed, it will produce a tremendous growth in amateur sports organization and the need for highly qualified sports administrators. The development of national headquarters and professional staffs in youth sport leagues patterned after Little League and Pop Warner Football organizations will need trained sports administrators.

College and university athletic departments have long needed more skilled personnel and recently there has been a demand for women athletic directors at the collegiate level (7).

5. Articulation and Transfer

Few problems involving articulation and transfer of students are anticipated because of the very limited number of programs that are offered in the United States. However, these problems would be resolved by advisement and on the basis of the student's program. A graduate concentration in Sports Administration at Brockport may be considered in the future based on the present program.

6. Evaluation

Once a year an evaluation of the program will be conducted and will include:

(1) Student Reaction and Performance
(2) Evaluation from Intern Supervisors
(3) Follow-up of graduates
(4) An evaluation panel consisting of present students, graduates, faculty, administration, representatives from consumer agencies and organizations.


7. Knowles, Asad., op. cit., p. 8-10
Introduction to Sports Administration

PEP 360 (P.R.)

Summary:

An introductory course in the theory of administration thought and its implications for sports management. Broad area of administrative development, structure and functions of organizations, managerial styles, staff relationships, and adaptations of organization, functions and administration of sports organizations will be considered.

Objectives:

1. The student will demonstrate a knowledge of organizational structures, decision making processes, managerial effectiveness, motivational techniques, adaptations of organizations, administrative communications and administrative techniques of guiding individual and group behavior.

2. The student will demonstrate a knowledge of the relationship of general administrative theory to various kinds of sports organizations.

3. The student will be required to be acquainted with sources of general administrative literature.

Course Outline:

1. Trends in the development of administrative practice and theory of scientific and behavioral management practices, and qualitative management concepts.

2. Types of organizational structure such as functional, line, line and staff; organizational authority-responsibility, spans of control, and tall and flat organizational structure.

3. Decision making process of administrators and organizations such as rational and incremental, hierarchical, and group models.

4. Types of managerial effectiveness—contributions of Lewin, McGregor, Likert, Blake and Mouton. The organisation and noci-centric types of administrators will be compared.

5. Administrative technique of motivation the role of money and recognition, Maslow's needs hierarchy, commitment theories, Likert's link-pin theory, KIT contrasted to Herzberg's theory.

6. Adaptation of organization for increased effectiveness in a changing society, involving Bennis, Katz and Kahn's and Schein's criticism of previous programs. Models of Blake and Mouton, Kurt Lewin, Schein, Lawrence and Larch discussed and compared.

8. Administrative techniques of guiding individual and group behavior of perception, cognition congruence, role, group formation, structure, cohesiveness (Beckmore, Kelly).
9. Relationships of administrative theory to various kinds of sports organizations in the aspect of their organizational structure, present managerial styles, motivational techniques, adaptations to improve present structure, staff relationships, and better communication.

Instructional Procedures:

1. Utilization of the Brockport Administrative Core, Media Assisted Self Study.
2. Classroom lecture and discussion providing the application of material to sports management.

Bibliography:

5. Lawrence, P.R., Lorsch, J.W., Developing Organization: Diagnosis and Action, Addison-Wesley, Reading, Mass., 1969.
Sports Administration

PEF 460 (P.R.-3)

Summary:
The course deals with the administrative functions involved in amateur, educational and professional sports organizations. Topics include business procedures, legal and financial responsibilities, management of sporting events, health aspects, staff requirements and relationships, public relations, players recruiting and eligibility. (Prerequisite: PEF 360)

Objectives:
1. The student will demonstrate a knowledge of business procedures, legal aspects, financial procedures, facilities, management of sports events, public relations, health aspects, players relationship as they relate to the administration of an organized sports program.
2. The student will demonstrate a knowledge of effective management techniques and procedures as they apply to management of amateur, educational and professional sports organizations.
3. The student will demonstrate the ability to relate general administrative principles to the various areas of sports management.

Course Outline:
1. The role that specific sport groups play in their respective areas in society through interpretation of aims and values.
2. Business procedures of budgeting, purchasing, supply management, accounting and records.
3. Legal authority and responsibilities of charters, franchises, league and conference regulations, liability and negligence.
4. Financial procedures involved in raising funds, grants gifts, loans, taxes, controlling and safeguarding receipts.
5. Planning, contractions, and maintenance of sport facilities including playing surfaces, players locker room, seating plans, service areas, lighting, offices and safety features.
6. Management of sporting events involving scheduling, ticket sales, ushers, concessions, officials, crowd control, team travel, housing, meals, itinerary.
7. Public relations and publicity through media channels of press, radio, and television as well as directing employees training programs and public address announcing.
8. Health aspects of training, conditioning, and medical supervision of players as well as first aid for spectators and safety procedures.
9. Director and staff competencies and responsibilities, staff organization, morale, supervision, decision making, leadership, and inservice training.

10. Players relationships involved in recruiting, eligibility, contracts, pay or awards, and insurance.

Instructional Procedures:

1. Classroom lecture and discussion.

2. Assigned reading and reports permitting a student to investigate areas of particular interest.

Bibliography:


3. Professional Sport Information Cassettes—Marvin Milkes Assoc.
   a. Publicity and Promotions, Red Patterson, V.P. Los Angeles Dodgers.
   b. Tickets and Concessions, Bill Ehrly, Former Ticket Manager, Milwaukee Braves.
   d. Scouting and Player Evaluation, Al Camp, V.P. Los Angeles Dodgers.
   f. The Traveling Secretary, Herb Elk, Former Traveling Secretary, Houston Astros.


Problems in Sports Administration
PEP 461 (P.R.-3)

Summary:
A seminar course in the current problems in sports administration including visitations to various types of sport facilities to acquaint students with the actual structures and their operation. (Prerequisite PEF 360).

Objectives:
1. The student shall demonstrate his knowledge and ability to solve and defend solutions to a series of case study problems in the area of sports management.
2. The student will demonstrate an ability to search legal literature for appropriate information.
3. The student will demonstrate a knowledge of practical problems involved with various sport facilities and their operation.

Course Outline:
1. Current problems of sports administration will be studied and case studies will be formulated to test student's application of knowledge in:
   a. Changes in the role of sport groups and society.
   b. Legal problems of government involvement through court decisions, laws on the national and state level.
   c. Financial problems such as support sources for programs, tax decisions, economy, measures.
   d. New Ideas in construction, surfaces, lighting, seating, modifications.
   e. New promotional and public relations development.
   f. Development of a National Sports Administration Professional Organization.
   g. Changing managerial concepts.
   h. Problems concerning players contracts, salary negotiations, eligibility, recruiting, players rights and responsibilities.
2. Visitations to various sport facilities to familiarize students with the facilities and their operation.
   a. Arena—Hockey, Basketball, Tennis, Indoor Soccer, Lacrosse and special events.
   b. Stadium—Baseball, Football, Soccer, Track & Field and special events.
Specialization Areas--Tennis Club, Golf Club, Ski complex.

Bibliography:


5. Farnsworth, Dana L., College Health Administration, Appleton-Century, NY, 1964.


10. Official Compilation, Codes, Rules, Regulations of the State of New York, Education, Department of State, Albany, NY


   b. Marketing and Merchandising, Don Ruck, Director of Marketing and Merchandising, National Hockey League.
   c. Role of the Team Publicity Director, Barney Kremenke, Long Island.
   d. Arena Management, Advertising and Publicity, Statistics and the Role of the Traveling Secretary, Herb Elk, Former Traveling Secretary - Houston Astros.
   e. Rights and Benefits of the Modern Player--Marvin Milkes, Players Representative, Professional Baseball.
   g. Women in Sports Today--Catherine Dusty Rhodes, Player Procurement, NYC World Football Team.
   h. Sport Clinics, Dr. Hoerner, NYC
Internship in Sports Administration

PHE 462 (P.R.)

Summary:

A supervised practical experience in a sports management organization. Opportunities will be provided for students to participate in the day-to-day duties of a sports organization and to observe the higher level administrative techniques of management. (Prerequisites PHE 360 & 460, 451).

Objectives:

1. The student will successfully demonstrate the ability to perform in an assistant capacity in the operation of a selected sports organization.

Internship Procedures:

The internship experience will vary depending on the size and type (amateur, educational, or professional) of organization selected. Every attempt will be made to match the student's ability and aspirations with a suitable situation.

Generally, these internship experiences will be of several kinds. First, the intern will be an assistant and learn the routines, duties and operational procedures of the situation and organization he is assigned. Second, he will have the opportunity to observe, analyze, and appraise the administrative style and techniques of the organization's management leaders.

The intern will be assigned a sponsor within the sports organization who will be responsible for instruction and advisement of each intern. A visiting college representative will assist in his job adjustment and his professional development.

Areas in which the intern will have opportunity to assist in the following management functions:

1. Business procedures
2. Facilities operation
3. Public relations
4. Management of sporting events

The intern will be expected to observe the administrative techniques of the organization and its leaders in these areas:

1. Organizational structures
2. Management styles
3. Decision making techniques
4. Staff motivation and morale
5. Legal restrictions and obligations
6. Financial procedures
INTERNSHIP SITES

1. Professional sports organizations.
2. Arenas or centers where professional sports or amateur sports are held; e.g., Rochester War Memorial or Rochester Tennis Club.
3. Commissioner's offices or central offices for professional or amateur sports.
4. Colleges or high schools.
5. College or high school athletic associations.
6. Buildings or centers that house the hall of fame for sport.

CRITERIA FOR SELECTING INTERNSHIP SITES

1. The institution or organization must be directly related to sport.
2. The institution or organization should be located within 400 miles of Brockport.
3. The institution or organization must be willing to host the intern throughout the duration of the internship experience.
4. The institution or organization must be willing to work cooperatively with the faculty from Brockport's sport administration program in supervising the interns. Brockport State would be responsible for coordinating the internship experience and establishing the guidelines, but the primary responsibility for supervising the intern would rest with the host institution or organization.
5. The intern should be under the direction of a qualified administrator who is capable of providing an educationally sound internship experience.
6. The institution or organization must be able to demonstrate its ability to offer an internship experience that is educationally sound and will contribute to the educational objectives of the program. Preferences will be given to sites that present plans for a well-conceived internship program featuring a wide variety of experiences.

NOTE: Not all organizations or institutions are expected to meet each of the criteria. Preference will be given to those groups meeting the most criteria. There should be an ongoing evaluation of each institution or organization in light of any administrative changes from within.

APPENDIX C
1. Office of the Commissioner of Baseball
2. Office of the Commissioner of Football
3. Office of the Commissioner of Hockey
4. Office of the Commissioner of Basketball
5. Office of the Commissioner of Track and Field
6. Office of the National Collegiate Athletic Association
7. Professional Golfers Association of America
8. United States Golf Association
9. Professional Bowlers Association of America
10. Office of the President of the International Baseball League
11. United States Lawn Tennis Association
12. Rochester Community Baseball Club
13. Rochester Americans Hockey Club
14. Rochester Lancers Soccer Club
15. Buffalo Bills Football Club
16. Buffalo Braves Basketball Club
17. Buffalo Sabres Hockey Club
18. Syracuse Chiefs Baseball Club
19. Toronto Maple Leaf Hockey Club
20. Montreal Expos Baseball Club
21. Cleveland Cavaliers Basketball Club
22. Cleveland Crusaders Hockey Club
23. Cleveland Browns Football Club
24. Cleveland Indians Baseball Club
25. New York Jets Football Club
27. New York Mets Baseball Club
28. New York Yankees Baseball Club
29. New York Cosmos Club
30. New York Rangers Hockey Club
31. New York Islanders Hockey Club
32. New York Knickerbockers Basketball Club
33. New York Nets Basketball Club
34. Rochester Tennis Club
35. Department of Athletics—University of Rochester
36. Department of Athletics—Syracuse University
37. Department of Athletics—University of Buffalo
38. Department of Athletics—Niagara University
39. Department of Athletics—S.U.C. at Albany
40. Department of Athletics—S.U.C. at Brockport
41. Department of Athletics—S.U.C. at Buffalo
42. Department of Athletics—S.U.C. at Fredonia
43. Department of Athletics—S.U.C. at Geneseo
44. Department of Athletics—S.U.C. at Oneonta
45. Department of Athletics—S.U.C. at Oswego
46. Baseball Hall of Fame
47. Football Hall of Fame
48. Section 5 New York State Public School Athletic League
49. Public Schools Director of Athletics, Rochester, N.Y.
50. Public Schools Director of Athletics, Buffalo, N.Y.
51. Public Schools Director of Athletics, Syracuse, N.Y.
52. Public Schools Director of Athletics, New York City, N.Y.
53. New York State Athletic Directors Office, Albany, N.Y.
SURVEY OF ALL PHYSICAL EDUCATION CLASSES, meeting at 9:00 am taken during March 1974-75 school year.

QUOTATION

STUDENTS' INTEREST IN A SPORTS ADMINISTRATION CONCENTRATION

Explanation: Plans are being formulated to present a proposal for a Sports Administration Program of 24 credit hours. This program is designed to prepare Physical Education students for possible employment with professional sport clubs (Buffalo Bills, Cleveland Indians etc) or in sport stadia (Rochester War Memorial, Atlanta Sport Palace), with private tennis and golf clubs, or amateur sport organizations. Students desiring to enter the educational field may be prepared for positions as school or college athletic directors.

COURSE WORK: The program would consist of nine-credit hours of sports administration courses, a six hour internship (similar to practice teaching) with some sports organizations of the student’s choice, and nine-credit hours from Business and/or Economic Departments.

QUESTIONS: Circle one of the numbers of the following choices that indicates your interest in Sports Administration.

1. I would be interested in selecting Sport Administration as a professional alternative. 25
2. I would be interested in taking the Sports Administration Concentration along with my Teacher Preparation Program. 83
3. I would be interested in selecting some of the Sports Administration Courses, but would not take the whole program. 48
4. I am not interested in any phase of Sports Administration. 12
5. Undecided. 13

TOTAL 181

PERSONAL DATA - Circle appropriate responses

Female Male Soph., Jr., Sr.
83 98 29 87 58