Resolution #12 1994-95

TO: President John E. Van de Wetering
FROM: The Faculty Senate Meeting on March 20, 1995 (Date)

RE: I. Formal Resolution (Act of Determination)
II. Recommendation (Urging the fitness of)
III. Other (Notice, Request, Report, etc.)
For your information

SUBJECT: Resolution in Education (Specialization in Physical Education)
Degree Program

Signed ______________________________ Date Sent March 30, 1995
(Roger M. Warren) (For the Senate)

TO: The Faculty Senate
FROM: President John E. Van de Wetering

RE: I. Decision and Action Taken on Formal Resolution
   a. Accepted. Effective Date __________
   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: ______________________________

Distribution Date __________ Signed: ______________________________
(President of the College)
A PROPOSAL TO CHANGE THE COLLEGE ATHLETIC ADMINISTRATION
CONCENTRATION IN THE MASTER OF SCIENCE IN EDUCATION
(Specialization in Physical Education) DEGREE PROGRAM

submitted by:

Dr. William F. Stier, Jr.
Professor of Physical Education and Sport
Graduate Coordinator of Physical Education and Sport

I. Comparison of old and new programs:

The only change is that the course that was used as an elective in the old program is now to be officially replaced with the same course, but as a required course: PES 692.01 Marketing and Fundraising in Physical Education and Sport.

<table>
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<tr>
<th>Old Program</th>
<th>Proposed Program</th>
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<tr>
<td>PES 601 Analysis of Teaching P.E.</td>
<td>PES 601 Analysis of Teaching P.E.</td>
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<td>PES 604 Research &amp; Eval. of P.E.</td>
<td>PES 604 Research &amp; Eval. of P.E.</td>
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<td>PES 607 Curriculum Design P.E.</td>
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<td>PES 590 Admin. &amp; Super HS/College Ath.</td>
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<td>EDA 656 Personnel Administration</td>
<td>EDA 656 Personnel Administration</td>
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<td>EDA 671 Legal Basis of Education</td>
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<td>Thesis OR Synthesis plus Internship</td>
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II. Rationale for change:

The justification for the inclusion of the course Marketing and Fundraising in Physical Education and Sport as a requirement within the Athletic Administration concentration is based upon the fact that the body of knowledge included within this course is essential (critical) for an administrator involved in the area of sport (and physical education). Survival of sport and physical education programs, now and in the future, depends upon the administrator's ability to market one's program and activities as well as to generate additional resources (money, services, goods) to support one's programs.

Without adequate preparation in the areas of marketing, public relations, publicity, promotions and fundraising, today's sport and physical education manager/administrator will be at a decided disadvantage. In fact, such an individual will not even be competitive within the field. Sport programs (and physical education programs) need to have knowledgeable and experienced professional managers and administrators who are skilled in obtaining and retaining additional resources for their programs as well as skilled in making publics and constituencies (internal and external) aware of the need for and value of such programs (through appropriate and timely marketing, public relations and promotions, and publicity).
Additionally, the body of knowledge represented by this course is acknowledged by the national accrediting body for sport management and sport administration as being essential in the preparation of athletic administrators and managers [as stipulated in the document: *Sport Management Program Standards and Review Protocol*, May 1993, published by the National Association for Sport and Physical Education (NASPE) and the North American Society for Sport Management (NASSM)]. This is a national recommendation.

Finally, the instructor of this course (Dr. William F. Stier, Jr.) is an internationally recognized expert in the areas of sport management, sport administration as well as sport marketing, public relations, publicity, and fundraising. Two of Dr. Stier's most recent books (1994) were in this area. He serves on the editorial board for the only national, refereed journal dealing with sport marketing (and fundraising, etc.) - *Sport Marketing Quarterly*. He also sits on the editorial boards or review boards of five other national or international, refereed journals. He has also been a frequent speaker at the international, national, regional and state levels (over 100 times) dealing specifically with these topics, including delivering invited presentations associated with: the national NCAA Professional Seminars (twice), the International Olympic Committee/United States Olympic Committee (International Olympic Academy), the United States Olympic Academy (twice), American Association for Health, Physical Education, Recreation and Dance, etc.

5. Description of the new course.

The study of marketing and fundraising concepts, strategies, and practices in sport and physical education. Attention is focused on the methods used by school based programs to solve their everyday marketing and fundraising problems.


No additional staffing is required as Dr. Stier has been the instructor of this class and will continue to teach this class.