



**Department of  
Higher Education**

**Mike DeWine**, Governor  
**Randy Gardner**, Chancellor

## CHANGE REQUEST: TITLE MODIFICATION

**Date of submission:** *date to come*

**Name of institution:** Kent State University

**Previously approved title:** Sport and Recreation Management major, Master of Arts degree

**Proposed new title:** Sport Administration major, Master of Arts degree

**Proposed implementation date of the request:** Fall 2020

**Date that the request received final approval from the appropriate institutional committee:**  
Approved by the Kent State University Board of Trustees on *date to come*.

### Primary institutional contact for the request

**Name:** Cindy Stillings  
**Title:** Dean of Graduate Studies (Interim)  
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### Educator Preparation Programs:

Leads to licensure: ☐ Yes ☒ No  
Leads to endorsement: ☐ Yes ☒ No

### Explain the rationale for title change.

Kent State program faculty are requesting a major name change—from Sport and Recreation Management to Sport Administration—for reasons of accreditation, branding and alignment with the undergraduate program.

- **Accreditation:** Faculty plan to submit the program to the Commission on Sport Management Accreditation (COSMA), which accredits graduate programs at 14 universities nationwide currently, including two in Ohio (Ohio University, Bowling Green University). The program, as currently constructed and offered, is focused on sport administration, but its title contains the word "recreation." There are no programs accredited by COSMA with "recreation" in the title. Consistency in the major title with other similar programs is important when seeking accreditation.

- **Branding:** Market competitors to Kent State's program generally call their major either Sport Administration or Sport Management. Having "recreation" in the title has created confusion for prospective students as to the focus of the program. Faculty goals are to develop and promote a strong brand identity with a program name that clearly represents the discipline.
- **Alignment.** Continuing with identity and brand equity, the proposed revision will align both the undergraduate and graduate program names. Kent State's B.S. degree in Sport Administration began in 1991 as a concentration in the Leisure Studies major before becoming a stand-alone major in 2006. There has been some confusion from various constituents in the past over the name difference of Kent State's undergraduate and graduate programs, especially since Kent State also offers a bachelor's degree in recreation, park and tourism management. Consistency in name for the two programs will eliminate this confusion and create a strong brand message and identity to both constituents and stakeholders.

Kent State began offering this master's degree program in 1988, first as the Sport Administration concentration in the Physical Education major and then as the Sport and Recreation Management concentration in the Exercise, Leisure and Sport major, before it became a stand-alone major in 2011. The program is administered by the School of Foundations, Leadership and Administration in the College of Education, Health and Human Services. Enrollment has averaged 45 students for the past five fall semesters.

**Is the Classification of Instructional Programs (CIP) code changing? If yes, explain why.**

Current CIP code assigned to the program is appropriate and will not change.

31.0504 Sport and Fitness Administration/Management. A program that prepares individuals to apply business, coaching and physical education principles to the organization, administration and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. Includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; legal aspects of sports; and applicable health and safety standards.

**Describe how the title change will affect students in the current program.**

Revision of the major name will have no impact on current students as the curriculum and other requirements are not changing. Current students may update their catalog year to take advantage of graduating with the revised name, but they are not required to do so to graduate in a timely manner.

**Describe any faculty, administrative or support service changes occurring along with the title change.**

There are no anticipated resource changes occurring with this name revision. Currently, six full-time and six part-time faculty teach in the program.

**Provide evidence that the appropriate accreditation agencies been informed of the proposed change (if applicable).**

Not applicable at this time. Kent State will seek accreditation from the Commission on Sport Management Accreditation in the future after the name change.

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The person listed below verifies that this request has received the necessary institutional approvals and that the above information is truthful and accurate.

Cynthia R. Stillings  
Dean of Graduate Studies (Interim)  
Kent State University