

SAMPLE LETTER OF INTENT to DEVELOP a NEW ACADEMIC PROGRAM

Date:

Campus: University of . . .
Program: Title, CIP, Degree/Certificate Awarded Master of Science (M.S.) in Kinesiology, CIP code 131314 with concentration in: Exercise and Sport Science Health Promotion, Recreation and Sport Management

Institutional Contact Person & Access Info (If clarification is needed): Name, email, phone number

1. Program Objectives and Content Describe the program concept: Purpose and objectives; basic structure and components/concentrations; etc.
<p>The Master of Science degree in Kinesiology focuses on professional preparation of candidates to develop, administer and implement broad-based programs in one of two concentrations: (1) Exercise and Sport Science or (2) Health Promotion, Recreation and Sport Management. The curriculum includes courses and guided electives offered for each concentration. This degree will build upon existing programs in the Department of Kinesiology (i.e., Athletic Training, Exercise Science, Sports Management, Health Promotion and Wellness, and Health and Physical Education) and will provide a highly marketable degree that is much needed, and greatly desired, by health and fitness professionals.</p> <p>The objective of the program is to meet the needs of Kinesiology professionals in . . .</p> <p>The program offers a thesis and non-thesis track, each 36 hours. The M.S. in Kinesiology is intended to prepare researchers and practitioners in the field, thus a thesis track is appropriate. Students who choose not to complete the thesis will be required to complete 9 hours of research-related Special Projects (i.e. KNES 497/498; 3 hours), Individual Study (i.e. KNES 597; 3 hours), and an Internship(i.e. KNES 599; 3 hours). Both tracks, as illustrated on the following page, include 12 hours of graduate core courses, 9 hours in the cognate area, and 9 hours of guided electives. The electives will be selected in consultation with the student’s advisor from a list courses in Kinesiology or support fields such as dietetics, biology, psychology, health information management, recreation, and business.</p> <p>INSERT PROGRAM COURSE OF STUDY HERE – ONE PAGE</p>

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Kinesiology							
<u>EXERCISE AND SPORT SCIENCE</u>							
Code: 31.0599				Master of Science			
First Semester				Second Semester			
KNES	502	Measurement & Evaluation	3 hr.	KNES	512	Muscle Physiology	3 hr.
KNES	455G	Essentials of Str. Train & Cond	3 hr.	KNES	560	Biomechanics of Human Mvmt.	3 hr.
KNES	504	Physio. Implications of Ex/Fit	3 hr.	KNES 510	Research Methods		3 hr.
			9				9
Third Semester				Fourth Semester			
Guided Electives Choose 9 hours*				KNES	506	Seminar	3 hr.
			9	KNES 600**	Thesis		6 hr.
				or			
				KNES	497G/498G***	Special Projects I & II	3 hr.
				KNES	597***	Directed Individual Study	3 hr.
				KNES 599***	Internship		3 hr.
							9
<u>HEALTH PROMOTION, RECREATION, AND SPORTS MANAGEMENT</u>							
Code: 31.0599				Master of Science			
First Semester				Second Semester			
KNES	504	Physio. Implications of Ex/Fit	3 hr.	KNES	502	Measurement & Evaluation	3 hr.
KNES 508	Management in KNES		3 hr.	KNES	540	Psych. for Health/Fit. Profess.	3 hr.
KNES	530	Prog. Plan/Eval. for Health/Fit	3 hr.	KNES 510	Research Methods		3 hr.
			9				9
Third Semester				Fourth Semester			
Guided Electives Choose 9 hours*				KNES	506	Seminar	3 hr.
			9	KNES 600**	Thesis		6 hr.
				or			
				KNES	497G/498G***	Special Projects I & II	3 hr.
				KNES	597***	Directed Individual Study	3 hr.
				KNES 599***	Internship		3 hr.
							9
*Nine (9) credits of elective coursework selected in consultation with the student's advisor from the following: HLTH, KNES, RCEA							
**Thesis option							
***Non-thesis option							
Courses in bold indicate new courses							

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2. Need

Outline how this program is deemed essential for the wellbeing of the state, region, or academy (e.g., accreditation, contribution to economic development; related to current or evolving needs within state or region). Cite data to support need: employment projections; supply/demand data appropriate to the discipline and degree level, etc.

Our preparatory research suggests the majority of the applicant pool for the proposed M.S. program will reside in the Acadiana region given travel and relocation limitations associated with current employment situations. A program with flexible scheduling and varied methods of delivery will be appealing to professionals in this area who have limited time, budgets, or both.

While similar M.S. in Kinesiology degree programs do exist in Louisiana, the two concentrations we are proposing (i.e., [1] Exercise and Sport Science and [2] Health Promotion, Recreation and Sport Management) are themselves unique in this region. Recognizing that our primary target populations are local students and health/fitness professionals, LSU and Grambling University, the two largest programs in the state, have each provided a letter of support for our proposed program. Below is an excerpt from the letter written by . . .

Another letter of support, from . . . , stated:

“Please know that I support the establishment of the master’s degree program in Kinesiology . . .

Impact on Well-being of Citizens of Louisiana

Vision 2020, the strategic plan for the state of Louisiana, envisions all Louisiana citizens pursuing knowledge, increasing personal income and achieving a standard of living among the top ten states in the country. As Louisiana pursues these goals, it is imperative that we consider the health and wellness of our residents. Graduates of the proposed program will help contribute to these efforts by positively impacting the physical and financial health of citizens and businesses in Louisiana. Increasing the number of health and fitness professionals will positively impact the quality of life of Louisiana citizens by contributing to the reduction of health care costs, increasing worker productivity, and concomitantly reducing company costs. Less than 40% of Louisiana residents are physically active, indicating a need for more health and fitness programs.

Louisiana ranked 47th in health rankings in 2009 (49th in 2008), has a low high school graduation rate with 59.5% of incoming ninth graders who graduate within four years. Louisiana has a high incidence of infectious disease at 25.1 cases per 100,000 population and a high rate of cancer deaths at 221.1 deaths per 100,000 population. Additionally, Louisiana has a high rate of uninsured population at 19.3 %. A large health disparity exists among races and ethnicities in the state for those individuals who have diabetes, heart disease, and are obese (America’s Health Rankings, 2010). According to the Centers for Disease Control (Diabetes Data and Trends, 20007), 9% of adults were diagnosed with diabetes in Lafayette Parish and 25.4% of adults were diagnosed with obesity in Lafayette Parish (CDC, 2007). The health issues of Louisiana, including cancer, diabetes, heart disease, diabetes, and obesity, clearly indicate the demand and need for the M.S. in Kinesiology program. In fact, the Blue Ocean Strategy Report found at <http://www.blueoceanstrategy.com/abo/Links/The%20News%20Star%20article.pdf>

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indicated that obesity and diabetes are currently an epidemic. The state of Louisiana is in crisis with regard to childhood obesity and adult obesity. Statewide, 35.9% of children in Louisiana are overweight or obese (Kaiser State Health Facts, 2010).

In addition to the poor collective health status of Lafayette and Louisiana citizens, there are presently issues manifested by the recent oil spill in terms of its relationship to mental, physical and emotional health of those directly and indirectly affected. According to a survey by Columbia University's National Center for National Preparedness, the greatest impact of the oil spill are among those individuals earning under \$25,000.00 annually. These individuals report loss income or loss of job and health effects among their children. Over one third of the parents surveyed say that their children have experienced physical symptoms or health distress (Irwin Redlener, 2010). Irwin Redlener stated "as shown by our survey done after the well was capped there is a significant and persistent public health crisis underscored by the large number of children with medical and psychological problems related to the oil disaster." Health specialists can provide additional experience and services to those in need due to unforeseen circumstances.

As the overall health and wellness IQ of the state increases, "out of pocket" medical expenses for the average Louisianan will be reduced. This should increase the purchasing power of the populace and stimulate the state's economy. The return on investment (ROI) for health-promotion programming on health care costs averaged \$3.48 for every dollar spent. Also, the ROI from decreased absenteeism attributed to health-promotion programming ranged from \$2.50 to \$10.10 for every dollar invested (Aldana, S.G., Financial impact of health promotion programs: a comprehensive review of the literature. Am J Health Promot, 2001. 15(5): p. 296-320).

Job/Career Opportunities

The need for health specialists and health educators is projected to increase significantly in the short-term and intermediate future. Indeed, the Blue Ocean Strategy Report states that "Louisiana's health care industry is rapidly growing." The general population as well as governmental and corporate leaders have become increasingly aware of the importance of health and the impact on the economy and the quality of life of people in the U.S. According to the U.S. Department of Labor (Bureau of Labor Statistics, 2010) half (five out of ten) of all health educators work in health care and social assistance while two out of ten work in state and local government.

Placement opportunities in the field of Kinesiology, specifically exercise and sport science and health, recreation and sport management, are boundless and involve a vast array of possibilities.

- Students who complete the Exercise and Sport Science concentration will expand their employment and marketability options in the fields of athletic training, fitness, strength and conditioning, athletics, gerontology and rehabilitation. They may apply to doctoral programs in Exercise Physiology, Biomechanics, Physical Education Pedagogy, Health Promotion/Public Health, Sport Management/Administration, Recreation Management or Motor Development in order to teach and conduct research. This proposed degree will provide an increased pool of applicants to the Ph.D. program in Kinesiology offered by Louisiana State University. Specialized certifications are available for these students through the American College of Sports Medicine (ACSM) and the National Strength and Conditioning Association (NSCA).

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- Students who complete the Health Promotion, Recreation and Sport Management option will be employable in many settings: college athletics, professional sports, Olympic and international sports, interscholastic sports, Special Olympics, Paralympics, college recreational sports and intramurals, YMCAs, Boys and Girls Clubs, convention centers, community recreation, therapeutic rehabilitation, geriatric facilities, tourism, state parks, multi-purpose facilities, gyms and fitness centers, racquet clubs, aquatics centers, and entertainment/spectacle events. Within these settings sport management professionals may serve as athletic directors, assistant directors, fundraisers, facility managers, equipment specialists, marketing agents, program directors, sales representatives, advertisers, public relations professionals, and sports information directors. Graduates from the proposed program who focused on managing and promoting health programs may gain employment in national, state, and local governmental (i.e., the National Institutes of Health [NIH], the Centers for Disease Control [CDC], state or city health department, and school health). Organizations such as the American Heart Association, American Lung Association, American Cancer Society, American Diabetes Association, or Red Cross are additional sources of employment. Some graduates may seek careers in hospitals to oversee health promotion, while others may choose to work for agencies such as United Blood Services. Other opportunities exist in corporate health and wellness programs, health clubs and spas, and in the delivery of health programs to America's growing senior population. Neither concentration (i.e., Exercise and Sport Science or Health Promotion, Recreation and Sport Management) are in conflict with any other program currently offered at UL Lafayette
- Students in the proposed Master of Science degree program will learn the necessary information to work with special populations such as cancer exercise therapy groups and older adults and will be able to select internships in these areas. This will make an immediate impact upon the area surrounding UL Lafayette as these students will provide a much-needed source of assistance for local centers such as the Miles Perret Cancer Services. These students will also be highly marketable, as training special populations is one of the fastest growing segments of the rehabilitation and fitness industries. Based upon the internship and electives chosen, the following career paths that deal with special populations may be available: cancer exercise specialist, certified health fitness specialist, Certified Clinical Exercise Specialist (ACSM), senior exercise specialist, and rehabilitation specialists. The M.S. degree in Kinesiology is one avenue by which we can address all of these important health related concerns for the purpose of improving the overall quality of life for individuals living within and outside the Acadiana region.
- The M.S. in Kinesiology with a concentration in Health Promotion, Recreation and Sports Management (HPRSM) curriculum was designed to provide the competencies and educational foundation necessary to enable graduates to pursue employment opportunities in health promotion settings that include non-profit health agencies, for-profit health agencies, state level agencies, national level agencies (i.e. Southwest Louisiana Area Health Education Center (SWLAHEC), Joshua's Place, The Family Tree Violence Intervention Program (FVIP), The Family Tree, Habitat for Humanity, Healthy Start, Hearts of Hope, Jacob Crouch Foundation, United Way of Acadiana, Faith House, Office of Public Health, the Boys and Girls Club, the American Cancer Society, American Heart Association, Acadiana C.A.R.E.S., Centers for Disease Control, etc.). Locally, Lafayette has also seen an increase in corporate health businesses and fitness

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centers (i.e. Stone Energy, Wellness Express, and Sterling Wellness), and hospital settings (i.e. LGMC Wellness Center, Lourdes Health Promotion Center) that will provide opportunities for graduates of the proposed program. Graduates can expect to obtain job titles such as Chief Executive Officer, Community Education Director, Executive Director, Community Program Coordinator, Health Education Specialist, Health Advocacy Director, Healthcare Marketing Director, Grant Writer, Grant Reviewer, Grant Evaluator, Fundraiser, Outreach Educator, Program or Project Director, or Disease Prevention Coordinator, among others.

- Coursework completed in the M.S. in Kinesiology with a track in Health Promotion, Recreation and Sports Management (HPRSM) curriculum offers the opportunity for students to qualify for certification by the National Commission for Health Education Credentialing (NCHEC) as a Master Certified Health Education Specialist (Master C.H.E.S.) upon completion of the C.H.E.S. exam. The mission of NCHEC is to certify health educators and promote professional development to strengthen preparedness and practice.

Graduates from the KNES undergraduate program have secured employment at Southwest Louisiana Area Health Education Center (SWLAHEC), Lafayette Health Care (LHC) Group, American Cancer Society, UL Lafayette Police Department, Sterling Wellness, Joshua's Place, Inc., Lafayette General Medical Center Wellness Program, Woman's Foundation, Inc., Family Violence Intervention Program, Bridge Ministry of Acadiana, and many local fitness and health clubs. Many students have attained further certifications in fitness and personal training. A recent graduate has secured employment at Woman's Foundation, Inc. as the community education coordinator.

3. Relevance

Explain why this program is an institutional priority at this time. How will it (a) further the mission of the institution and (b) increase the educational attainment of the state's adult population or foster innovation through research.

The proposed degree is aligned with university priorities as stated in the mission and vision statements that advocate a commitment to graduate education. Further, the University's Strategic Plan calls for the growth of selected graduate programs and includes an imperative to "engage in outreach to enhance regional citizens' physical health and wellbeing." The program will also complement numerous other academic departments on campus including Business Administration, Dietetics, Nursing, Human Resources, Education, Health Information Management, Biology and Psychology. In addition, there will be a significant benefit to the UL Lafayette Athletic Department as the department has relied heavily on graduate assistants to serve as athletic trainers and assistant coaches.

Faculty Research Efforts

Professors who will be teaching in the M.S. program hold doctoral degrees in fields related to the proposed degree.

LIST FACULTY AND RELEVANT RESEARCH ENDEAVORS

4. Students

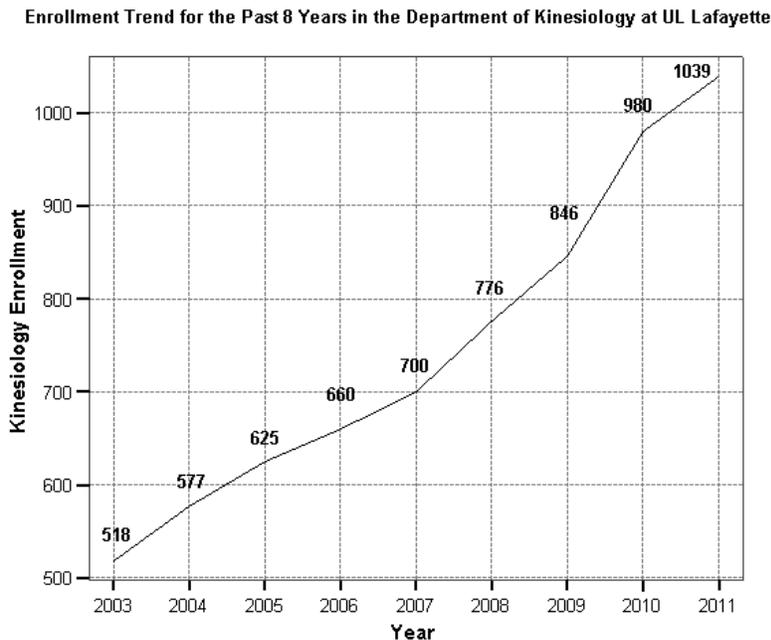
Summarize student interest/demand for the proposed program.

A student interest survey conducted in Kinesiology indicated that, of 145 upper-division respondents in Kinesiology, approximately 124 (85.5%) would be interested in pursuing a Master's degree in Kinesiology at UL Lafayette. Graduates of the Kinesiology undergraduate program recognize the quality of their degree and have indicated a strong interest in pursuing an advanced degree. In addition, fitness professionals, coaches, athletic trainers, managers of sport and recreation programs employed in the Acadiana region will be recruited. Practicing professionals in the health and fitness fields may be interested in Master's level course work to gain certifications required in their field or meet continuing education credit for retaining certifications.

Enrollment Projections

Enrollment in Kinesiology has grown by 89% from 2003 to the present (Figure 1). Of these majors, 87% are enrolled in areas other than teaching certification (i.e., Exercise Science, Athletic Training, Sports Management, and Health Promotion and Wellness). These same programs graduated 92 students in 2010-11. In addition, students in the teacher preparation program may also be interested in pursuing advanced studies in Kinesiology, through the M.S. degree.

Figure 1. Undergraduate enrollment trends in the Department of Kinesiology from 2003 to 2011



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Based on this data, we project enrollment in the M.S. program as follows:

	2012-13	2013-14	2014-15	2015-16	2016-17
Projected enrollment	5-10	10-15	15-20	20+	≥ 25
Projected graduates	0-5	5+	10-15	15-20	20+

5. Cost

Estimate costs for the projected program for the first five years and how it would be funded. Indicate amounts to be absorbed out of current sources of revenue and needs for additional resources (if any). Commit to provide adequate funding to initiate and sustain the program.

Three available vacant faculty lines will be filled during the first two years to meet the demands of the new program. Additional supplies, equipment and library resources will be needed to sustain the program. The University has the necessary infrastructure and technology to support the degree so further costs are not anticipated.

There are funds available at the state and federal level for grants to support the M.S. degree program in Kinesiology. NIH, CDC and BoRSF grants are available to faculty for supplemental funding. In addition, the collaboration between Kinesiology and the Picard Center for Child Development has been advantageous when writing grants.

The Department of Kinesiology also has the Vesta R. Bourgeois Health, Physical Education and Recreation Research Fund established with a donation to the UL Foundation in 2005 as part of the estate settlement of Vesta R. Bourgeois. Ms. Bourgeois' will indicates that the fund shall be used solely for grants to female faculty and/or female Graduate students in the Department of Health, Physical Education and Recreation of the University of Louisiana at Lafayette.

Estimated Program Costs and Tuition/Fees Generated for Five (5) Years

Proposed Budget

Year One	
Faculty (fill two vacant faculty positions already budgeted)	0
Library	4000
Operating	1000
Equipment	3000
Supplies	1000
Travel	1000

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Total – Year One	10000
Potential Revenue from tuition/fees	47218
Year Two	
Faculty (fill third vacant faculty position already budgeted)	0
Library	5000
Operating	1000
Equipment	3000
Supplies	1000
Travel	1500
Total – Year Two	11500
Potential Revenue from tuition/fees	69740
Year Three	
Faculty	0
Library	6000
Operating	1000
Equipment	3000
Supplies	1000
Travel	2000
Total – Year Three	13000
Potential Revenue from tuition/fees	92262
Year Four	
Faculty	0
Library	8645
Operating	1000
Equipment	3000

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Supplies	1000
Travel	2250
Total – Year Four	15895
Potential Revenue from tuition/fees	92262
Year Five	
Faculty	0
Library	8645
Operating	1000
Equipment	3000
Supplies	1000
Travel	2250
Total – Year Five	15895
Potential Revenue from tuition/fees	114784
ESTIMATED EXPENDITURES (Years 1-5)	
	\$66,290
POTENTIAL REVENUE (Years 1-5)	
	\$416,266

CERTIFICATION:

Chief Academic Officer	Date
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Chancellor/President	Date
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Management Board	Date
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