

Program Approval

I. General Information

A. Institution University of Kansas

B. Program Identification

Degree Level:	Bachelor's
Program Title:	Professional Performance
Degree to be Offered:	Bachelor of Applied Science
Responsible Department or Unit:	School of Professional Studies
CIP Code:	09.0902
Modality:	Hybrid
Proposed Implementation Date:	Fall 2024

Total Number of Semester Credit Hours for the Degree: 120

II. Clinical Sites: Does this program require the use of Clinical Sites? No

III. Justification

The School of Professional Studies (SPS) proposes a Professional Performance degree to meet the growing demands of individuals creating a career surrounding their athletic or artistic talents. The Bachelor of Applied Science in Professional Performance degree is designed for students with a strong interest in developing their own skills in entrepreneurship, media and marketing, content and brand creation, "influencing," web design, personal and business finance, and communication; and who have already earned an associate degree or equivalent hours.

The Professional Performance program focuses on preparing students with professional and workforce ready skills to ensure employment immediately following completion of the program. Professional Performance allows students to tailor the degree to their career goals by choosing an area of focus. The program allows students the opportunity to explore the technical and strategic aspects of self-promotion, entrepreneurship, and creating a personal or professional brand. Students will learn the foundational skills related to critical thinking, communication, leadership, finance, ethics, and career management, which will prepare them for the workforce, while also allowing students the ability to explore the reality of turning their athletic, artistic, or other strengths into a career. The program will prepare students to shape their own career by developing the pathway to monetizing their talents, creating a personal brand, becoming an influencer, or creating their own business.

This program is offered through the School of Professional Studies and is based at the KU Edwards Campus. Courses will be available in online and hybrid formats and vary by focus area. Students will be able to complete the program 100% online or through a combination of online and in-person courses, depending on their needs and preferred enrollment path. This program fits well with other transfer degrees within the School of Professional Studies, accepts up to 75 lower-level credit hours, and leverages the current transfer community infrastructure to help recruit students from area community colleges.

While this program is offered through the School of Professional Studies at the Edwards Campus, incoming Lawrence based students interested in pursuing the Professional Performance degree are able to begin program requirements in their freshman year which positions them to complete the degree program entirely at KU.

IV. Program Demand: Market Analysis

Student Demand

Based on Lightcast (n.d.) economic modeling, SPS anticipates that the BAS in Professional Performance program would see strong enrollment. From 2012 to 2021, there was a 60% increase in students completing bachelor's degrees in sports management, a 34.9% increase in bachelor's degrees in entrepreneurship, and a 26.7% increase in bachelor's degrees in marketing or public relations with these trends continuing. On average each month, there are 5,400 searches for sports management degrees, 8,100 searches for marketing degrees, and 2,900 searches for entrepreneurship degrees. These search trends, paired with the regional demand, the community college pipeline, and current inquiry rates, demonstrate strong student demand for the program.

We anticipate student interest for the BAS in Professional Performance to come from community college partners in the Kansas City metro area, including Johnson County Community College, Kansas City Kansas Community College, and Metropolitan Community College (located just across the state line in Missouri). To ensure strong enrollment in the program, transfer pathways are being developed between JCCC, KCKCC, and MCC and the BAS in Professional Performance program. Each of these local community colleges has strong enrollment in their Art, Film & Media Studies, and Music programs as well as other disciplines that could serve as pipelines into the program such as small business management, graphic design, entrepreneurship, exercise science, marketing, etc.

This program builds on the recently approved undergraduate certificate in Name, Image, and Likeness from KU's Department of Health, Sport, and Exercise Science. KU Athletics indicates a strong interest in the Professional Performance major for student-athletes.

Comparative/Locational Advantage

As an emerging degree, there are limited Bachelor of Applied Science in Professional Performance or similar degree offerings. In the Kansas City and larger Midwest region, this would be the first BAS in Professional Performance to be offered. No other state university offers a degree program in this CIP code.

Majors and/or minors in Sports Management, Marketing, Public Relations, Exercise Science, or Entrepreneurship are available at KU and in the region (for example, in Missouri, Iowa, Nebraska, Colorado and Arkansas). However, there are not many programs that combine those disciplines to help students prepare for this career path. Similar programs to the BAS in Professional Performance would include the University of the Pacific's Sports Performance major, Cumberland University's BS in Health and Human Performance with an emphasis in Sport & Exercise Science, Marian University's BS in Sport Performance, and University of Toledo's BS in Exercise Science-Human Performance and Fitness Promotion.

The curriculum for KU's BAS in Professional Performance differs from similar programs by combining aspects of sports management, marketing, public relations, and entrepreneurship into one degree to ensure that students receive foundational knowledge to prepare them for success in their career. Additionally, students can customize their degree through the Professional Performance electives as well as completing a minor or certificate that compliments their Professional Performance degree.

V. Projected Enrollment for the Initial Three Years of the Program

Year	Total Headcount Per Year		Total Sem Credit Hrs Per Year	
	Full- Time	Part- Time	Full- Time	Part- Time
Implementation	10	3	300	45
Year 2	22	5	660	75
Year 3	32	8	960	120

VI. Employment

Employment trends are seeing a shift in employees seeking self-employment opportunities or creating their own employment path rather than seeking a more traditional path. According to the Bureau of Labor Statistics (n.d.) report on small-business options, there were approximately 9.6 million self-employed workers in 2016. This number is projected to increase to 10.3 million or 7.6 percent by 2026. As of February 2022, self-employed workers made up almost 11% of the 157 million employed workers in the U.S. and the Arts, Design, Entertainment, Sports and Media sector of self-employed saw an increase of nearly 50,000 workers (U.S. Bureau of Labor Statistics, n.d.). In addition to these workers, we are seeing trends with technology allowing individuals to create a career based on their individual brand, talent or in marketing promotion/“influencing”. The Statista Research Department (2022) found that the global influencer marketing market size has more than doubled since 2019 and in 2022, the market was valued at a record 16.4 billion U.S. dollars.

Given the current competitive market, organizations are turning to athletes, artists, or “influencers” to create partnerships and promote purchasing. Additionally, with the NCAA’s ruling that college athletes can earn money from their name, image, and likeness, additional career opportunities have become available to KU’s student-athletes. With the Professional Performance degree preparing students in foundational skills related to critical thinking, communication, leadership, finance, ethics, and career management, graduates of the program would be set up for success in a variety of self-employment opportunities.

For those graduates opting to seek a more traditional career path related to their field, there are a variety of career opportunities. From January 2020 to July 2022, there were 3.58 million entrepreneurship related job postings, 2.78 million marketing related job postings and 120,353 sports management related job postings (Lightcast, n.d.). Also, “considering that 74% of Americans consider themselves sports fans, the sports industry is enjoying a positive growth outlook,” according to *Forbes* (Seiter, 2022). As a result, growth rates for jobs including coaches, scouts, agents and business managers are on the rise. Roles such as Athletic Director, Facilities Director, Sports Marketing Consultant are seeing 9-10% projected job growth from 2020-2030 (Lightcast, n.d.). However, these numbers do not capture rates of individuals creating their own company, self-promotion and monetization of talents or influencing, which are growing fields as previously stated.

Additionally, Mid-America Regional Council reports in their August 2022 workforce indicators data, show that Kansas City continues to see an upward trend in employment and added 5,800 new jobs since the previous month. The workforce indicators found that “the seasonally adjusted unemployment rate declined to 2.7%, and Kansas City has now recovered 87% of the 129,300 jobs lost from the COVID-19 recession” (MARC News, 2022). As employment rates trend favorably in KC, job candidates with a strong inter-disciplinary degree will be well positioned for a competitive market.

VII. Admission and Curriculum

A. Admission Criteria

Students must apply to KU and be admitted by the School of Professional Studies. Prior to entering the program, students must complete two (2) years of undergraduate college course work with a total of 60 semester credit hours and a cumulative GPA of at least 2.0.

B. Curriculum

The curriculum consists of 30 hours for the major: 15 hours of core courses, 12 hours of professional performance electives, and a capstone course. Students will work with an advisor to complete appropriate minors such as Business, Entrepreneurship, Journalism & Mass Communications, Sport Management, Communication Studies, Nutrition, Project Management, Leadership Studies and/or appropriate elective courses for an additional 30 hours.

**Year 1: Fall
Hours**

SCH = Semester Credit

Course #	Course Name	SCH 15
	KBOR Core Mathematics & Statistics Discipline Area	3
	KBOR Core English Discipline Area	3
	KBOR Core Natural & Physical Science Discipline Area	4-5
	General Elective or Minor	1-2
	General Elective or Minor	3

Year 1: Spring

Course #	Course Name	SCH 15
	KBOR Core Communications Discipline Area	3
	KBOR Core English Discipline Area	3
	KBOR Core Institutional Designated Area	3
	KBOR Core Arts & Humanities Discipline Area	3
	General Elective or Minor	3

Year 2: Fall

Course #	Course Name	SCH 15
	KBOR Core Social & Behavioral Science Discipline Area	3
	KBOR Core Arts & Humanities Discipline Area	3
	General Elective or Minor	3
	General Elective or Minor	3
	General Elective or Minor	3

Year 2: Spring

Course #	Course Name	SCH 15
	KBOR Core Institutional Designated Area	3
	KBOR Core Social & Behavioral Science Discipline Area	3
	General Elective or Minor	3
	General Elective or Minor	3
	General Elective or Minor	3

Year 3: Fall

Course #	Course Name	SCH 15
PFS 300	Introduction to Professional Performance	3
PFS 400	Professional Performance Ethics	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

Year 3: Spring

Course #	Course Name	SCH 15
PFS 301, 302, 303 or 490	Required Professional Performance Core Course	3
PFS 410	Personal Finance and Professional Career Management	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

Year 4: Fall

Course #	Course Name	SCH 15
PFS 420	Starting and Managing Your Performance Career	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

Year 4: Spring

Course #	Course Name	SCH 15
PFS 499	Professional Performance Capstone	3
	Required Professional Performance Elective	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3
	General/Professional Performance Elective, or Minor	3

Total Number of Semester Credit Hours [120]

VIII. Core Faculty

Note: * Next to Faculty Name Denotes Director of the Program, if applicable

FTE: 1.0 FTE = Full-Time Equivalency Devoted to Program

Faculty Name	Rank	Highest Degree	Tenure Track Y/N	Academic Area of Specialization	FTE to Proposed Program
New Hire, Yr. 1*	Program Director & Assistant or Associate Professor of the Practice	PhD	N	Sports Management, Public Relations, Marketing, Communications, Business, Entrepreneurship, Leadership, or Education	0.5
New Hire, Yr. 1	Assistant or Associate Professor of the Practice	MS or PhD	N	Sports Management, Public Relations, Marketing, Communications, Entrepreneurship, or Education	1.0
Amy Neufeld	Assistant Dean	PhD	N	Education	0.25
Jordan Atkinson	Associate Professor of Practice	PhD	N	Communication Studies	0.5
Lee Stuart	Assistant Professor of the Practice	D.B.A	N	Business Administration/Leadership	0.25
Lecturer/Adjunct Faculty	Assistant or Associate	MS or PhD	N	Sports Management, Public Relations, Marketing,	1.0

	Professor of the Practice			Communications, Entrepreneurship, or Higher Ed	
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Number of graduate assistants assigned to this program **101**

IX. Expenditure and Funding Sources (List amounts in dollars. Provide explanations as necessary.)

A. EXPENDITURES	First FY	Second FY	Third FY
Personnel – Reassigned or Existing Positions			
Faculty	\$0	\$7,500	\$15,000
Administrators (other than instruction time)	\$0	\$0	\$0
Graduate Assistants	\$0	\$0	\$0
Support Staff for Administration (e.g., secretarial)	\$0	\$0	\$0
Fringe Benefits (total for all groups)	\$0	\$2,175	\$4,350
Other Personnel Costs	\$26,000	\$26,000	\$26,000
Total Existing Personnel Costs – Reassigned or Existing	\$26,000	\$35,675	\$45,350
Personnel – New Positions			
Faculty	\$130,000	\$130,000	\$200,000
Administrators (other than instruction time)	\$10,000	\$10,000	\$10,000
Graduate Assistants	\$0	\$0	\$0
Support Staff for Administration (e.g., secretarial)	\$0	\$0	\$0
Fringe Benefits (total for all groups)	\$40,600	\$40,600	\$60,900
Other Personnel Costs	\$0	\$0	\$0
Total Existing Personnel Costs – New Positions	\$180,600	\$180,600	\$270,900
Start-up Costs - One-Time Expenses			
Library/learning resources	\$0	\$0	\$0
Equipment/Technology	\$0	\$0	\$0
Physical Facilities: Construction or Renovation	\$0	\$0	\$0
Other	\$30,000	\$30,000	\$0
Total Start-up Costs	\$30,000	\$30,000	\$0
Operating Costs – Recurring Expenses			
Supplies/Expenses	\$0	\$0	\$0
Library/learning resources	\$500	\$500	\$500
Equipment/Technology	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Other	\$13,900	\$13,900	\$15,300
Total Operating Costs	\$14,400	\$14,400	\$15,800

GRAND TOTAL COSTS	\$251,000	\$260,675	\$332,050

B. FUNDING SOURCES <i>(projected as appropriate)</i>	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds		\$167,325	\$356,475	\$523,800
Student Fees		\$0	\$0	0
Other Sources (JCERT)		\$83,675	\$0	\$0
GRAND TOTAL FUNDING		\$251,000	\$356,475	\$523,800
C. Projected Surplus/Deficit (+/-) (Grand Total Funding <i>minus</i> Grand Total Costs)		\$0	\$95,800	\$191,750

X. Expenditures and Funding Sources Explanations

A. Expenditures

Personnel – Reassigned or Existing Positions

The BAS in Professional Performance program will utilize some existing courses that are currently offered at KU as part of the School of Professional Studies core curriculum. Additionally, the program will utilize elective courses across several Schools and units to allow students to customize their coursework to meet their needs. Costs of instruction are already covered by these existing programs and these courses have additional enrollment capacity to support the program. Additional funds have been allocated in the second and third years to fund additional sections as needed.

A current academic advisor or success coach from Jayhawk Academic Advising will be assigned to work with the Professional Performance program. Once the program reaches its full enrollment capacity, the Professional Performance program will make up 50% of their student load and the Professional Performance program will fund 50% of salary (i.e. 50% of \$52,000) and fringe. In years 1-3 of the program implementation, the academic success coach will primarily focus on recruiting new students.

Personnel – New Positions

The Professional Performance program will hire two new faculty members with an emphasis in Sports Management, Public Relations, Marketing, Communications, Entrepreneurship, Higher Education or a related business field in the first year. One will be hired in collaboration with a similar School of Professional Studies program to serve as the program director for both programs. The cost of the program director will be split between the programs and will split their time between the two programs at an 80% teaching and 20% administration (or 40% teaching and 10% administration for each program). The second will have 100% of their load dedicated to teaching in the program. These faculty members will be responsible for developing the new courses needed for the program. Additional funding has been allocated in year three to support hiring an additional faculty support based on need with 100% of their load dedicated to teaching in the program.

Start-up Costs – One-Time Expenses

In order to ensure a successful launch of the hybrid program, we have designated \$30,000 for course development for each of the first two years. These funds will provide faculty with additional resources to develop the courses needed for the program.

Operating Costs – Recurring Expenses

All equipment, library, and supplies have been accounted for in the existing services provided to KU Edwards Students and no additional cost will be associated with the program. The School of Professional Studies is allocating \$500 each year for instructional resources, \$2,500 each year for recruitment efforts, and \$10,000 each year for marketing efforts. In addition, the program faculty members will receive \$1,400 each year for professional development. The program director's professional development funds will be split between the two programs.

B. Revenue: Funding Sources

The BAS in Professional Performance program is a Johnson County Education and Research Triangle¹ (JCERT) funded program. The program will be fully funded through JCERT funds and tuition revenue. No state funds will be utilized. JCERT funds will be used to help fund the program during the implementation year until the program is revenue generating and sustainable on tuition funds alone. BAS in Professional Performance students will be charged an all-inclusive tuition rate of \$485 per credit hour to ensure that the program is affordable and accessible to all students, nationwide.

C. Projected Surplus/Deficit

Given the anticipated costs and revenue, the program is expected to run a deficit for the first year after implementation but expects to see a surplus in the second year. JCERT funds will be used to help fund the program during the implementation until the program is revenue generating and sustainable on tuition funds alone. With the current enrollment estimates, the program is expected to have a revenue surplus after two years. These funds will be utilized to help improve the overall student experience and provide additional funding to support services.

¹ The Johnson County Education Research Triangle (JCERT) is a unique partnership between Johnson County, the University of Kansas, and Kansas State University. Its goal is to create economic stimulus and a higher quality of life through new facilities for research and educational opportunities. In November 2008, Johnson County voters invested in the county's future by voting for a 1/8-cent sales tax to fund JCERT initiatives, including development of the National Food and Animal Health Institute at K-State Olathe; the KU Clinical Research Center in Fairway, Kansas; and here at KU Edwards, the BEST Building with several degree and certificate offerings in business, engineering, science, and technology.

XI. References

- Gregory, V., Harding, E., & Steinberg, J. (2022, July 8). *Self-employment grows during COVID-19 pandemic*. Saint Louis Fed Eagle. Retrieved October 25, 2022, from <https://www.stlouisfed.org/on-the-economy/2022/jul/self-employment-returns-growth-path-pandemic#:~:text=As%20of%20February%202022%2C%20self,over%20the%20past%20two%20decades.&text=SOURCES%3A%20Current%20Population%20Survey%20and%20authors'%20calculations>
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- U.S. Bureau of Labor Statistics. (n.d.). *Small-business options: Occupational Outlook for self-employed workers: Career Outlook*. U.S. Bureau of Labor Statistics. Retrieved October 25, 2022, from <https://www.bls.gov/careeroutlook/2018/article/self-employment.htm>

Appendix A: Curriculum for the Major (Year 3 and Year 4)

- **BAS Professional Performance Core Sequence Courses: 15 credit hours**
 - PFS 300: Introduction to Professional Performance
 - PFS 400: Professional Performance Ethics
 - PFS 410: Personal Finance and Professional Career Management
 - PFS 420: Starting and Managing your Performance Career
 - One of the following
 - PFS 301: Communication in the Workplace
 - PFS 302: Leadership in Practice
 - PFS 303: Professionalism and the Workplace
 - PFS 490 Internship Exploration

- **Professional Performance Electives: Select 12 credit hours** of 300-level or above coursework from the following areas: Deaf Studies and Social Justice; Nutrition; Public and Population Health; Project Management; Strength and Conditioning; Name Image and Likeness; Professional Communication; Media Studies; Music Enterprise
 - ASLD 311: Introduction to Deaf Studies
 - ASLD 312: Intersectionality and Deaf Communities
 - ASLD 313: Social Justice and Allyship with Deaf Communities
 - ASLD 414: Historical Foundations of Deaf Education
 - HSCI 320: Principles of Nutrition
 - HSCI 420: Nutrition Through the Life Cycle
 - HSCI 421: Public Health Nutrition
 - HSCI 422: Nutrition Assessment
 - HSCI 340: Introduction to Public Health
 - HSCI 440: Introduction to Epidemiology
 - HSCI 441: Population Health
 - HSCI 445: Introduction to Environmental Health
 - COMS 320: Communication on the Internet
 - COMS 543: Rhetoric of Sports in America
 - COMS 607: Political Campaigns
 - FMS 355: Storytelling with Digital Media
 - FMS 410: US Diversity in Visual Culture
 - FMS 425: Ethics in Storytelling
 - HSES 305: Methods of Strength Training and Conditioning
 - HSES 306: Principles of Personal Training
 - HSES 307: Tactical Strength and Conditioning
 - HSES 331: Sport and Exercise Nutrition
 - HSES 350: Care and Prevention of Athletic Injuries
 - HSES 491: Foundations of Name, Image, Likeness
 - HSES 492: Athlete and Personal Branding
 - HSES 493: Content Creation in Sport
 - MUS 481: Introduction to Music Recording
 - MUS 483: Advanced Music Recording
 - MUS 485: Practicum in Audio Recording
 - MUS 586: The Business of Music
 - MUS 587: Entrepreneurship and Outreach
 - MUS 588: Arts Management
 - PMGT 305: Foundations of Project Management

- PMGT 310: Project Communications
- PMGT 315: Project Scheduling and Control
- PMGT 410: Managing Project Success
- SOC 363: The Sociology of Culture
- SOC 364: Society, Popular Culture, and the Media

- **Capstone: 3 credit hours**
 - PFS 499: Professional Management Capstone (3 hours)

- **Related Electives: 30 credit hours**
 - Electives may need to include courses at the 300-level or above to fulfill the degree requirement of 45 junior/senior credits.
 - Electives may include completion of appropriate minors and certificates.