INSTITUTION: Florida State University

DEGREE PROGRAM: Communication and Digital Media Studies

CIP CODE 09.0702 Effective Academic Year 2023-2024

1. Does this request for specialized admissions status apply to the whole degree program? If no, please specify which major(s) or track(s) are seeking the status.

No. The only major seeking specialized admissions status is Digital Media Production. (The other major in this program, Media / Communication Studies, will remove limited access for the 2024-2025 academic year.)

2. Which criteria for specialized admissions status does the program meet?

☐ Limited Resources (if approved, the status will last a maximum of four years)
☒ Minimal Skills (if approved, the status will last a maximum of five years)
☐ Accreditation Requirements (If checked, you must also select either limited resources or minimal skills)

3. Provide a rationale for why the program meets the criteria selected above.

The primary criterion for specialized admissions status for Digital Media Production is Minimum Skills and Talents, but there are also substantial resource limitations on increasing the size of the program in an attempt to accommodate students who do not possess the minimum skills.

Digital Media Production students learn the hands-on skills of shooting HD video, recording sound and using lighting for dramatic effect. Alongside these traditional elements, students also learn to use contemporary industry-standard post production software and 3D animation software. Students have the opportunity to learn emerging technologies such as VR and 360 video production. These tools, combined with a theoretical background in visual storytelling, prepare students for work in industries ranging from film and television, sports media, local production studios and innovative jobs related to streaming video and on-line productions. Not every student has the minimum talents to benefit from or succeed in this program.

The Digital Media Production (DMP) major currently requires undergraduate applicants to submit a portfolio with several items illustrating their skills. Based on their demonstrated skill and talent, 50 students are admitted each year (the major currently enrolls 104 students, i.e., two years’ worth of admissions) out of a total of 150-200 applications. Applications are reviewed by Digital Media Production faculty members (there are 3 faculty
in this major), who look for academic preparedness, experience or proven interest in the field, and skills and talent in narrative ability, media production, writing, editing, cinematography, directing, and producing. These criteria are of particular necessity because they align with what is required to succeed in a media production setting whether academic or professional, and not every applicant has the minimum talents to benefit from the program.

Students who graduate from the DMP program with the skills acquired through practical, relevant, and specialized teaching from faculty holding such skills more quickly integrate into the industry. Experiences such as working on documentaries, sports productions, and other media production opportunities serve as fundamental and persuasive items on their resumes. Once alumni achieve an entry-level position in the industry, they are able to move up in their careers because of the skills gained in the program.

The DMP program has acquired a high reputation with students submitting their productions to regional and national film festivals. Students have won awards at the Palm Beaches Student Showcase of Films, the Tallahassee Film Festival, Broadcast Educators Association Festival of Media Arts, and the National Academy of Television Arts & Sciences Suncoast Region Emmy. DMP graduates have been accepted into top MFA film programs in the country, including FSU, Boston University, and Emerson. They have also found employment at a range of media production companies including YouTube, Artchouse, Universal Studios, Fox Sports, The Miami Heat and many more. This success is derived from rich interaction with faculty by highly talented students. The in-class student/faculty ratio helps students to receive a high level of constructive criticism, and other media production programs usually have lower student to teacher ratios.

The student talent, equipment, space, and mentoring needs of this program make upscaling it substantively different from most other academic programs, which is why the following cost-per-student is unusually high.

Currently, 150-200 students apply to the major each year, competing for 50 spots. Projecting a 50-100% increase in annual student opt-ins if the major were to become open, based on the prior number of applicants to the limited access program, would lead to a total of 150-200 students who opt in to the major annually, thus 3-4 times as many total majors by the end of year 2 (projected 300-400 majors, compared with the current 104). Specialized admission will allow DMP to continue to select skilled and talented students; otherwise, the program might need to offer an additional year for basic introduction to media concepts and techniques. This would offer students with no experience in the technology an opportunity to attempt get up to speed with their peers, although students without the needed talent and skill would still experience substantial frustration and possible extend their degree beyond the desired four years duration.

Another challenge an open major raises is sequencing in the curriculum, which is essential to talented students making career-ready progress in the major. Even talented and skilled students require intermediate education in how to operate a camera, operate sound equipment, operate lighting equipment, use editing software, write a script or tell a story. Beyond the need for additional faculty outlined above, the need for intermediate courses for all new students at once creates a bottleneck challenge with space and equipment.

The digital media production lab is currently 556 square feet; according to FSU capacity requirements, it can only hold 25 students, allowing two sections of a first semester editing course to accommodate all 50 of the newly-admitted students in a specialized admissions program. Adding 4-6 additional sections of this course to accommodate an open-entry major with no admissions process is not feasible in this space, which is used by 3-4 other
courses as a teaching classroom and also serves as an all-hours lab workspace for students to work on required class projects.

There are several reasons that FSU computer facilities designed for the general population are not sufficient for DMP students. First, DMP students have access to our lab computers 24/7 so that they can complete homework assignments that include documentaries, sports features, animations and other types of videos that require long editing sessions. Most other labs do not offer that level of access. Secondly, our lab computers have expensive industry-standard software applications that are not available in other labs. Providing this software is integral to preparing them to enter the media production industry. Thirdly, the software runs best on industry-standard Apple computers because of their specific graphics and processing capabilities. This prepares the students for the real world of editing, but Apple computers are more expensive than the average PC, so most university computer labs do not have them. Finally, the complicated and regularly-updated software requires more attention from staff, so the DMP labs require service by a dedicated staff employee.

Beyond the labs, there would need to be an increase of individual edit suites, currently numbering 10, to 30-40. That would bring the total number of in-house computers, which totals 35 now, to 140. Lab computers must be updated at least every 5 years, so the equipment investment would be large and ongoing. Additional equipment would be needed for the new entry-level courses, including 30 new video equipment packages. That would total between $200-250k and would need to be updated every 4 years.

<table>
<thead>
<tr>
<th>Item</th>
<th>Individual Costs</th>
<th>Total Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMP lab and equipment costs $</td>
<td>965,184.30</td>
<td>$965,184.30</td>
</tr>
<tr>
<td>DMP faculty: 4 TT</td>
<td>$143,950</td>
<td>$575,800.00</td>
</tr>
<tr>
<td>DMP faculty: 2 specialized</td>
<td>$67,695</td>
<td>$135,390.00</td>
</tr>
<tr>
<td>Undergraduate advising for DMP (1 FTE advisor = 300 students)</td>
<td>$21,000.00</td>
<td>$21,000.00</td>
</tr>
</tbody>
</table>

**DMP TOTALS** $1,197,829.30 $1,697,374.30

Most importantly, even with an additional year-to-degree in the major for introductory courses, more faculty, and additional production laboratory and editing suite space, student success including completing the major and securing job placement will not be possible for many students who opt in to the major without having the required inherent talent and skill in digital media production.

4. If the program is seeking specialized admissions status due to limited resources and/or is a Program of Strategic Emphasis, provide the institution’s plan and timeline for increasing program resources. If the institution does not plan to increase capacity over the next few years, please provide a rationale. ☐ Not applicable.

The Digital Media Production major is within a Program of Strategic Emphasis (STEM). However, we are voluntarily opening up the other major in this program, Media / Communication Studies (MCS), to offer an alternate path for students who do not have the minimum skills for Digital Media Production. To support opening the MCS major, and accommodate the larger number of students opting in, already requires a major investment. University support will be needed for 1 additional faculty member for every 30 additional MCS majors, and 1 additional undergraduate advisor for every 300 additional majors. Enrollment in Media/Communication Studies is 300 majors. Projecting 50% growth in MCS, 5 additional faculty members in this major will cost $719,750 faculty plus startup, of which $519,750 is recurring. A .50 FTE advisor is an additional $21,000 recurring, for a total of $540,750 recurring.
For the Digital Media Production major for which this specialized admission application is being submitted, while FSU may have a modest interest in also allocating an additional $1,697,374 to the Digital Media Production major, it does not sufficiently align with the university’s strategic goals to merit the large investment that would be needed to upscale this resource-intensive program. Also, as noted, because the Digital Media Production major requires minimum skills and talent on the part of students, the need for specialized admission relies primarily on minimum skills and talent.

5. If approved for specialized admissions status, what will be the program’s admissions requirements? Additionally, please indicate how these requirements and procedures ensure equal access for qualified Florida College System Associates in Arts graduates competing for available space in the program.

The program will require the following materials to evaluate admission: (a) college / university transcript(s); (b) an idea for a non-fiction video. Students are asked to “Please describe a story or topic you would like to make a video about. This could be a documentary or a sports feature for Seminole Productions. Tell us why you think this topic is interesting and how you would present your story. What would we see? What would we hear? Be specific and research the topic if needed”; (c) a portfolio, including a resume (required) and other creative work such as photography and writing that demonstrates the student’s talent or potential in filmmaking; and (d) a 5-minute reel of audio / video work samples showcasing the student’s past experience.

These are same application requirements currently in place for the Limited Access major. Students apply with a transcript, resume, and a written proposal for a documentary or sports story they would like to make. The written proposal is designed to assess the applicant’s narrative ability and writing skills. The transcript assesses their academic capability, and the resume provides information on their experience or interest in the field as an attempt to assess a minimum skill level in various aspects of media production, including writing, editing and cinematography. Applicants also submit video reels showcasing their ability, creativity, and experience in their field of interest. Students edit selections from their previous work that shows their ability in technical areas like cinematography and editing, or their talent in areas like directing and producing. Optional portfolio items like photographs and other artwork are also allowed as submission items so that faculty can assess talent in areas of visual arts, conceptual art, and audio production.

6. What is the current race and gender profile of the program? Describe the potential impact on the race and gender profiles of the program. What strategies will be implemented to promote and maintain diversity in the program?

The current race and gender profile of the DMP major is shown below and has been developed through limited access application criteria the same as those identified above for specialized admissions. Moving forward with these specialized admission criteria will allow this STEM major to maintain its race and gender profile.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonresident alien</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>13</td>
<td>20</td>
<td>33</td>
</tr>
<tr>
<td>Asian</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>White</td>
<td>29</td>
<td>24</td>
<td>53</td>
</tr>
<tr>
<td>Two or more races</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Race/ethnicity unknown</td>
<td>1</td>
<td>1</td>
<td>2</td>
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<td><strong>Total</strong></td>
<td><strong>58</strong></td>
<td><strong>46</strong></td>
<td><strong>104</strong></td>
</tr>
</tbody>
</table>
Required Signatures

DocuSign Envelope ID: F608C1C5-DAA6-41FF-9C88-8E3EC3D48D21

Michelle M. Kazmer
Requestor/Initiator

Revina Gibbs
Signature of Campus EO Officer

[Signature of Provost]

[Signature of Chair of the Board of Trustees]

Date Approved by the Board of Trustees

8/3/2022 | 7:22 PM EDT
Date

8/4/2022 | 6:29 AM EDT
Date

8/11/22
Date

8/9/22
Date
INSTITUTION: Florida State University

DEGREE PROGRAM: Professional Communication

CIP CODE 09.0900 Effective Academic Year 2023-2024

1. Does this request for specialized admissions status apply to the whole degree program? If no, please specify which major(s) or track(s) are seeking the status.

No. Specialized admissions status is sought for the Advertising and Public Relations majors in the program (two majors that had limited access). The other two majors, Professional Communication and Corporate and Public Communication, are offered through the College of Applied Studies and are not affected; we do not seek specialized admissions status for them.

2. Which criteria for specialized admissions status does the program meet?
   - ☒ Limited Resources (if approved, the status will last a maximum of four years)
   - ☐ Minimal Skills (if approved, the status will last a maximum of five years)
   - ☐ Accreditation Requirements (If checked, you must also select either limited resources or minimal skills)

3. Provide a rationale for why the program meets the criteria selected above.
   - If the program is seeking specialized admissions status due to limited resources, provide details regarding which types of resources are limited and how the current demand for the program outpaces these resources.
   - If seeking specialized admission status based on accrediting body requirements, please include the name of the accrediting body and a direct link to or copies of the specific standard(s) which require the requested status.

Currently Advertising and Public Relations (PR) together accept an annual cohort of 76 students, who are typically taught in 2 sections of 19 students each throughout their major curriculum. There are currently 5 tenured faculty and 3 specialized faculty in advertising/PR (8 faculty total). Based on the number of applicants to the limited access majors over the last five years, the total opt-in entries to Advertising and PR (combined) would move from 76 per year to 190-210 per year for a total major enrollment of 380-420. This is approximately 3 times current enrollment of 134. This estimate skews low, because applications to the program are reduced, especially from transfer students, because students know there is a low likelihood of admission. Therefore, we need to look elsewhere for more plausible opt-in numbers if specialized admissions status is not approved.
Our prediction of 466-1,173 majors is based on the number of advertising and PR majors by proportion of student body at similar-sized and similar-ranked public institutions without limited access in their advertising and PR programs.

Public Relations and Advertising enrollment at comparable institutions without limited access:

<table>
<thead>
<tr>
<th>Institution</th>
<th>Proportional prediction of opt-in enrollment at FSU</th>
<th>PR/ADV enrollment</th>
<th>PR/ADV faculty</th>
<th>Student/faculty ratio</th>
<th>FSU undergrad enrollment as a percentage of institution enrollment</th>
<th>University undergraduate enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Florida</td>
<td>1173.368614</td>
<td>1240</td>
<td>32</td>
<td>38.75</td>
<td>0.946265011</td>
<td>34391</td>
</tr>
<tr>
<td>University of Texas-Austin</td>
<td>1056.379844</td>
<td>1300</td>
<td>55</td>
<td>23.63636364</td>
<td>0.81259988</td>
<td>40048</td>
</tr>
<tr>
<td>University of Alabama</td>
<td>1073.443424</td>
<td>1264</td>
<td>27</td>
<td>46.81481481</td>
<td>0.849243215</td>
<td>38320</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>466.852377</td>
<td>427</td>
<td>35</td>
<td>12.2</td>
<td>1.093331094</td>
<td>29765</td>
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<tr>
<td>University of Illinois</td>
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<td>551</td>
<td>18</td>
<td>30.61111111</td>
<td>0.966155034</td>
<td>33683</td>
</tr>
<tr>
<td>Florida State University</td>
<td>134</td>
<td>8</td>
<td>16.75</td>
<td>32543</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

These numbers would be 3.5 to 8.5 times current major enrollment. The current student faculty ratio is 17:1. We shall assume the evidence-based potential range of 420-1173 majors. Shifting to a less-effective but more peer-aligned student faculty ratio of 30:1, which would double all class sizes from 19 to 38, indicates 14-39 faculty total, an increase of 6-31 additional faculty. Moving to a student faculty ratio of 40:1, class sizes increase by a factor of 2.5, from 19 to 48, but would allow the program to be delivered by 11-29 faculty total, an increase of 3-21 additional faculty.

Additional faculty also bring space and staff support needs, including offices, research laboratories, and other routine faculty support.

Taking a mid-range estimate and adding 8 tenure-track and 4 specialized faculty, plus one undergraduate advisor, would cost $1,267,932 in annually recurring salaries. This does not include faculty offices, student lab space, or classrooms (we have no way to project whether that classroom space is available, given demands of other courses).

<table>
<thead>
<tr>
<th>Item</th>
<th>Individual Costs</th>
<th>Total Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV/PR faculty: 8 TT</td>
<td>$116,049</td>
<td>$928,392.00</td>
</tr>
<tr>
<td>ADV/PR faculty: 4 specialized</td>
<td>$74,385</td>
<td>$297,540.00</td>
</tr>
<tr>
<td>ADV/PR facilities: 3200 sq ft lab space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADV/PR facilities: 3200 sq ft lab space FSU provided space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 classrooms for ADV/PR FSU provided space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undergraduate advising for adv/pr (1 FTE advisor = 300 students)</td>
<td>$42,000.00</td>
<td>$42,000.00</td>
</tr>
<tr>
<td>ADV/PR TOTALS</td>
<td>$232,434.00</td>
<td>$1,267,932.00</td>
</tr>
</tbody>
</table>

The need for additional classrooms will be acute: more and larger classrooms will be needed, and class size will need to expand. Curricular offerings, as distinct from class size, will have to be doubled to accommodate students opting-in to the major in any semester rather than proceeding through the curriculum as a sequenced cohort starting each fall.

To continue offering courses that are relevant to the industry and ensure student employment success will require additional labs and collaborative workspaces where students can work creatively and in teams to develop their communication campaigns. Career success in advertising and PR is predicated on the ability to produce high quality
content in collaborative teams, which requires dedicated and accessible shared space. At the standard FSU calculation of 20sq-ft/person occupancy, at least 3200 sq ft of lab space would be required.

Currently, limited access is associated with student success in the academic program and in students’ postgraduation careers. The favorable student/faculty ratio enables professors to mentor students throughout the program, providing them with opportunities that are dependent on a smaller cohort. Feedback received by alumni has consistently underlined the benefits of being in a smaller cohort. In addition, to ensure career success, the advertising and PR majors require experiential learning placements – which require instructional resources at the university as well as available internships with willing and qualified site supervisors. More than 200 additional placements each year would strain these site-based resources over which FSU has no control, reducing the proportion of students who get placements and thus reducing post-graduation employment and graduate school admissions rates.

Without specialized admission students would be able to opt-in to these writing-intensive majors without submitting a portfolio of writing that is evaluated prior to entrance, as is currently the case. Offering the necessary intensive writing feedback to large numbers of students who may not be prepared to write at the needed level or accept and operationalize the feedback given to them will both discourage students and lead to high attrition among students who cannot maintain good academic standing in the majors.

In addition, controlling access to the program has allowed for a robustly sequenced curriculum that begins in the fall (map term 5 for almost all admitted students) and builds via increasingly advanced courses through map term 8. Having students opt-in to the program at any point in their academic trajectory will necessitate teaching almost all classes in the program at least twice as often as is currently done.

Trying to deliver the program open-access without the needed resources will extend students’ time-to-degree because there cannot be enough seats offered in the courses to accommodate students, and there cannot be enough sections offered each semester to ensure that students take earlier classes in the major that allow them to succeed in more advanced classes.

4. If the program is seeking specialized admissions status due to limited resources and/or is a Program of Strategic Emphasis, provide the institution’s plan and timeline for increasing program resources. If the institution does not plan to increase capacity over the next few years, please provide a rationale. ☐ Not applicable.

These majors are currently within a Program of Strategic Emphasis (Gap). However, students not admitted to these majors would have the option of enrolling in the open-access majors in this program, Professional Communication and Corporate and Public Communication. There is also a program in Public Relations in CIP 09.0902 offered at Florida Agricultural and Mechanical University in Tallahassee. It is unlikely that FSU will be allocated sufficient resources to increase capacity for the Advertising and Public Relations majors because they do not align closely enough with the university’s strategic goals.

5. If approved for specialized admissions status, what will be the program’s admissions requirements? Additionally, please indicate how these requirements and procedures ensure equal access for qualified Florida College System Associates in Arts graduates competing for available space in the program.
Students will be asked to submit the following materials to apply to the majors in Advertising and Public Relations: (a) a personal statement describing prior experiences, career objectives and overall interests that are related to the major; (b) portfolio materials that may include a resume, writing / copywriting samples, creative works, graphic art examples, and illustrations; and (c) college / university transcript(s). These materials are evaluated by faculty in Professional Communication to help ensure student success in this extremely writing-intensive and writing-extensive program.

These requirements are the same as what were in place for Limited Access.

Applications for the program are due in February each year as this timing accommodates both current and transfer students. Applications are open to current FSU students and to transfer students equally, and are available online. There are no Common Program Prerequisites for this program and therefore no disproportionate barriers to any specific groups of potential applicants.

6. What is the current race and gender profile of the program? Describe the potential impact on the race and gender profiles of the program. What strategies will be implemented to promote and maintain diversity in the program?

The current race and gender profile of the Advertising and Public Relations majors is shown below and has been developed through limited access application criteria the same as those identified above for specialized admissions.

Relevant also to the race profile of this major is the fact that Florida Agricultural and Mechanical University offers a program at the bachelor’s level in CIP 09.0902, “Public Relations.” It is possible that, if the program at FSU did not have specialized admissions, enrollment, and possibly enrollment specifically of Black or African American students, could shift from FAMU to FSU.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino</td>
<td>32</td>
<td>3</td>
<td>35</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
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<td>1</td>
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</tr>
<tr>
<td>Black or African American</td>
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<td>2</td>
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</tr>
<tr>
<td>White</td>
<td>76</td>
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<td>84</td>
</tr>
<tr>
<td>Two or more races</td>
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<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>119</td>
<td>13</td>
<td>132</td>
</tr>
</tbody>
</table>
Required Signatures

Michelle M. Kazmer
Requestor/Initiator

Steve McDowell
Signature of College Dean

Signature of Campus EO Officer

Signature of Provost

Signature of Chair of the Board of Trustees

Date Approved by the Board of Trustees

8/3/2022 | 7:22 PM EDT
Date

8/4/2022 | 6:29 AM EDT
Date

8/11/22
Date

8/9/22
Date
INSTITUTION: Florida State University

DEGREE PROGRAM: Sport Management

CIP CODE 31.0504 Effective Academic Year 2023-2024

1. Does this request for specialized admissions status apply to the whole degree program? If no, please specify which major(s) or track(s) are seeking the status.

2. Which criteria for specialized admissions status does the program meet?
   ☒ Limited Resources (status will last a maximum of four years)
   ☐ Minimal Skills (status will last a maximum of five years)
   ☐ Accreditation Requirements (If checked, you must also select either limited resources or minimal skills)

3. Provide the rationale for why the program meets the criteria selected above.
   - If the program is seeking specialized admissions status due to limited resources, provide details regarding which types of resources are limited and how the current demand for the program outpaces these resources.
   - If seeking specialized admissions status based on accrediting body requirements, please include the name of the accrediting body and a direct link to or copies of the specific standard(s) which require the requested status.
   - If seeking specialized admissions status based on minimal skills/talents required in the program, please specify what skills are needed, why those skills are needed, and how those skills will be assessed.

The College of Education Sport Management undergraduate program is currently designated as Limited Access and admits 150 students each Fall semester. The undergraduate program received 340 applications for the 2021-2022 academic year. Current admissions requirements are:
   1. Minimum 2.75 cumulative GPA in all attempted college coursework,
   2. Completion of at least 60 credit hours of college coursework,
   3. Completion of FSU General Education Requirement or AA degree from a Florida public college, and
   4. Completion of common program prerequisites with a grade of C or better.

Due to limited resources, admitting more than 150 undergraduate students is not possible for the department of Sport Management. The two main areas of limited resources are classroom space and faculty.

   - The department is located in Tully Gymnasium which is a multipurpose building,
shared with FSU Athletics and FSU Campus Recreation. There are only four traditional classrooms available to the Sport Management program in Tully Gymnasium. These spaces house classes for the Sport Management Bachelor’s, Master’s, and Doctoral academic degree programs. Classes are currently scheduled at capacity in these four classrooms, which hold 45-49 seats.

- The department currently has 4 Specialized Faculty and 8 Tenured or Tenure Earning Faculty members. Of the 8, one faculty members serves as the department chair and one faculty member serves as Associate Dean for Research in the College of Education. Thus, there is instructional effort 10.5 faculty members in the department for all three degree programs. Fall 2021 headcount included 285 Bachelor’s, 200 Master’s, and 27 Doctoral students.

The College of Education and department have estimated the necessary resources for admitting more students to the Sport Management Bachelor’s program. While the program routinely receives at least 300 applications each year, it is estimated that without Specialized Admissions status that applications may rise to 450. It is important to note that the College has no way of knowing how many transfer students might apply if Limited Access is lost and Specialized Admission status is not approved.

In order to admit 450 students each year, the College and department would need to:

- Hire 10 Specialized Faculty members ($1,067,785)
- Hire 12 Tenured or Tenure Earning Faculty members ($1,947,886)
- Schedule 52 more class sections, all of which would need to be outside of Tully Gymnasium

4. If the program is seeking specialized admissions status due to limited resources and/or is a Program of Strategic Emphasis, provide the institution’s plan and timeline for increasing program resources. If the institution does not plan to increase capacity over the next few years, please provide a rationale. ☐ Not applicable.

Florida State University and the College of Education do not plan to increase the undergraduate admissions capacity of the Sport Management Bachelor’s program in order to maintain focus on other strategic areas of growth. Two strategic areas of focus for FSU, the College of Education, and the Department of Sport Management are graduate education and faculty research.

Graduate Education

Over the past four years, the interest in the Sport Management Master’s degree drastically increased. In Fall 2017, the MS program received 126 applications and had 84 students enrolled. In Fall 2021, the MS program received 308 applications and had 200 students enrolled.

Tenured or Tenure Earning Faculty also recruit and mentor doctoral students. The Sport Management doctoral program currently has 27 students who are mentored by the 8 Tenured or Tenure Earning Faculty members. Due to the strong research profile of the department faculty, the Sport Management Doctoral degree program was ranked #1 in the nation by College Choice.

Faculty Research Productivity

The Department of Sport Management has in recent years emphasized faculty research productivity as a major deliverable to the University. To this end, the Department’s faculty have focused on publishing their research in the top, most impactful journals in their field. According to Academic Analytics, the Department’s
faculty have produced more SSCI-indexed journal articles over the past 10 years than have any other U.S. Sport Management program.

As a result, when the major rankings services (Times Higher Education, QS, etc.) rank universities, colleges, and programs, the FSU Sport Management faculty have made a greater contribution to their University’s and College’s performance (as measured by journal articles) than have any of their disciplinary peers.

Additionally, another key metric for research performance—percentage of the Department’s research faculty who are actively participating in externally-funded research projects—has increased by 60% over the past decade. At present, a majority of the faculty in the unit are working on funded projects supported by a range of agencies and organizations, including the NCAA, the United States Tennis Association, the North American Society for Sport Management, United States of America Pickleball Association, and the Atlantic Coast Conference.

To maintain focus on graduate education and faculty research, FSU and the College of Education must also focus the distribution of resources. While the Sport Management undergraduate program plays a very important role at FSU and in the College, taking resources away from these two strategic areas of focus would negatively impact the research mission of the university, college, and department.

5. If approved for specialized admissions status, what will be the changes to the program’s admissions requirements? Additionally, please indicate how these requirements and procedures ensure equal access for qualified Florida College System Associates in Arts graduates competing for available space in the program.

The program is currently approved for Limited Access and thus, no changes to admissions requirements are being proposed. The College continues to work with various Florida Colleges to ensure students meet all admission requirements at the time of transfer to FSU.

6. What is the current race and gender profile of the program? Describe the potential impact on the race and gender profiles of the program. What strategies will be implemented to promote and maintain diversity in the program?

Since the program is currently approved for Limited Access and no admissions changes are being proposed, we do not believe that the current race and gender profile will be impacted by approval for Specialized Admissions. The racial diversity of the Sport Management Bachelor’s program is very similar to the diversity of the larger FSU undergraduate population.
Signature of Campus EO Officer

Signature of College Dean

Signature of Provost

Signature of Chair of the Board of Trustees

Date Approved by the Board of Trustees

8/11/22

Date

8/5/2022 | 3:56 PM EDT

Date

8/9/22

Date