PROPOSAL: Interscholastic Athletic/Activities Administration Certificate

Background

The world of interscholastic athletics has become increasingly competitive and commercialized, creating the need for appropriately trained Athletics/Activities Administrators. In turn, this demand for educationally advanced, yet specialized sport management training creates an opportunity. The Iowa High School Athletic Director’s Association asks those in education to recognize the position of Athletics/Activities Director (AD) is a profession in and of itself, no longer a supplementary position for a full-time teacher. Operating budgets, facility maintenance and design, and liability concerns warn against placing an under-prepared, over-extended full-time teacher into the role of an AD hoping to learn as they go.

In February of 2015 the Iowa State Board of Educational Examiners made an unprecedented rule change to Iowa Code 282-22.8 (272), allowing individuals who do not have a teaching degree to become Authorized Athletics/Activities Administrators. Individuals who have completed a baccalaureate degree from a regionally-accredited institution in the Sport Management area, with a focus on Athletics/Activities Administration, are now able to hold an acting role within schools across the state of Iowa. This decision was partially made to open positions to qualified applicants who have demonstrated Sport Management competencies.

These legislative changes signal an opportunity for the University of Iowa to further engage and serve the state of Iowa. The University of Iowa can prepare undergraduate students to earn the Authorization to work in an Athletics/Activities Administration position in Iowa schools. This course work, along with completion of a bachelor’s degree, can also satisfy the National Interscholastic Athletic Administrators’ Association (NIAAA) certification for a Registered Athletic Administrator – the national association’s entry-level acknowledgement.

The Sport and Recreation Management (SRM) program has been working with the College of Education (COE) to develop a Certificate that works to effectively prepare both SRM and Teacher Education undergraduates to earn their Athletics/Activities Administration Authorization prior to graduation. This will aid marketability for students as they enter the job market while allowing students to immediately become leaders within their respective school districts.

Continuing Education

Upon development completion of the certificate, the COE and the SRM program will collaborate to offer Continuing Education Credits (or Iowa Licensure Renewal Credits) for current teachers and Athletics/Activities Administrators in the Midwest. Utilization of the University of Iowa’s the great athletic and academic resources will allow delivery of current and applicable content for acting Athletic/Activities Administrators. This Certificate positions the University of Iowa as a leader in the Interscholastic Athletic Administration field while furthering recruitment of students out of high school who have an interest in this growing and developing career field.
These CEUs offer timely curriculum to supplement the certificate courses. The potential also exists for teachers and administrators to take these courses as “for-credit” opportunities upon University approval with such an option altering the fee structure. These smaller units can also be rolled together within a semester for credit for the undergraduate students through the vehicle of special topics courses or as a part of their practicum requirement.

**Current Market**

Currently, Morningside College in Sioux City, IA has a large share of the Iowa market for offering approved Athletic Administration courses in an online format. Morningside offers six, three credit course for graduate level credit as part of their Professional Educator Master’s Degree. They also partner with the NIAAA to include some of the LTI information within each course in their strand. Tuition is $600 for a 3 credit hour course with a $150 textbook fee. There are several Master’s level courses in partnership with the NIAAA listed on their web site. There are currently not any undergraduate offerings listed. To date, in the state of Iowa, Iowa State University, Drake University, and the University of Northern Iowa are not offering this type of programming. The University of Iowa must act now to capitalize upon this vacuum in curriculum.

**Mission Statement**

The Interscholastic Athletic/Activities Administration Certificate provides undergraduate students with an opportunity to focus a segment of their studies on extracurricular activities at the interscholastic level. Combining experiential learning and networking opportunities with academic coursework, students will be prepared to enter a school district prepared and confident to succeed in Athletic/Activities Administration roles.

**Proposed Curriculum for the Certificate**

The certificate requires the completion of a minimum of 21 semester hours. The certificate is open to any undergraduate enrolled at The University of Iowa regardless of college affiliation. In the future, one goal will be to develop enrollment of students outside of The University of Iowa seeking the Certificate. If approved, course numbers for the course will need to be generated so that particular courses may be cross-listed between the cooperating programs. Also, four new courses will need to be created (Interscholastic Athletic Administration, Ethics in Sport, & Diversity in Education, & Liability in Interscholastic Athletics). Below, we have used placeholder course numbers for these courses, “3XXX” and “4XXX.” These numbers can be in place for the fall 2016 semester.

*The Curriculum list begins on the next page. * denotes online course offering.*
1. CORE COURSES

The following courses are required (9 sh)

- **SRM:4XXX, Interscholastic Athletic Administration (3 sh)**
  
  - Knowledge and understanding of activities administration foundations including philosophy, leadership, professional programs and activities administration principles, strategies and methods (1 sh of IBOEE recognition)
  - Knowledge and understanding of the techniques and theory of coaching concepts and strategies for interscholastic budget and concepts and strategies for interscholastic fundraising (1 sh of IBOEE recognition)
  - Assessment and evaluation of interscholastic athletic programs and personnel, dealing with challenging personalities, and administration of professional growth programs for interscholastic personnel (1 sh of IBOEE recognition)

- **ED:XXXX, Diversity in Education (1 sh)**
  
  - Diversity in K-12 education and sport contexts – understanding racism, homophobia, transphobia, ableism, etc. and strategies to address

- **SRM:3XXX, Ethics in Sport (2 sh)**
  
  - Knowledge and understanding of ethical development theories and practice in education-focused activities
  - Knowledge and understanding of ethical decision making processes and formats. Utilizing the Josephson Institute or similar process in integrating ethics into activities programming
  - Assessment and evaluation of interscholastic athletic programs for ethical development and student enrichment in terms of citizenship and sportsmanship

- **SRM:4XXX, Liability in Interscholastic Athletics (3 sh)**
  
  - Knowledge and understanding of Risk Management, Title IX, Sexual Harassment, Hazing, ADA, and Employment law as it pertains to the role of the activities administrator (1 sh of IBOEE recognition)
  - Knowledge and understanding of the role of the activities administrator in supporting and developing sports medicine programs, management of athletic player equipment, concussion assessment and proper fitting of athletic protective equipment, and sports field safety (1 sh of IBOEE recognition)
  - Concussion training approved by the Iowa High School Athletic Association or Iowa Girls High School Athletic Union (free from NFHS Learning Center – 20 minute online course)
2. ELECTIVES

*Six semester hours must be taken from the list of elective courses below (6 sh)*

Department: Health and Human Physiology, Sport and Recreation Management Program
- SRM:3147, Sport Event Management (3 sh)*
- SRM:3152, Sport & Recreation Facility Management (3 sh)*
- SRM:3178, Communication and Public Relations in Sports (3 sh)*

Department: Teaching and Learning
- EDTL:4940, Characteristics of Disabilities (3 sh)*

Department: Educational Policy and Leadership Studies
- EPLS:4180, Human Relations for the Classroom Teacher (3 sh)
- EPLS:6201, Foundations of Leadership (3 sh)

Department: School of Journalism and Mass Communications
- JMC:5420, Social Media and Online Communication (3 sh)*
- JMC:2200, Communication and Public Relations (3 sh)

*Three semester hours must be taken from the list of elective courses below (3 sh)*

Department: Health and Human Physiology, Sport and Recreation Management Program
- SRM:2065, The Experience Economy (3 sh)*
- SRM:3176, Sports Analytics (3 sh)
- SRM:3158, Sport and Recreation Promotion (3 sh)*

Department: Teaching and Learning
- EDTL:3114, Parent-Child Relationships (3 sh)*

Department: Psychological and Quantitative Foundations
- PSQF:1156 Program Evaluation (3 sh)*
- PSQF:4134, Parent-Teacher Communication (3 sh)*
- PSQF:1075, Educational Psychology & Measurement (3 sh)*

Department: Communication Studies
- COMM:1819, Organizational Leadership (3 sh)*

Department: Health and Human Physiology, Human Physiology Program
- HHP:2500, Psychological Aspects of Sport and Physical Activity (3 sh)
- HHP:3020, Nutrition in Health and Performance (3 sh)*
3. FIELD EXPERIENCE

*Students must complete 3 semester hours of guided field experience (3 sh)*

The field experience is key in completing the NIAAA requirements for first-level certification as a Registered Athletic Administrator (RAA) status. This level requires an acting Athletics/Activities Administrator as a signee. Field experience opportunities will be structured so that the field supervisor is educated on appropriate uses of student field experience hours so as to mutually benefit both the student and the field organization.

- SRM:4XXX, Sport Administration Practicum (3 sh)

  - A total of three practicum hours would be required for the certificate
  - Field hours under the supervision of a working Athletics/Activities Administrator and within the framework of the standing practicum class (45 field hours per sh, journaling and site supervisor evaluation) will be the primary option
  - Attendance and completion of specific ILRC programing geared toward Athletic/Activities Administrators may also be considered for this requirement with prior consent of the Academic Coordinator and an additional journaling and project aspect

**Program Administration**

If approved, the Interscholastic Athletic/Activities Administration Certificate would be sponsored by the College of Liberal Arts and Sciences (CLAS) with the support of Associate Dean Helena Dettmer and Dean Chaden Djalali. The Sport and Recreation Management Program within the Department of Health and Human Physiology will serve as the administrative home of the program.

**Academic Coordinator**

Anna Jensen, a full-time instructor in the SRM program, will serve as the certificate’s academic coordinator.

The coordinator, in consultation with the Advisory Board, is responsible for the following:

1. Facilitates program implementation;
2. Develops curriculum, soliciting new courses as appropriate;
3. Assures course availability for certificate students;
4. Enforces policies and procedures for certificate as needed;
5. Advises students about certificate requirements;
6. Makes curricular exceptions as approved;
7. Organizes Advisory Board meetings;
8. Builds certificate enrollment;
9. Proposes budgetary needs;
10. Assesses program;
11. Writes annual report to Advisory Board;
12. Functions as liaison to CLAS, COE, Admissions, External Relations, and the Registrar for the certificate;
13. Works with the professional community of Athletics/Activities Administrators.
The Advisory Board for the Interscholastic Athletic/Activities Administration Certificate will approve revisions in curriculum and all changes to the certificate policies and procedures. The committee will advise the academic coordinator on program operations, including the budget, expenditures, co-curricular activities, and program assessment.

The Board will be comprised of seven to eight members, representing the interdisciplinary nature of the certificate program. Members will represent at least 2 departments within CLAS and 2 departments within COE. In addition to the aforementioned members, one member will be a non-coordinating faculty member in the SRM program. Up to 3 additional members may come from the professional community of Athletic/Activities Administrators.

The Board will meet at least once per year.

The following representatives will initially serve on the Board if the proposal is approved for implementation:

- Packy Moran, Sport and Recreation Management Lecturer
- Will Coghill-Behrends, Director of the Teacher Leader Center, College of Education
- Allison Bruhn, Teaching and Learning Department, College of Education
- Heather Spangler, JMC faculty and Event Planning Certificate Coordinator
- Scott Kibby, Iowa City West High School Athletic Administrator
- Terry Coleman, Iowa City High School Athletic Administrator
- Class 1A or 2A level HS school Athletic Administrator

**Certificate Program Outcomes**

Completion of the certificate will encourage the following student outcomes:

1. Summarize the history of the position and development of interscholastic athletics
2. Utilize management techniques in developing and maintaining facilities
3. Carry out effective and appropriate marketing, communications and fundraising campaigns
4. Recognize and establish liability protections in programming
5. Formulate effective program and coach assessment/evaluation
6. Plan and oversee financially sustainable events
7. Transfer practical experience into improved employment opportunities

**Assessment**

The academic coordinator will review the feedback from certificate enrollees as well as coordinate with the Advisory Board to ensure outcomes are being met. An alumni component will also be introduced to track student’s career arc and promote on-going programming.

**Enrollment Projections**

Projects are enrollment of 15 students in year one of implementation and 45 students within three years. The five year goal will be to graduate 30 students per year with an Athletic/Activities Administration Certificate.
Resources Needed

- Appointment of SRM faculty member to serve as coordinator of the program.
- Support from collegiate administrators, DEOs, faculty, and program staff invested in promoting and sustaining the proposed certificate program is requested through assistance in recruiting students, identifying courses each semester that would be offered to satisfy program requirements, and supporting faculty to serve on the Advisory Board of the program.
- Course development costs for SRM:4XXX, Interscholastic Athletic Administration, SRM:4XXX, Liability in Interscholastic Athletics, SRM:3XXX, Ethics in Sport and a one semester hour course on Diversity and Education.
- Course revision costs to develop EDTL:4940 Characteristics of Disabilities into an online format.
- All other required and elective courses are already offered on a regular basis so no additional resources are being requested at this time.