

**SCHOOL OF HEALTH AND HUMAN SCIENCES
DEPARTMENT OF KINESIOLOGY
REQUEST FOR DIFFERENTIAL TUITION FOR NEW PROGRAM:
APPLIED SPORT AND EXERCISE PSYCHOLOGY**

Executive Summary

The Department of Kinesiology in the School of Health and Human Sciences is requesting approval for a tuition increase for the new Sports and Exercise Psychology concentration in the Master of Science in Kinesiology (KIN) program by \$200.00 per student credit hour for courses specifically related to the clinically applied course work, beginning in academic year 2018-2019. Revenue will be used to support specialized educational resources and student activities associated with the program's supervised practical experiences, including faculty travel to clinical sites. With full enrollment, the maximum revenue generated from differential tuition is \$24,000.00. A portion of the revenue will be used to enhance educational resources (tablets, computers, software, and guest speakers). This revenue will also support graduate students who assist with program coordination and supervision, and will cover the cost of the unusually heavy administrative workload associated with this program, such as processing professional certifications and securing internship placements.

Program Background

Sport and Exercise Psychology (SEP) integrates theory, research, and practice, and includes the study of cognitive, emotional, psychophysiological, and social factors that influence sport and exercise behaviors as well as the effects of physical activity on psychological factors. Graduate students in SEP typically have undergraduate degrees in Kinesiology or Psychology and come to UNCG to learn how to enhance human development and functioning by acquiring cutting edge knowledge in SEP. Our graduates pursue careers as teachers, researchers, coaches, exercise leaders, and sport and exercise psychology consultants. The consulting path is the focus of the Applied SEP concentration and is a prominent part of the larger SEP field. The Applied SEP program was an area of study in the Department of Kinesiology for over 25 years. With changing faculty and increasing emphasis on fundable research in the SEP area, however, we have not been able to offer courses or experiences in Applied SEP since 2012. Despite this, graduate student interest in Applied SEP at UNCG has remained strong, as evidenced by the more than 15 graduate applications we receive each year for a graduate program that is not currently offered. This strong interest is driven by promising professional trends and career opportunities in the field. For example, Applied SEP opportunities have expanded beyond athletics to youth programs, health promotion, military training, and performing arts programs. As such, both the American Psychological Association (APA) and the Association for Applied Sport Psychology (AASP) have established proficiencies or certifications for Applied SEP that require graduate-level training in kinesiology and supervised practical experiences. Additionally, both American College of Sports Medicine (ACSM) and National Athletic Trainers' Association (NATA) certification requirements include psychological and/or

behavioral competencies in SEP that students must meet. Given the high demand for well-trained graduates to meet these professional needs, our well-established reputation, and the fact that we currently offer one of only two graduate SEP programs in the state (the other is at East Carolina University), we have an excellent opportunity to expand graduate studies into this applied area. The Department of Kinesiology has approval to hire a licensed clinical position to revitalize the Applied SEP concentration.

Uses for Revenue Generated Through Differential Tuition

Graduate Assistant Stipends: The Department will use revenue received through differential tuition to provide a graduate assistant stipend. Both the Kinesiology and Intercollegiate Athletic Departments have needs for students to assist with daily operations of counseling athletes, research, and teaching. There has been an increase in the awareness of mental health wellness issues among student-athletes, which has led to a surge in student-athletes actively seeking out counseling for both mental health and performance concerns. We are aware of at least 20-25 UNCG student-athletes who are currently seeking care for mental health and performance concerns. At this time, our student-athletes also must seek performance-based sports psychology services off campus, which poses an additional challenge due to traveling to appointments. The graduate assistant will facilitate this care by working with a licensed clinical professional who will be charged with enhancing the mental health and wellness of UNCG student-athletes. Lastly, the graduate assistant will work with faculty in the SEP concentration by assisting with clinical research and courses related to the practicum experiences.

Educational Requirements: The Department will use revenue received through differential tuition to provide educational requirements to students. To fulfill the curriculum, students will need to complete 3 practicum experiences that focus on skill development and application of theory to practice in Applied SEP through supervised work in a laboratory and/or field setting. Through this experience, graduate students in SEP will work with student-athletes in the area of mental skills under the direct supervision of a licensed graduate assistant or licensed clinical faculty member in SEP. Revenue generated from tuition will be used to purchase tools that assess, treat, and document mental health and wellness status. Copyrighted tests will need to be purchased to assess student-athletes' status. Technology (tablets, computers) will be acquired to provide state-of-the-art health and wellness equipment. Lastly, new software will allow students to document findings to stay in compliance with FERPA and HIPAA laws. These accessories may not be otherwise purchased given budget limitations. Consequently, students' experience in the practicum courses will be enhanced and, more importantly, the health care of the student-athlete will be improved.

Program Administration & Development: The Department will use revenue received through differential tuition for program administration and development. Revenue from differential tuition will help cover essential costs for processing applications. We also plan to use revenue to improve recruitment through advertisements. The licensed clinical SEP faculty member is required to maintain his/her license, certification, and professional memberships. Thus, to run the program effectively, the revenue will be used to maintain costs associated with these credentials. Furthermore, the licensed clinical SEP faculty

member and/or the licensed graduate assistant will be required to travel for various reasons including to obtain continuing education units that ensure his/her credentials are up-to-date, to travel to clinical sites to observe students, and to travel to regional and national meetings of the Association for Applied Sport Psychology to recruit graduate students.

Faculty, Instructor, and Teaching Assistant Stipends: The Department will use revenue received through differential tuition for stipends to support program faculty and a school clinical director. The licensed clinical SEP faculty member is on a 10-month contract and summer work may be necessary to setup clinical sites prior to Fall practicum rotations commencing and/or to work with athletes on campus for their sports outside of the academic calendar. In addition, teaching assistants or guest speakers may be used throughout the Fall and Spring semesters for SEP courses. Revenue generated will be used to pay a portion of a summer stipend, teaching assistant stipend, or Honoria for guest speakers

Student Applicants 2015-2017

Table 1 provides data for student applicants in the SEP program since 2015. Note that a large percentage of applicants are rejected for “not being a good fit” for the SEP program. This rejection typically results from applicants who are interested in the Applied SEP concentration (which is not currently being offered). The Department of Kinesiology has not had a licensed clinical faculty member in the Applied SEP since 2012. We anticipate accepting students interested in the Applied SEP concentration now that the Kinesiology department has approval to hire a new licensed clinical SEP faculty member.

Table 1. Student Enrollment.

Year	2015	2016	2017
Applicants	53	45	50
Offered Admission	26% (14/53)	28% (13/45)	30% (15/50)
Rejected (Not a Good Fit)	32% (17/53)	36% (16/45)	46% (23/50)
Rejected (Other)	42% (22/53)	36% (16/45)	24% (12/50)

Tuition History

The Department of Kinesiology currently assesses differential tuition for the Master of Science in Athletic Training program at \$200.00 per credit. No other program in Kinesiology charges differential tuition.

Fee Information

Regular student fees as mandated by the university are charged to students.

Peer Comparison Data Regarding Cost

Table 2 provides tuition data for 4 Sport and Exercise Psychology programs, and tuition for UNCG is in **bold** text. Note that UNCG's main in-state competitor is East Carolina University. Differential tuition for UNCG increases semester tuition on average by \$600, but total tuition is still less than East Carolina by \$399.72. Thus, differential tuition would not price UNCG out of the market with its main competitor. In addition, out-of-state students will find UNCG's tuition attractive because it is less than other universities' out-of-state tuition by about \$1,300.

Table 2. Fall 2017 Tuition Data.

	In-State				Out-of-State			
	Tuition	Fees	DT	Total	Tuition	Fees	DT	Total
University of Denver	\$11,880.00	\$564.00	\$0.00	\$12,440.00	\$11,880.00	\$564.00	\$0.00	\$12,440.00
UNCG	\$1,658.25	\$1,062.03	\$600.00*	\$3,320.28	\$7,342.88	\$1,062.03	\$600.00*	\$9,004.91
East Carolina University	\$2374.50	\$1,345.50	\$0.00	\$3,720.00	\$8,949.00	\$1,345.50	\$0.00	\$10,294.50
West Virginia University	\$4,077	\$837.00	\$0.00	\$5,121.00	\$11,547.00	\$837.00	\$0.00	\$12,816.00

*Differential tuition averaged across 4 semesters.

Student Feedback

Currently, no students are enrolled in the Applied Sport and Exercise Psychology concentration at UNCG. Differential tuition is charged to the Master of Science in Athletic Training. Students in this program have responded positively to the extra tuition because of the educational benefits that they have received. Given that differential tuition for the Applied SEP concentration does not raise tuition above UNCG's competitors, we anticipate that students will not have an issue with the small increase.

Applied SEP Concentration

Table 3 outlines the 36-credit hour Applied SEP Concentration. Differential tuition will be applied to 12 credits in the curriculum (***bold italicized text***). Differential tuition only applies to the professional ethics course and 3 practicum courses.

Table 3. Applied SEP Concentration.

<u>Fall</u>		<u>Spring</u>	
<u>Fall I</u>		<u>Spring I</u>	
KIN Elective	3 credits	KIN 744	3 credits
KIN 644	3 credits	KIN 601	3 credits
KIN 743	3 credits	<i>KIN 746</i>	<i>3 credits</i>
<u>Fall II</u>		<u>Spring II</u>	
KIN 644	3 credits	KIN 630	3 credits
<i>KIN 7XX*</i>	<i>3 credits</i>	KIN 645	3 credits
<i>KIN 746</i>	<i>3 credits</i>	<i>KIN 746</i>	<i>3 credits</i>

***KIN 7XX will be a professional ethics course.**

Projected Revenues and Expenditures

Table 4 presents expenditures for which differential revenues will be used for the Applied SEP Concentration. A large portion of the revenue (73%) is dedicated to a graduate student stipend. A modest share of the revenue (26%) will be used for educational and program administration/development. The remaining revenue (1%) will be dedicated to paying stipends or Honoraria.

Table 4. Proposed Expenditures for Differential Tuition.

Differential Tuition (DT) Proposal Revenues and Expenditures			
	2018-2019	2019-2020	2020-2021
Projected 2 nd Year Enrollment	-	10	10
Projected 1 st Year Enrollment	10	10	10
Total SCH per year subject to DT	30	120	120
Estimated Revenues	\$6,000.00	\$24,000.00	\$24,000.00
Graduate Student Stipends	\$4,375.00	\$17,500.00	\$17,500.00
Educational Requirements	\$500.00	\$2,000.00	\$2,000.00
Program Admin. & Development	\$1,075.00	\$4,300.00	\$4,300.00
Faculty, Director, Staff Stipends	\$50.00	\$200.00	\$200.00
Total	\$6,000.00	\$24,000.00	\$24,000.00