

Kansas State University
Bachelor of Science in Sports Nutrition
Program Approval

I. General Information

A. Institution Kansas State University

B. Program Identification

Degree Level:	Bachelor's
Program Title:	Sports Nutrition
Degree to be Offered:	Bachelor of Science in Sports Nutrition
Responsible Department or Unit:	Department of Food, Nutrition, Dietetics, and Health
CIP Code:	30.1901
Modality:	Face-to-Face, On-line, and Hybrid
Proposed Implementation Date:	Fall 2020

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

Twenty years ago, there were very few formal positions in sports nutrition, even though it has been an area of academic study for many decades. Currently, nearly all professional sports teams and the vast majority of NCAA Division I athletic programs now have at least one Sports Nutritionist (Kansas State University now employs two) on staff. However, with this rapid rise in employment opportunities, there are currently no degree programs in Kansas offering this degree at the bachelor's level. Likewise, there are few opportunities nationwide. According to the Academy of Nutrition and Dietetics, the majority of academic programs are offered at the master's level (<https://www.scandpg.org/home>).

In addition to the market analysis, our students have indicated a desire for this specific degree program. Student surveys have indicated that 79% would prefer we offer a Sports Nutrition degree. Further, they agreed that it would be preferred to the dual degree option in Nutrition and Kinesiology we currently offer. With this option, students are awarded the BS in Nutrition and the BS in Kinesiology. Thus, the approval of the Bachelor of Science in Sports Nutrition would result in the discontinuance of that dual degree option as current students matriculate through.

Kansas State University has offered the dual degree option in Nutrition and Kinesiology, both of which are housed in the same department, and that curriculum does provide some supporting nutrition and kinesiology coursework. But that option does not provide sport-specific courses and content to prepare students for this industry. To complete that option, students must take over 130 credit hours to earn two bachelor of science degrees. This new program meets the 120 hour requirement with sufficient unrestricted electives to make the program more viable for transfer students and those freshmen coming into universities or colleges with college credit attained in high school.

Additionally, the new Sport Nutrition degree will promote research, scholarly and creative activities, and discovery by engaging a new population of undergraduate students with unique life experiences in learning opportunities at a distance. This will prompt conversations and research opportunities as new learning takes place.

Our Sports Nutrition program will be a national model for other programs interested in training students for this growing profession.

IV. Program Demand:

A. Survey of Student Interest

Number of surveys administered:	<u>142</u>
Number of completed surveys returned:	<u>100</u>
Percentage of students interested in program: ...	79%

Include a brief statement that provides additional information to explain the survey.

This survey was provided to students in two lower-level courses in our department by one of our dietetics faculty members. Thus, the response is mostly from freshman and sophomores.

B. Market Analysis

Project Statement

Research in the labor market shows demand for developing an online Sports Nutrition Bachelor’s Degree (EMSI, 2019). This demand is supported by data and information from the Bureau of Labor Statistics (<https://www.bls.gov/ooh/healthcare/mobile/dietitians-and-nutritionists.htm>) indicating nutrition positions will increase at a rate greater than other fields.

Sports Nutrition is a proposed 120 credit hour bachelor's degree program focusing on nutrition principles as they relate to sport and human performance. Students will explore how nutrition impacts performance. Graduates of this program may pursue careers in sports nutrition/dietetics, health program positions offered by hospitals, industries, wellness centers, public and private clinics, fitness camps, post-graduate sports medicine programs, and athletic clubs.

EMSI is a labor market analytics firm used by K-State Global Campus to estimate future labor markets and career opportunities. Many of the top institutions offering online bachelor’s degrees focus on Nutrition and/or Health Science but have limited emphasis on Exercise Science or Kinesiology. As found in our data from EMSI, the region is expected to experience a nearly 8% increase in jobs as dietitians and nutritionists over the next five years. Median hourly earnings in the region of \$27.17 are just below the national average of \$29.01. According to payscale.com, Sports Nutrition/Nutrition is a degree with high meaning (81%), which ranks it in the top 50 of over 400 degrees.

Sports Nutritionist Certification and Licensing

Since sports nutrition is not a federally regulated occupation, each state is free to set its own certification and licensing standards. Some states currently require sports nutritionists to obtain a license or certificate from their Board of Nutrition in order to practice, while other states do not. Kansas has no requirement for certification or licensing of sports nutritionists. If a sports nutritionist wants to also be a dietitian, then they would follow the licensing requirements of that field. Even sports nutritionists who are not legally obligated to become certified or licensed professionals often earn credentials through a national credentialing agency such as the Commission on Dietetic Registration (CDR) to establish professional competency in the field.

Education for Sports Nutritionists

Most employers hire sports nutritionists who have completed an undergraduate degree in a relevant career-related major. However, sports nutritionists who complete graduate or post-graduate education often attract a greater

volume of employers and clients alike. Additionally, there are more job opportunities for those who earn the accredited credentials for dietitians (registered dietitian, registered dietitian nutritionist, and certified specialist in sports dietetics) by successfully completing the necessary requirements through accredited dietetics programs.

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

Year	Headcount Per Year		Sem Credit Hrs Per Year	
	Full- Time	Part- Time	Full- Time	Part- Time
Implementation	20	10 (on-line)	600	150
Year 2	20	10 (on-line)	1,180	300
Year 3	20	10 (on-line)	1,810	450

Currently, the dual degree option in Nutrition and Kinesiology enrolls about 40 students. At one time, that program enrolled more than 120 students. However, due to the restrictive nature (requirement of 134 credit hours required with no unrestricted electives) of that program, it is not as feasible or attractive to students. Additionally, there are no specific jobs in Nutrition and Kinesiology, but there are Sports Nutrition positions and careers.

It is expected we will add about 20 new students to the Sports Nutrition program each year. Additionally, we expect to offer this program through our Global Campus, and there are very few competing programs locally or nationally. The online cohort will be primarily part-time students, and we are conservatively expecting to add about 10 students per year for this modality. This is based on the employment data from the Bureau of Labor Statistics indicating employment in nutrition fields will increase a faster rate than other fields.

VI. Employment

As noted earlier, the Bureau of Labor Statistics expects that opportunities for dietitians and nutritionists will increase at a rate greater than the national average. In May 2018, the BLS reported that individuals in the top-paid ten percent of the field earned \$84,610 or more. Additionally, sports nutritionists with the proper experience and credentials may be suitable for other lines of work, too, including health and wellness coaching. This is important, as we currently offer a Health Coach Certificate through our department.

The Collegiate and Professional Sports Dietetics Association, a national organization of sports nutrition professionals, recently published data from their workforce survey (<https://www.sportsrd.org/wp-content/uploads/2018/10/SalarySurvey2018.pdf>). The survey indicated the average salary for BS-level professional reported an average salary of \$76,533/yr. Additionally Sports nutritionists with the proper experience and credentials may be suitable for other lines of work, including health and wellness coaching.

VII. Admission and Curriculum

A. Admission Criteria

University Admission Requirements:

The requirements for this program are the same as entry into Kansas State University. Currently those requirements are to complete the precollege curriculum with at least a 2.0 GPA (2.5 for non-residents) **AND** achieve one of the following:

- A 21 or higher composite score on the ACT assessment **OR**
- A 1060 or higher on the SAT ERW+M if taken after March 2016 **OR**
- A 980 or higher on the SAT CR + M if taken before March 2016 **OR**
- Rank in the top third of your graduating class,
- **AND**, if applicable, achieve a 2.0 GPA or higher on all college credit taken in high school.

B. Curriculum

Year 1: Fall

SCH = Semester Credit Hours

Course #	Course Name	SCH=15.5
FNDH 115	Introduction to Health and Nutrition Professions	2
FNDH 132	Basic Nutrition	3
PSYCH 110	General Psychology	3
CHM 110	General Chemistry	3
CHM 111	General Chemistry Lab	1
ENGL 100	Expository Writing I	3
HHS 101	Introduction to Well-being	0.5

Year 1: Spring

Course #	Course Name	SCH=14.5
MATH 100	College Algebra	3
BIOL 198	Principles of Biology	4
HHS 201	Community Well-being	0.5
KIN 220	Biobehavioral Aspects of Physical Activity	4
COMM 106	Public Speaking I	3

Year 2: Fall

Course #	Course Name	SCH=15
XXXX	Unrestricted Elective	3
XXXX	Unrestricted Elective	3
ENGL 200	Expository Writing II	3
ECON 110	Principles of Macroeconomics	3
XXXX	Unrestricted Elective	3

Year 2: Spring

Course #	Course Name	SCH=14
XXXX	Unrestricted Elective	3
KIN 360	Anatomy & Physiology	8
XXXX	Unrestricted Elective	3

Year 3: Fall

Course #	Course Name	SCH=15
FNDH 400	Human Nutrition	3
BIOCH 265	Introductory Organic and Biochemistry	5
KIN 380	Principles of Exercise Training	3
XXXX	Humanities Elective	3
HHS 202	Social Well-being	0.5
HHS 203	Financial Well-being	0.5

Year 3: Spring

Course #	Course Name	SCH=16.5
FNDH xxx	300 level and above elective course	3
KIN 335	Exercise Physiology	4
FNDH 413	Science of Food	4

FNDH 450	Nutrition Assessment	2
XXXX	Unrestricted Elective	3
HHS 204	Social Well-being	0.5

Year 4: Fall

Course #	Course Name	SCH=15.5
XXXX	Humanities elective	3
FNDH xxx	300 level and above elective course	3
KIN 594	Sport and Exercise Psychology	3
FNDH 635	Nutrition and Exercise	3
STAT 325	Introduction to Statistics	3
HHS 301	Career Well-being	0.5

Year 4: Spring

Course #	Course Name	SCH=14
FNDH 620	Nutrient Metabolism	3
FNDH 575	Research Methods and Scientific Communication in Health Sciences	3
FNDH 510	Lifespan Nutrition	2
FNDH 631	Clinical Nutrition	3
XXXX	Elective course	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 Specialization Area	FTE Proposed Program to
Sara Rosenkranz*	Associate Prof	PhD	Y	Metabolism/Sport Nutrition/Coaching	0.1
Heidi Oberrieder, RDN	Instructor	MS	N	Dietetics	0.1
Jennifer Hanson, RDN	Assistant Prof	PhD	Y	Sports Nutrition/Public Health	0.1
Mark Haub	Professor	PhD	Y	Exercise Metabolism	0.2
Jennifer MacFadyen, ATC	Instructor	MS	N	Sports Medicine/Athletic Training	0.25
Brian Lindshield	Associate Prof	PhD	Y	Nutrition	0.1
Erika Lindshield, RDN, MPH	Instructor	MPH	N	Nutrition	0.1
Kadri Koppel	Associate Professor	PhD	Y	Food Science	0.1

Number of graduate assistants assigned to this program **3**

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 (<i>10-25% FTE are shared among programs</i>)	\$81,917		\$81,917
Administrators (<i>other than instruction time - 10% FTE</i>)	\$16,800	\$16,800	\$16,800
Graduate Assistants (<i>0.5 FTE for 3 students</i>)	\$18,000	\$18,000	\$18,000
Support Staff for Administration (<i>e.g., secretarial</i>)	\$10,000	\$10,000	\$10,500
Fringe Benefits (<i>total for all groups</i>)	\$40,682	\$40,682	\$40,907
Other Personnel Costs			
Total Existing Personnel Costs – Reassigned or Existing	\$167,399	\$167,399	\$168,124
Personnel – New Positions			
Faculty	N/A	N/A	N/A
Administrators (<i>other than instruction time</i>)			
Graduate Assistants			
Support Staff for Administration (<i>e.g., secretarial</i>)			
Fringe Benefits (<i>total for all groups</i>)			
Other Personnel Costs			
Total Existing Personnel Costs – New Positions			
Start-up Costs - One-Time Expenses			
Library/learning resources	N/A	N/A	N/A
Equipment/Technology			
Physical Facilities: Construction or Renovation			
Other			
Total Start-up Costs			
Operating Costs – Recurring Expenses			
Supplies/Expenses	3,000	3,000	3,000
Library/learning resources			
Equipment/Technology			
Travel			
Other			
Total Operating Costs			
GRAND TOTAL COSTS	\$170,399	\$170,399	\$171,124

B. FUNDING SOURCES (projected as appropriate)	First FY	Second FY	Third FY
Tuition / State Funds	\$251,325	\$496,400	\$757,100
Student Fees	\$5,000	\$20,424	\$28,928
Other Sources			
GRAND TOTAL FUNDING	\$256,325	\$516,824	\$786,028
C. Projected Surplus (Grand Total Funding <i>minus</i> Grand Total Costs)	\$85,926	\$346,425	\$614,904

X. Expenditures and Funding Sources Explanations

A. Expenditures

Personnel – Reassigned or Existing Positions

Faculty currently teaching within the existing Nutrition and Kinesiology degree program will be reassigned to this program. No new faculty are required.

For salaries, all faculty serve other degree programs, and many of those courses are part of this degree program. Thus, there is other significant tuition revenue being produced by these faculty — especially due to their capacity to teach across programs and a department that increased enrollment by 25% over the last year, and 30% the past two years. This program is expected to double in size over the first three to four years given expressed interest in sports programs from potential students. Staff support for the program includes a \$500 increase in pay for the third year.

Expenditures also include fringe benefits on the staff position at 45% of salaries, and 31% of unclassified salaries (faculty, grad assistants, and administrator).

Personnel – New Positions

None

Start-up Costs – One-Time Expenses

None. The program will not require additional courses or new faculty. Faculty currently teaching the courses required for the program will continue to do so in their normal load of courses. Thus there will be no start-up costs for the program.

Operating Costs – Recurring Expenses

There are costs for several courses, including Science of Food, Care and Prevention of Injuries, Nutrition Assessment, but those courses are currently existing, and serving other programs (Athletic Training, Dietetics, and Human Nutrition Nutrition). Thus, the costs are being distributed across several current viable programs (> 100 students enrolled in each).

B. Revenue: Funding Sources

Revenue for the program will be uniquely shared with that produced from other programs (Athletic Training, Dietetics, and Human Nutrition). Thus, the revenue from this program will be additional to that already provided by those programs. In other words, if we did not offer this program, we would still have these expenditures. Thus, this is a value-added degree option for the university and the state of Kansas. Overall, given the unique nature of this program (not offered at any other state institution in Kansas and very few options regionally), it would attract new students to our university and Kansas.

Tuition

YR1 Tuition:	On campus	=	600 SCH*\$312.50	=\$187,500
	Online (PT)	=	<u>150 SCH*\$425.50</u>	=\$ 63,825
	Total			=\$251,325
YR2 Tuition:	On campus	=	1,180 SCH * \$312.50	=\$368,750
	Online (PT)	=	<u>300 SCH * \$425.50</u>	=\$127,650
	Total			=\$496,400
YR3 Tuition:	On campus	=	1,810 SCH * \$312.50	=\$565,625
	Online (PT)	=	<u>450 SCH * \$425.50</u>	=\$191,475
	Total			=\$757,100

Fees (HHS college fee = \$20 per credit hour for all students)

YR1 Fees (33% of SCH are HHS courses)	=750 SCH*33% * \$20	= \$ 5,000
YR2 Fees (69% of SCH are HHS courses)	=1,480 SCH*69% * \$20	= \$ 20,424
YR3 Fees (64% of SCH are HHS courses)	= 2,260 SCH*64% * \$20	= \$ 28,928

C. Projected Surplus/Deficit

As noted in the spreadsheet, projections are that the program will generate funds the first year. Since there are no new faculty to hire, it will continue to generate a surplus.

XI. References (data gathered from websites in October 2019)

Academy of Nutrition and Dietetics, 2019, <https://www.scandpg.org/scan-career-paths/sports-dietetics>.

Bureau of Labor Statistics, 2019, <https://www.bls.gov/ooh/healthcare/mobile/dietitians-and-nutritionists.htm>.

Collegiate and Professional Sports Dietetics Association, 2019, <https://www.sportsrd.org/wp-content/uploads/2018/10/SalarySurvey2018.pdf>

EMSI (2019 report), www.economicmodeling.com.

Payscale.com, 2019, <https://www.payscale.com/college-salary-report/majors-that-pay-you-back/bachelors>