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Proposal for a New Degree Program

I. Information and Rationale

A. Primary Contact Information

Institution: University of Alabama at Birmingham

Contact: Katrina Mintz, PhD

B. Program Information

Date of Proposal Submission: 7/24/2024

Award Level: Bachelor's Degree

Award Nomenclature (e.g., BS, MBA): BS

Field of Study/Program Title: eSports Performance Management and Coaching in Kinesiology

CIP Code (6-digit): 31.0504 Sport and Fitness Administration/Management

C. Administration of the Program

Name of Dean and College: Teresa Taber Doughty, PhD School of Education and Human Sciences

Name of Department/Division: Human Studies

Name of Chairperson: Retta Evans, PhD

D. Implementation Information

Proposed Program Implementation Date: 8/1/2025

Anticipated Date of Approval from Institutional Governing Board: 2/1/2025

Anticipated Date of ACHE Meeting to Vote on Proposal: 6/1/2025

SACSCOC Sub Change Requirement (Notification, Approval, or NA): NA

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review): NA

E. Concise Program Description

Include general opportunities for work-based and/or experiential learning, if applicable.

eSports, also known as electronic sports, is a form of competitive video gaming where professional gamers and teams compete in organized tournaments. eSports combines the excitement found in traditional sports with the digital world as players compete in venues internationally to win large cash prizes. Popular genres of esports include the Multiplayer Online Battle Arena (MOBA), first person shooter (FPS), Real Time Strategy (RTS) and battle Royale.

The Bachelor of Science degree in eSports Performance Management and Coaching in Kinesiology is designed to address the rapidly growing number of eSports programs in high

school, college, and professional arenas. The primary objective of this proposed BS degree in eSports is to provide coaching, management, and communication skills for students interested in pursuing eSports careers. Please note that currently there are no programs in the state that specifically focuses on management and communication in eSports.

Students will engage in a curriculum that focuses on eSport specific courses along with courses in human and motor development, mental health and performance, and areas in coaching. Students will have an opportunity to select electives that enhance their communication and organization skills.

Specific Rationale (Strengths) for the Program

List 3 – 5 strengths of the proposed program as specific rationale for recommending approval of this proposal.

1. There is solid student demand in the Southeast region for an eSports related bachelor's degree program, yet no Alabama institutions offer a degree in esports. (Hanover Research, 2023)
2. The only eSports bachelor's degree program in the Southeast region is in Virginia, which suggests that there may be an untapped market for this type of program in the state and region. (Hanover Research, 2023)
3. Labor demand for related occupations is strong across all geographic levels and eSports coaching positions were the second-most common job title advertised by relevant employers. (Hanover Research, 2023)
4. The Southeast region demonstrated a 2.4 percent annualized growth rate in eSports-related fields over the 2017-2022 period. (Hanover Research, 2023)

List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.

1. Dr. Chris Robbins, Chief Learning Officer for Hoover City Schools
2. Dr. Michael Russell, CFO/President of Education for Generation Esports
3. Mr. Alvin Briggs, Executive Director of the Alabama High School Athletic Association

II. Background with Context

A. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.

1. Students will be able to analyze gameplay mechanics, develop effective strategies and apply them in competitive situations.
2. Students will be able to demonstrate proficiency in managing eSports teams and organizing events.
3. Students will be able to apply sports and media relations and marketing strategies for eSports promotion and events.
4. Students will be able to demonstrate proficiency in the psychological and physical factors that affect performance in eSports.
5. Students will be able to articulate informed perspectives on the potential of video games as an expressive medium and educational tool.

B. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
31.0504	BS	Shenandoah University	No degree in the state of AL, only 6 institutions in the country have a BS in eSports

C. Relationship to Existing Programs within the Institution

1. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes ☒ No ☐**

   (Note: Most new programs have some relationship to existing offerings, *e.g.*, through shared courses or resources). If yes, complete the following table. If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.

Related Degree Program Level	Related Degree Program Title	Explanation of the Relationship Between the Programs
BS	Kinesiology	The Kinesiology Program will provide shared courses in the lower level and major requirements.
BS	Community Health and Human Services (CHHS)	The CHHS Program will provide shared courses in the lower level and major requirements
	Educational Psychology (EPR)	The EPR Program will provide shared courses in the lower level and major requirements

2. Will this program replace any existing programs or specializations, options, or concentrations? **Yes ☐ No ☒**

   If yes, please explain.

3. Will the program compete with any current internal offerings? **Yes ☐ No ☒**

   If yes, please explain.

D. Collaboration

Have collaborations with other institutions or external entities been explored? **Yes ☐ No ☒**

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

Have any collaborations within your institution been explored? **Yes ☒ No ☐**

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

The Department of Human Studies where this degree will be housed in the School of Education and Human Sciences will collaborate with departments in the College of Arts and Sciences (CAS) and the Collat School of Business (CSOB) for general elective course options. This degree program offers students a choice of seven out of the fourteen elective courses to enhance communication and organizational skills. See page 8 for the list of electives offered in this program.

E. Specialized Accreditation

1. Will this program have any external accreditation requirements in addition to the institution's SACSCOC program requirements? **Yes ☐ No ☒**

   If yes, list the name(s) of the specialized accrediting organization(s) and the anticipated timeframe of the application process.

2. Does your institution intend to pursue any other non-required accrediting organizations for the program?* **Yes ☐ No ☒**

   If yes, list the name(s) of the organization(s) and the purpose of the pursuit.

   If there are plans to pursue non-required external accreditation at a later date, list the name(s) and why the institution is not pursuing them at this time.

   Note: Check *No* to indicate that non-required external accreditation will not be pursued, which requires no explanation.

F. Professional Licensure/Certification

Please explain if professional licensure or industry certification is required for graduates of the proposed program to gain entry-level employment in the occupations selected. Be sure to note which organization(s) grants licensure or certification.
None.

G. Additional Education/Training

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the occupations selected.
None required.

H. Admissions

Will this program have any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level? **Yes ☐ No ☒**

If yes, describe any other special admissions or curricular requirements, including any prior education or work experience required for acceptance into the program.

I. Mode of Delivery

Provide the planned delivery format(s) (*i.e.*, in-person, online, hybrid) of the program as defined in policy along with the planned location(s) at which the program will be delivered (*i.e.*, on-campus and/or at specific off-campus instructional site(s)). Please also note whether any program requirements can be completed through competency-based assessment.

This undergraduate degree program will offer multiple modes of course delivery: in-person, online and hybrid. The program cannot be completed 100% online.

J. Projected Program Demand (Student Demand)

Briefly describe the primary method(s) used to determine the level of student demand for this program using evidence, such as enrollments in related coursework at the institution, or a survey of student interest conducted (indicate the survey instrument used), number and percentage of respondents, and summary of results.

According to the report generated by the Hanover research group in 2023, "the Southeast region demonstrated a 2.4 percent annualized growth rate in esports-related fields over the 2017-2022 period." (p. 4). Based upon their research regarding a BS degree program in eSports, Hanover also reported that the "demand for esports-related occupations is expected to expand over the 2022-2032 period. Demand for these occupations is projected to outperform the average demand for all other occupations at all geographic levels. Demand in the Southeast region is expected to be particularly impressive at 23.5 percent while demand for all occupations is expected to be at 11.2 percent" (p. 4).

K. Standard Occupational Code System

Using the federal Standard Occupational Code (SOC) System, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found at https://www.onetcodeconnector.org/find/family/title#17.

A list of Alabama's In-Demand Occupations is available at https://www.ache.edu/index.php/policy-guidance/.

SOC 1 (**required**): 27-2099.00 Entertainers and Performers, Sports and Related Workers, All Other

SOC 2 (optional): 27-2023.00 Umpires, Referees, and Other Sports Officials

SOC 3 (optional): 11-9072.00 Entertainment and Recreation Managers, Except Gambling

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (https://www.ache.edu/index.php/policy-guidance/) or with emerging industries as identified by Innovate Alabama or the Economic Development Partnership of Alabama (EDPA).

In 2018, the Alabama High School Athletic Association recognized eSports as a sanctioned competitive sport. According to the National Federation of High School Associations (NFHS), the group that determines the rules for high school sports, eSports is the country's fastest growing sport. As of March 2024, 20 state associations offer state-sponsored eSports programs. The NFHS explains that although eSports does not involve the physicality of traditional sports, it still focused on "teamwork, sportsmanship and leadership" (Dutcher, 2022). Demand for educators prepared to direct eSports teams is on the rise. The industry itself needs athletes, commentators, coaches, product managers, server administrators, event organizers, sports writers, content creators, and marketing specialists. The field is developing and poised for growth. The proposed program will not duplicate other programs in the state. There are no programs in the state that specifically focus on management and communication in eSports. All other programs offered within the state of Alabama are focused on Sports Management or Sports Administration. As mentioned above in section J, the "demand for esports-related occupations is expected to expand over the 2022-2032 period. Demand for these occupations is projected to outperform the average demand for all other occupations at all geographic levels. Demand in the Southeast region is expected to be particularly impressive at 23.5 percent while demand for all occupations is expected to be at 11.2 percent" (Hanover, p. 4).

Dutcher, E. (2022, September 8). *The fastest growing high school sport: Esports*. National Federation of High School Associations. nfhs.org/articles/the-fastest-growing-high-school-sport-esports/#

III. Curriculum Information for Proposed Degree Program

A. Program Completion Requirements: Enter the credit hour value for all applicable components (enter N/A if not applicable).

Curriculum Overview of Proposed Program	
Credit hours required in **general education**	41
Credit hours required in **program courses**	58
Credit hours in **program electives/concentrations/tracks**	21
Credit hours in **free electives**	0
Credit hours in **required research/thesis**	0
Total Credit Hours Required for Completion	**120**

Note: The above credit hours **MUST** match the credit hours in the *Curriculum Components of Proposed Program* table in Section V.G.

B. Maximum number of credits that can be transferred in from another institution and applied to the program: 60 hours

C. Intended program duration in semesters for full-time students: 8 semesters

D. Intended program duration in semesters for part-time students: 16 semesters

E. Does the program require students to demonstrate industry-validated skills,   **Yes ☐ No ☒**

specifically through an embedded industry-recognized certification, structured [work-based learning](#) with an employer partner, or alignment with nationally recognized industry standards?

If yes, explain how these components fit with the required coursework.

F. Does the program include any concentrations?   **Yes ☐ No ☒**

If yes, provide an overview and identify these courses in the *Electives/Concentrations/Tracks* section in the Curriculum Components of Proposed Program Table in Section V.G.

G. Please provide all course information as indicated in the following table. Indicate new courses with "Y" in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a "Y" in the WBL column.

Program Name:	eSports Performance Management and Coaching in Kinesiology			
Program Level:	Undergraduate			
Curriculum Components of Proposed Program				
Course Number	**Course Title**	**Credit Hours**	**New? (Y)**	**WBL? (Y)**
General Education Courses *(Undergraduate Only)*				
EDU 100	Local Beginnings (FYE): Touch the Future	3		
EH 101 OR EH 106	English Composition I OR Introduction to Freshman Writing I	3		
EH 102 OR EH 107	English Composition II OR Introduction to Freshman Writing II	3		
MA 106	Pre-calculus Trigonometry	3		
choice	Academic Foundations: Reasonings	3		
CMST 101	Public Speaking	3		
choice	Thinking Broadly: History & Meaning	3		
choice	Thinking Broadly: Creative Arts	3		
BY 101/102	Topics in Contemporary Biology & Lab	4		
choice	Thinking Broadly: Scientific Inquiry	4		
PY 101	introduction to Psychology	3		
choice	Thinking Broadly: choose a course from History & Meaning, Creative Arts, OR Humans & their Societies	3		
choice	City as a Classroom	3		
Program Courses-Lower Level Requirements				
CHHS 140	First Aid	3		
CHHS 141 OR KIN 222	Personal Health & Wellness OR Concepts of Health & Fitness	3		
Choose 4	KIN Activities: 101, 102, 103, 105, 112, 114, 115, 116, 117, 118, 124, 126, 130, 131, 132	4		
KIN 136	Introduction to Physical Education, Fitness and Sport	3		

EPR 214	Introduction to Educational Statistics	3		
Program Courses-Major Requirements				
KIN 231	Introduction to Digital Gaming	3	Y	
KIN 300	Organization in Physical Education and Coaching	3		
KIN 305	Motor Development	3		
KIN 330	Introduction to eSports	3	Y	
KIN 331	eSports in Action	3	Y	
KIN 340	Planning/Management of Fitness Facilities	3		
KIN 406	Sports Law	3	Y	
KIN 407	Coaching Young Athletes	3		
KIN 431	eSports in the Mass Media	3	Y	
KIN 455	eSports Management	3	Y	
KIN 456	Mental Performance in Exercise, Fitness and Sport	3	Y	
EPR 414	Lifespan Human Development	3		
CHHS 402	Mental Health, Stress Management and Wellness Promotion	3		
Program Electives		**(CHOOSE 21 Credits)**		
EC 210	Principles of Macroeconomics			
EC 415	Sports Economics			
BUS 310	Accounting and Finance			
MG 430	Management & Leadership in Sports & Entertainment Organization			
MK 333	Sports Marketing			
CMST 283	Visual Media Production I			
CMST 326	Sports in the Mass Media			
CMST 335	Communication and Sports			
CMST 353	Sports and Media Relations			
CMST 365	Social Media Strategy and Management			
CMST 366	Digital Design and Animation			
CMST 383	Visual Media Production II			
KIN 492	Special Topics in Kinesiology			
KIN 493	Problems in Kinesiology			
PY 330	Sport Psychology			
Internship				
KIN 499	Kinesiology Internship	3		Y
*Total Credit Hours Required for Completion		**120**		

*Note: The total credit hours should equal the total credit hours in the Curriculum Overview table (V.B, p. 9).

IV. Program Resource Requirements

A. Proposed Program Faculty*

Current Faculty and Faculty to Be Hired

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Complete the following **New Academic Degree Proposal Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

Note: Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	**COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)**	**ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed**	**OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)**
Claire Mowling (FT)	KIN 300 Organization in Physical Education and Coaching; KIN 305 Motor Development; KIN 456 Mental Performance in Exercise, Fitness and Sport	EdD: Physical Education Pedagogy MS: Sport and Fitness Management BS: Sport and Fitness Management	Taught KIN 300 and KIN 305 for many years; Taught a graduate level course similar to KIN 456 for the past two years
Sandra Sims (FT)	KIN 406 Sports Law	PhD: Human Performance-Administration and Teaching EdS: Physical Education MA: Physical Education BS: Physical Education	Taught KIN 407 Coaching Young Athletes; Coached high school sports for 20 years
Sam Cauffman (FT)	KIN 222 Concepts of Health and Fitness; KIN 492 Special Topics in Kinesiology; KIN 493 Problems in Kinesiology; KIN 499 Kinesiology Internship	MS Kinesiology: Exercise Physiology BS: Kinesiology & Health Promotion	Taught KIN 222: Concepts of Health and Fitness online for 4 years, KIN 499 Kinesiology Internship for 6 years.
Damien Larkin (PT)	KIN 231 Introduction to Digital Games; KIN 330 Introduction to eSports; KIN 331 eSports in Action	PhD: Communications Information Sciences MA: Communication Management	eSports gamer and advocate
5 Adjuncts (PT)	CHHS 140 First Aid; CHHS 141 Personal Health and Wellness; KIN activities (101. 102, 103, 105, 112, 114, 115, 116, 117, 118, 124, 126, 130, 131, 132); KIN 136 Intro to Physical Education, Fitness and Sport; EPR 214 Intro to Educational Statistics; KIN 340 Planning/Management of Fitness Facilities; KIN 407 Coaching Young Athletes; EPR 414 Lifespan of Human Development; CHHS 402 Mental Health, Stress Management and Wellness Promotion	Adjuncts must have academic degrees in the area of course taught. Degrees must be at least a master's level or advanced certification in the content. Some adjuncts hold EdS and PhD degrees.	All adjunct instructors are qualified to teach in the specific areas of expertise.

Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	**COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)**	**ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed**	**OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)**
2 (FT)	KIN 431 eSports in Mass Media KIN 455 eSports Management	New faculty will work in Kinesiology and Exercise Physiology programs as well. Their backgrounds will include physical education and/or fitness-related coursework.	Experience with eSports

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1	2	3	4
Current Faculty			
CURRENT FACULTY NAME (FT, PT)	**COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)**	**ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed**	**OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)**
2 (PT)	Help needed to share load of faculty and adjunct courses listed above.	New faculty will work in Kinesiology and Exercise Physiology programs as well. Their backgrounds will include physical education and/or fitness-related coursework.	Experience with eSports

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment
Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site
Courses Taught/To be Taught – For a substantive change prospectus/application, list the courses *to be taught*, not historical teaching assignments.

***See 4-year planner for course terms.*

B. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	3		3
	Part-Time Faculty	6		6
	Administration	0		0
	Support Staff	0		0
**New To Be Hired	Full-Time Faculty	2		2
	Part-Time Faculty	2		2
	Administration	0		0
	Support Staff	0		0
		Personnel Total		13

Note: **Any new funds** designated for compensation costs (Faculty (FT/PT), Administration, and/or Support Staff to be Hired) **should be included** in the **New Academic Degree Program Business Plan Excel file**. Current personnel salary/benefits (Faculty (FT/PT), Administration, and/or Support Staff) **should not be included** in the **Business Plan**.

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review.

The coursework for the program overlaps with several courses in the Human Studies and Department in the School of Education and Human Sciences; therefore, current faculty will teach in the program. During the first two years of the program, the program will hire two additional adjuncts to address eSports-specific coursework. We anticipate that in year three, we will add an additional faculty member and by year seven, we will add a second full-time faculty member. A program coordinator from the current full-time faculty members will serve as an administrator for the program.

C. Equipment

Will any special equipment be needed specifically for this program?   **Yes** ☒ **No** ☐
If *yes*, list the special equipment. Special equipment cost should be included in the **New Academic Degree Program Business Plan Excel file.**

We will ensure that the program has the equipment needed to effectively teach the coursework. Items will include gaming PCs, monitors, chairs,

D. Facilities

Will any new facilities be required specifically for the program?   **Yes** ☒ **No** ☐

If *yes*, list only **new** facilities. New facilities cost should be included in the **New Academic Degree Program Business Plan Excel file.**

We have budgeted $200,000 for the cost of renting campus space to house equipment for coursework and events for the program.

Will any renovations to any existing infrastructure be required specifically for the program?   **Yes ☐ No ☒**

If *yes*, list the renovations. Renovation costs should be included in the **New Academic Degree Program Business Plan Excel file.**

E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program?   **Yes ☐ No ☒**

If *yes*, how many assistantships will be offered?

The expenses associated with any *new* assistantships should be included in the **New Academic Degree Program Business Plan Excel file.**

F. Library

Provide a brief summarization (one to two paragraphs) describing the current status of the library collections supporting the proposed program.

UAB Libraries collections support the proposed BS in eSports Performance Management and Coaching in Kinesiology through an extensive collection of print monograph and serials, eBook and eJournals, and databases in eSports Managements' various interdisciplinary fields: kinesiology, marketing, communications, business, and economics. An average of $12,999 was spent during the previous three years on monographs related to eSports' interdisciplinary fields. A wide range of journal subscriptions are made available through UAB Libraries, which provides access to over 1,000 journals related to business management, finance, marketing, health and human development, and media relations. During the 2023 Budget Year, UAB Libraries spent $32,623 on standalone related serials. Full text articles, citations, and abstracts are made available through relevant databases, such as SPORTDiscus, AccessPhysiotherapy, AccessMedicine: Clinical Sports Medicine Collection, Nexis Uni, ABI, PsychINFO, PsychARTICLES, PubMed, CINAHL Plus, Ovid, Scopus, Omnifile (Education full text), and Dissertations and Theses Global. During the 2023 Budget Year, UAB Libraries spent $319,142 on these Database collections.

ESports is a relatively new field that is continually developing as technology and trends evolve. Acceptance of the proposed BS will include purchases unique to eSports and coaching, including materials in sports business, sports law, coaching, mental health, and gaming. UAB faculty and students also have reciprocal access to materials at member institutions of the Network of Alabama Academic Libraries (NAAL), including the University of North Alabama, University of Montevallo, and Samford University. To round out the collection, UAB Libraries provides a robust and responsive InterLibrary Loan program to meet any additional need with 4,176 requests filled during 2023.

Projected seven-year cost for all expenses based on the 2023 Budget Year, with an estimated 6% annual increase per year (6% x previous year):
2023 - $364,764
2024 - $386,650
2025 - $409,849

2026 - $434,440
2027 - $460,506
2028 - $488,137
2029 - $517,425
2030 - $548,470
Total estimated costs (FY 2024 – FY 2030): $3,245,477

Will additional library resources be required to support the program?　　**Yes ☐ No ☒**

If *yes*, briefly describe how any deficiencies will be remedied, and include the cost in the **New Academic Degree Program Business Plan Excel file.**

G. Accreditation Expenses

Will the proposed program require accreditation expenses?　　**Yes ☐ No ☒**

If *yes*, briefly describe the estimated cost and funding source(s) and include cost in the **New Academic Degree Program Business Plan Excel file.**

H. Other Costs

Please explain any other costs to be incurred with program implementation, such as marketing or recruitment costs. Be sure to note these in the **New Academic Degree Program Business Plan Excel file.**

I. Revenues for Program Support

Will the proposed program require budget reallocation?　　**Yes ☐ No ☒**

If *yes*, briefly describe how any deficiencies will be remedied and include the revenue in the **New Academic Degree Program Business Plan Excel file.**

Will the proposed program require external funding (*e.g.*, Perkins, Foundation, Federal Grants, Sponsored Research, etc.)?　　**Yes ☐ No ☒**

If *yes*, list the sources of external funding and include the revenue in the **New Academic Degree Program Business Plan Excel file.**

Please describe how you calculated the tuition revenue that appears in the **New Academic Degree Program Business Plan Excel file.** Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?

To calculate the tuition amounts, we proposed that one-half of the students would complete coursework at the in-state charge of $368 per credit hour. The other half of students were calculated at the online charge of $458. Both sets of students (in-state and online) were calculated as full-time students at 15 credit hours per term. For example, 10 in-state students X 15 credit hours X $368 per credit hour = $55,200.00

New Academic Degree Program Summary/Business Plan

Board of Education

Rex Blair
Craig P. Kelley
Kermit L. Kendrick
Alan J. Paquette
Amy M. Tosney

Dr. Kevin Maddox
Superintendent

HOOVER
CITY SCHOOLS
2810 METROPOLITAN WAY
HOOVER, ALABAMA 35243
205-439-1000

May 23, 2024

To Whom It May Concern:

I am writing to express my support for the proposed eSports degree programs at the University of Alabama at Birmingham. The development of these programs is both timely and highly beneficial, and aligns with the growing interests and aspirations of high school students within the Hoover City Schools, as well as other similar school districts.

The eSports programs within the high schools in Hoover City Schools have already demonstrated engagement and enthusiasm among our students. Expanding their opportunities through UAB's eSports degree programs, including undergraduate and graduate certificates, provides a clear and structured pathway for those interested in pursuing careers in this dynamic field. The curriculum's focus on gameplay mechanics, strategy development, team management, and event organization will equip students with essential skills for success in the eSports industry.

Moreover, the potential for teachers to earn a graduate certificate in eSports is particularly exciting. This will empower our educators with the knowledge and credentials to effectively coach and mentor students, further enriching our eSports programs and fostering a robust community of practice within our schools.

I am confident that UAB's eSports degree programs will not only enhance the educational experience for our students but also position them for success in a rapidly growing industry. I fully support this initiative and look forward to seeing its positive impact on our students and faculty.

Respectfully,

Dr. Chris Robbins, Chief Learning Officer
Hoover City Schools
205.439.1053
crobbins@hoover.k12.al.us

Learning For Life

Dr. Lesley Sheek
Assistant Dean for Accreditation and Assessment
School of Education
University of Alabama Birmingham
EEC 218-B, 1720 2nd Avenue, South
Birmingham, AL 35294

Dear Dr. Sheek:

This letter is to support the plan to offer a Bachelor of Science in Esports Performance Management and Coaching in Kinesiology program at the UAB School of Education. Adding a Bachelor of Science in Esports Performance Management and Coaching in Kinesiology will help to meet the need for trained professionals in the growing esports industry.

Generation Esports has been operating esports competitions, both in-person and virtual, for 13 years. Recently, we have added for-credit courses and a learning experience system to our slate of offerings. These competitions and curriculum offerings are used to train students to go onto higher education programs, such as the program proposed by the University of Alabama Birmingham. Adding a Bachelor of Science in Esports Performance Management and Coaching in Kinesiology will allow students to learn gameplay mechanics, demonstrate proficiency in managing esports teams, organize and promote esports events, media relations, as well as describe psychological and physical factors the affect performance in esports.

Finding professionals who have experience and degree credentials is proving to be a difficult task for companies in the esports industry. Many positions are filled with professionals who have very little experience or knowledge in esports operations. There is a misconception that esports careers are limited to competing and programming. Esports companies need to fill the traditional roles that every company needs, but the passion for esports competition or knowledge of the esports industry is often missing among applicants. The Bachelor of Science in Esports Performance Management and Coaching in Kinesiology will raise the quality of applicants heading into the esports industry and, as UAB will be one of the first programs to offer a degree in this field, will ensure high placement rates for students graduating this program.

I fully support the proposed bachelor's degree program and encourage the review committee to approve their application.

Cordially,

Michael Russell   07/19/2024

Michael Russell, EdD

CFO/President of Education, Generation

Esports michael@generationesports.com

AHSAA
ALABAMA HIGH SCHOOL ATHLETIC ASSOCIATION

July 19, 2024

To Whom It May Concern:

I am writing to endorse the proposed Esports degree programs at the University of Alabama at Birmingham (UAB). These programs represent a significant opportunity for Alabama's high school graduates who aspire to build careers in the Esports industry.

Over the past decade, Esports programs within the Alabama High School Athletic Association's (AHSAA) jurisdiction have experienced rapid growth. The benefits of Esports extend beyond the virtual arena, fostering critical thinking skills and promoting sportsmanship among high school students. Unlike traditional athletic opportunities, Esports is co-ed and accessible to a diverse range of individuals.

UAB's commitment to offering college-level Esports is an exciting prospect for Alabama's students. By providing degree and certificate programs, UAB ensures that learners can continue their engagement in this expanding industry, leading to promising careers. Having reviewed the program's curriculum plan, I endorse the proposed coursework and student learning outcomes.

Furthermore, UAB's proposed programs are needed in Alabama. Currently, many talented Esports athletes in Alabama seek scholarships from out-of-state universities due to the lack of local options. Establishing these programs at UAB will provide students with more opportunities to remain in Alabama while pursuing their academic and professional goals.

In the future, I hope that UAB will consider adding a minor in Esports to the program offerings. This would provide students from various academic backgrounds with an opportunity to integrate Esports studies into their primary fields of study, broadening their career prospects.

In summary, UAB's Esports degree programs will not only enhance the educational experience for our students but also position them for success in a rapidly growing industry. I am very hopeful that I will soon promote UAB's Esports program in Alabama high schools.

Sincerely,

Alvin Briggs

Executive Director
Alabama High School Athletic Association

ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

INSTITUTION:	University of Alabama at Birmingham		
PROGRAM NAME:	eSports Performance Management and Coaching in Kinesiology	CIP CODE:	31.0504
SELECT LEVEL:	UNDERGRADUATE (BACHELOR'S)		

ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
FACULTY	$21,899	$21,899	$114,899	$114,899	$114,899	$114,899	$207,899	$711,292
ADMINISTRATION/STAFF	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$31,500
EQUIPMENT	$16,500	$16,500	$26,500	$36,500	$46,500	$56,500	$56,500	$255,500
FACILITIES	$0	$0	$40,000	$40,000	$40,000	$40,000	$40,000	$200,000
ASSISTANTSHIPS/FELLOWSHIPS	$0	$0	$0	$0	$0	$0	$0	$0
LIBRARY	$0	$0	$0	$0	$0	$0	$0	$0
ACCREDITATION AND OTHER COSTS	$0	$0	$0	$0	$0	$0	$0	$0
TOTAL EXPENSES	$42,899	$42,899	$185,899	$195,899	$205,899	$215,899	$308,899	**$1,198,292**

NEW REVENUES AVAILABLE FOR PROGRAM SUPPORT

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
REALLOCATIONS	$0	$0	$0	$0	$0	$0	$0	$0
EXTERNAL FUNDING	$0	$0	$0	$0	$0	$0	$0	$0
TUITION + FEES	$99,120	$123,900	$155,550	$185,850	$229,890	$242,280	$229,890	$1,266,480
TOTAL REVENUES	$99,120	$123,900	$155,550	$185,850	$229,890	$242,280	$229,890	**$1,266,480**

ENROLLMENT PROJECTIONS
Note: "New Enrollment Headcount" is defined as unduplicated counts across years.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
FULL-TIME ENROLLMENT HEADCOUNT		20	29	38	47	46	43	**37.17**
PART-TIME ENROLLMENT HEADCOUNT	No data reporting	0	0	0	0	0	0	**0.00**
TOTAL ENROLLMENT HEADCOUNT		20	29	38	47	46	43	**37.17**
NEW ENROLLMENT HEADCOUNT		20	9	9	9	9	9	**10.83**
Validation of Enrollment			YES	YES	YES	YES	YES	

DEGREE COMPLETION PROJECTIONS
Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
DEGREE COMPLETION PROJECTIONS	No data reporting	0	0	0	10	12	14	**12.00**

Attachment C to Board Rule 502
New Program Proposal Supplement

In addition to the items ACHE has requested for program proposals, please include the following additional items when developing and submitting academic program proposals to the System Office and the Board of Trustees for approval.

1. Institution:

       UA   UAB   UAH

2. Program Identification

Program name:

Degree Nomenclature:

Date of NPP submission:

3. Six-digit CIP Code:

4. Executive Summary (not to exceed two pages)

5. Steps taken to determine if other UA System institutions might be interested in collaborating in the program.

6. Summary of other campus comments, internal to the UA System or external (if any), regarding your plans for developing this program. Please include substantive feedback from the pre-proposal process.

7. Describe the process that will be used by your institution for routine internal and/or external program review.

8. Describe the process that will be used in assessing program outcomes (to include student learning outcomes).

9. Other pertinent information, if any.

SCHOOL OF EDUCATION AND HUMAN SCIENCES (SEHS) APPROVAL FORM
UNIVERSITY OF ALABAMA AT BIRMINGHAM

By signing this form, I indicate approval for recommending the Bachelor of Science in eSports Performance Management and Coaching in Kinesiology (CIP 31.0504).

I have carefully examined the proposal submitted by Dr. Sandra Sims and believe that the proposal adheres to the necessary guidelines.

Lead Proposing Faculty Member, Department of Human Studies

Dr. Sandra Sims	*[signature]*	Jul 19, 2024
Name	**Signature**	**Date**

Department Chair

Dr. Retta Evans	*[signature]*	Jul 22, 2024
Name	**Signature**	**Date**

Curriculum & Programs Committee Chair or Co-Chair

Dr. Josephine Prado	*[signature]*	Jul 22, 2024
Name	**Signature**	**Date**

Dean of School of Education and Human Sciences

Dr. Teresa Doughty	*[signature]* Teresa Taber Doughty (Jul 19, 2024 18:10 CDT)	Jul 19, 2024
Name	**Signature**	**Date**

Upon final approval, the SEHS Assistant Dean will file the document in the SEHS, submit all teacher certification checklists to the ALSDE through the OSS, submit course and program proposals to UCC/GCC, and modify the catalog and website at the appropriate time.

THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

<u>Resolution</u>

Granting Initial Approval of and Permission to Submit to the Alabama Commission on Higher Education (ACHE) a Proposal for a Bachelor of Science (B.S.) Degree in eSports Performance Management and Coaching in Kinesiology (CIP Code 31.0504)

WHEREAS, the School of Education and Human Sciences at The University of Alabama at Birmingham strives to provide relevant and necessary degree programs; and

WHEREAS, the Notice of Intent to Submit a Proposal (NISP) was approved by the Board of Trustees on February 2, 2024; and

WHEREAS, eSports, also known as electronic sports, is a form of competitive video gaming where professional gamers and teams compete in organized tournaments, combining the experience of traditional sports with the digital world; and

WHEREAS, current labor market research indicates a solid student demand in the Southeast region for an eSports-related bachelor's degree program, and the only other program in the region exists in Virginia; and

WHEREAS, the proposed bachelor's program is designed to address the rapidly growing number of eSports activities in high school, college, and professional arenas to prepare coaches and leaders to direct these activities; and

WHEREAS, the program curriculum will focus on eSport-specific courses along with courses in human and motor development, mental health and performance, and areas in coaching in addition to electives in enhancing communication and organizational skills;

NOW, THEREFORE BE IT RESOLVED by The Board of Trustees of The University of Alabama that it approves granting approval of and submission to the Alabama Commission on Higher Education (ACHE) a proposal for a Bachelor of Science (B.S.) degree in eSports Performance Management and Coaching in Kinesiology (CIP Code 31.0504) by The University of Alabama at Birmingham.

RAY L. WATTS, M.D.
President

September 23, 2024

Interim Chancellor Sid J. Trant
The University of Alabama System
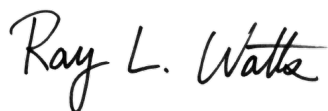500 University Boulevard East
Tuscaloosa, AL 35401

Dear Interim Chancellor Trant:

The School of Education at UAB proposes a Bachelor of Science (B.S.) degree in eSports Management and Coaching in Kinesiology. Electronic sports are a form of competitive video gaming in which professional gamers and teams compete in organized tournaments. This type of sports is growing in popularity among high school students, colleges, and universities.

The program emphasizes management and coaching. Students will engage in a curriculum that focuses on eSport-specific courses along with courses in human and motor development, mental health and performance, and areas in coaching. Students will be allowed to select electives that enhance their communication and organization skills.

The proposal has been thoroughly reviewed here at UAB and has my full support. If you approve, please include this item on the Board's agenda for its November 8, 2024 meeting and then forward it to the Alabama Commission on Higher Education. If additional information is needed, we will be pleased to provide it.

Sincerely,

Ray L. Watts, M.D.
President

RLW:khm

Attachments

cc: Dr. Janet Woodruff-Borden
      Dean Teresa Taber-Doughty
      Dr. Tonja Johnson
      Mrs. Kirsten Burdick

OFFICE OF THE PRESIDENT

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Mailing Address:
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phone: 205.934.4636 | fax: 205.975.8505
www.uab.edu

September 18, 2024

MEMORANDUM

TO: Ray Watts, M.D.
President

FROM: Janet Woodruff-Borden, Ph.D.
Senior Vice President for Academic Affairs and Provost

SUBJECT: Academic Affairs Items for November 8, 2024, Board of Trustees Meeting

For the November 8, 2024, Board of Trustees meeting, we are submitting the following Academic Affairs items from the following UAB Deans:

Maria Shirey, Dean of the School of Nursing
- Establishment of a Clinical Research Management (CRM) Concentration within the existing MSN

Andrew Butler, Dean of the School of Health Professions
- Graduate Certificate in Dissemination and Implementation Science in Health Care

Teresa Taber-Doughty, Dean of the School of Education
- 15-hour Undergraduate Certificate in eSports Performance and Coaching in Kinesiology
- Bachelor of Science in eSports Management and Coaching

Kecia Thomas, Dean of the College of Arts and Sciences
- 15-hour Graduate Certificate in Cultural Resource Management for Archaeology
- Data-Driven Modeling and Tech Concentration in the current Bachelor of Science in Physics
- Undergraduate Certificate in Data-Driven Modeling

Anupam Agarwal, Dean of the Heersink School of Medicine
- Ph.D. Biomedical Informatics

These requests have my full endorsement for submission to the Board of Trustees for review and approval at their November 8, 2024, meeting. Please let me know if you have any questions.

JWB/khm

Janet Woodruff-Borden, Ph.D.
Senior Vice President for Academic Affairs and Provost

Executive Summary for Esports Performance Management and Coaching in Kinesiology

Purpose: eSports, or electronic sports, is a form of competitive gaming where professional gamers and teams compete in organized tournaments. The popularity of eSports is increasing, with local school districts creating teams. There is a need for coaches and leadership in this new sports arena. The BS in eSports Performance Management and Coaching in Kinesiology will provide students with the knowledge and skills to guide eSports programs.

Need: According to the Occupational Outlook Handbook, the job outlook for the top two occupational codes related to post-graduation employment from the program are as follows:

- Entertainment and Recreation Managers (11-9072.00) is 8%, faster than average
- Umpires, Referees, and Other Sports Officials (27.2023.00) is 10%, faster than average

Additionally, Hanover Research (September 2023) conducted for the eSports BS program indicates that top eSports-related jobs include Software Developers, Coaches and Scouts, and Education Administrators, Postsecondary; all three related job titles are growing at the following rate, 25%, 9%, and 4%, respectively.

Other Programs: According to the Hanover Research Academic Program Assessment conducted for the program in September 2023, the only eSports bachelor's degree program in the Southeast region is in Virginia. Furthermore, over the 2017-2022 period, the Southeast Region demonstrated a 2.4% annualized growth rate in eSports-related fields (Hanover, 2023, p. 4). In the decade spanning 2022-2032, Hanover (2023) predicts a 23.5% demand for occupations related to eSports in the Southeast region.

Resources: The BS in eSports Performance Management and Coaching in Kinesiology will incorporate several existing kinesiology courses as well as courses from Community Health and Human Services, Communications, Economics, and Marketing. Most of the courses for the program, and all the program's electives already exist. New coursework specifically focused on eSports has been approved by the appropriate curriculum committees.

Relationship to Strategic Goals: The program of study aligns directly with The University of Alabama's School of Education accreditation efforts. The idea for the program grew from the May 2023, Educator Preparation Program Advisory Board meeting, which the School of Education hosts biannually. The advisory board helps the School of Education meet Standard 2 Partnerships as a component of the Council for the Accreditation of Educator Preparation (CAEP) national accreditation. District superintendents or their designees that partner with the School of Education for field and internship experiences discussed the popularity of eSports in their high schools. Influenced by both partners and the Hanover Research report, program faculty have proposed a NISP for a bachelor's degree as well as an undergraduate certificate and a graduate certificate. Both certificates will be ideal for future high school teachers interested in coaching eSports in addition to teaching their content-area courses.

Administration: The degree will be housed in the School of Education's Human Studies Department within the Kinesiology program. Major oversight of the program will depend on the Physical Education program coordinator, Dr. Sandra Sims.