

**SOUTH DAKOTA BOARD OF REGENTS**

**Academic and Student Affairs**  
**Consent**

**AGENDA ITEM: 5 – C (3)**  
**DATE: May 13-15, 2024**

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**SUBJECT**

**New Program Request – NSU – Minor in Sports Media**

**CONTROLLING STATUTE, RULE, OR POLICY**

[BOR Policy 2.3.2](#) – New Programs, Program Modifications, and Inactivation/Termination

**BACKGROUND / DISCUSSION**

Northern State University (NSU) requests authorization to offer a minor in Sports Media. The proposed minor will provide students with exposure and experiences in the digital media and broadcasting aspects of sport.

**IMPACT AND RECOMMENDATION**

NSU plans to offer the minor in Sports Media on campus and online. NSU does not request new state resources. One new course will be required. NSU estimates 12 students enrolled and 6 graduates by the fourth year of the program.

Board office staff recommends approval.

**ATTACHMENTS**

Attachment I – New Program Request Summary: NSU – Minor in Sports Media

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**DRAFT MOTION 20240513\_5-C(3):**

I move to authorize NSU to offer a minor in Sports Media, as presented.



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**New Baccalaureate Degree Minor**

Use this form to propose a new baccalaureate degree minor (the minor may include existing and/or new courses. An academic minor within a degree program enables a student to make an inquiry into a discipline or field of study beyond the major or to investigate a particular content theme. Minors provide a broad introduction to a subject and therefore develop only limited competency. Minors consist of a specific set of objectives achieved through a series of courses. Course offerings occur in a specific department or may draw from several departments (as in the case of a topical or thematic focus). In some cases, all coursework within a minor proscribed; in others cases, a few courses may form the basis for a wide range of choices. Regental undergraduate minors typically consist of 18 credit hours. Proposals to establish new minors as well as proposals to modify existing minors must recognize and address this limit. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Baccalaureate Degree Minor Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

<b>UNIVERSITY:</b>	NSU
<b>TITLE OF PROPOSED MINOR:</b>	<b>Sports Media</b>
<b>DEGREE(S) IN WHICH MINOR MAY BE EARNED:</b>	<b>BS, BA, BFA, BME, BSEd</b>
<b>EXISTING RELATED MAJORS OR MINORS:</b>	<b>Sports Management</b>
<b>INTENDED DATE OF IMPLEMENTATION:</b>	<b>Fall 2024</b>
<b>PROPOSED CIP CODE:</b>	<b>09.0906</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>Sports Sciences</b>
<b>BANNER DEPARTMENT CODE:</b>	<b>NHPE</b>
<b>UNIVERSITY DIVISION:</b>	<b>School of Education</b>
<b>BANNER DIVISION CODE:</b>	<b>5E</b>

**Please check this box to confirm that:**

- The individual preparing this request has read [AAC Guideline 2.8](#), which pertains to new baccalaureate degree minor requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

Click here to enter a  
date.

\_\_\_\_\_  
President (or Designee) of the University

\_\_\_\_\_  
Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Do you have a major in this field (*place an "X" in the appropriate box*)?    
 Yes No

2. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

*Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.*

BHSU: [SDCL § 13-59](#) [BOR Policy 1:10:4](#)

DSU: [SDCL § 13-59](#) [BOR Policy 1:10:5](#)

NSU: [SDCL § 13-59](#) [BOR Policy 1:10:6](#)

SDSMT: [SDCL § 13-60](#) [BOR Policy 1:10:3](#)

SDSU: [SDCL § 13-58](#) [BOR Policy 1:10:2](#)

USD: [SDCL § 13-57](#) [BOR Policy 1:10:1](#)

[Board of Regents Strategic Plan 2014-2020](#)

3. What is the nature/purpose of the proposed minor? Please include a brief (1-2 sentence) description of the academic field in this program.

The minor will provide students with exposure and experience in a growing side of sport – the digital media and broadcasting side of sport.

4. How will the proposed minor benefit students?

With classes in digital art and sport, the student will gain skills necessary for employment or graduate assistantships in sport. Specific skills include green-screen digital content, streaming/broadcasting/communication, and sport marketing skills.

In a recent search, there were 54 jobs listed in the NCAA Marketplace for Content Creator, Content Designer, or Assistant Director of Video Content. There are full-time and graduate assistantships available in the area of digital media in sport.

<https://ncaamarket.ncaa.org/jobs?keywords=content>

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.

The South Dakota Department of Labor projects a 10% increase in sport related employment (miscellaneous entertainment and performance), 15% increase in audio/video technicians, and 8% increase in digital design by 2030.

[https://dlr.sd.gov/lmic/menu\\_projections\\_industry\\_statewide.aspx](https://dlr.sd.gov/lmic/menu_projections_industry_statewide.aspx)

The versatility of the minor allows for employment exposure in sport broadcasting via streaming networks, podcasts, and social media; sport marketing via social media or streaming services; and sports journalism via social media.

6. **Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (*replace “XX” in the table with the appropriate year*).**

Estimated enrollments in the minor are based on the number of current and recently enrolled students in ARTD 338 or ARTD 337 and who are not majoring in the BFA in Digital Media. Once the minor is in place, we expect students in the BFA in Digital Media, BA in Communication Studies, and similar programs to take courses in PE that build toward earning this minor.

	Fiscal Years*			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<i>Estimates</i>	<b>FY 25</b>	<b>FY 26</b>	<b>FY 27</b>	<b>FY 28</b>
<b>Students enrolled in the minor (fall)</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>12</b>
<b>Completions by graduates</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>

\*Do not include current fiscal year.

7. **What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.**

Northern’s Sports Media minor integrates Commission on Sport Management Accreditation (COSMA) curriculum standards. Specifically, standards for marketing and communication: [https://www.cosmaweb.org/uploads/2/4/9/4/24949946/accreditation\\_principles\\_february\\_2024.pdf](https://www.cosmaweb.org/uploads/2/4/9/4/24949946/accreditation_principles_february_2024.pdf)

Sport Marketing — Includes promotions, sales, fundraising, advertising, branding and sponsorship. Strategies need to be created for individuals, teams and/or events, depending on the marketing needs and projections.

Sport Communications — Includes fostering two-way communication with key stakeholders. Such communications include, but are not limited to: social media, all aspects of media guides, press releases, websites, statistical archives, record keeping and game-day obligations.

Northern’s Sports Media minor also works toward Digital Media competencies as set forth by National Association of Schools of Art and Design (NASAD) accreditation standards: <https://nasad.arts-accredit.org/accreditation/standards-guidelines/>

Knowledge of the concepts related to the visual, spatial, sound, motion, interactive, and temporal elements/features of digital technology and principles for their use in the creation and application of digital media-based work.

Understanding of the characteristics and capabilities of various technologies (hardware and software); their appropriateness for expressive, functional, and strategic applications; their positions within larger contexts and systems; and their influences on individuals and society.

Ability to analyze and synthesize relevant aspects of human interaction in various contexts (e.g., physical, cognitive, cultural, social, political, economic, etc.) and with respect to technologically-mediated communication, objects, and environments.

Understanding of what is useful, usable, effective, and desirable with respect to user/ audience-centered digitally-based communication, objects, and environments.

Ability to work in teams and to organize collaborations among people from different disciplines.

Ability to use the above competencies in the creation and development of professional quality digital media productions.

**8. Complete the tables below. Explain any exceptions to Board policy requested.**

*Minors by design are limited in the number of credit hours required for completion. Minors typically consist of eighteen (18) credit hours, including prerequisite courses. In addition, minors typically involve existing courses. If the curriculum consists of more than eighteen (18) credit hours (including prerequisites) or new courses, please provide explanation and justification below.*

**A. Distribution of Credit Hours**

<b>Sports Media</b>	<b>Credit Hours</b>	<b>Percent</b>
Requirements in minor	12	67%
Electives in minor	6	33%
Total	18	100%

**B. Required Courses in the Minor**

<b>Prefix</b>	<b>Number</b>	<b>Course Title</b> <i>(add or delete rows as needed)</i>	<b>Prerequisites for Course</b> <i>Include credits for prerequisites in subtotal below.</i>	<b>Credit Hours</b>	<b>New (yes, no)</b>
PE	183	Professional Communications in HPER/A		3	No
PE	411	Sport Marketing		3	No
ARTD	113	Introduction to Digital Media		3	No
ARTD	338	Video Streaming and Digital Filmmaking I	ARTD 113	3	No
Subtotal				12	

**9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.**

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
PE	415	E-Sports Management		3	Yes
PE	467	Event Planning & Program Development		3	No
ARTD	231	Graphic Design I	ARTD 113	3	No
ARTD	241	Animations & Visual Effects I	ARTD 113	3	No
ARTD	333	Game, App, and Web Design I	ARTD 113	3	No
ARTD	337	Podcasting & Sound Design I	ARTD 113	3	No
ARTD	438	Video Streaming and Digital Filmmaking II	ARTD 113 and ARTD 338	3	No
Subtotal				6	

**A. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes? Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (\*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.**

Individual Student Outcome (Same as in the text of the proposal)	PE 183	PE 411	PE 415 467	ARTD 113	ARTD 338	ARTD 231 241 333 337 438
Fosters effective oral and written two-way communication skills with key stakeholders	X		X		X	
Creates content for all aspects of media (social media, guides, press releases, websites, statistical archives, record keeping and game-day obligations)	X	X	X	X	X	X
Creates, identifies, and differentiates marketing tactics for promotions, sales, fundraising, advertising, branding and sponsorship		X	X		X	X

Establishes critical and creative strategies for individuals, teams and/or events, depending on the marketing needs and projections.		X	X		X	X
Gain experience and skills in digital media specific to sports organizations or sports-related fields	X	X	X	X	X	X

*Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.*

**10. What instructional approaches and technologies will instructors use to teach courses in the minor?** *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

The instructional approach used in digital design course is project-based. Supplemental design exercises encourage collaboration in visual thinking practices. Upper-level digital media courses incorporate student-driven projects with more design autonomy. Critiques and evaluations are used to strengthen design knowledge and communication skills. The instructional approach used in the introductory Sport Marketing course is application focused where students learn concepts in sport marketing and communications. In upper-level Sport Marketing and Communication courses, students evaluate, plan, and create integrated sport marketing and communications campaigns.

**11. Delivery Location**

*Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.*

**A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., USD Community Center for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

	Yes/No	Intended Start Date
<b>On campus</b>	Yes	Fall 2024

	Yes/No	If Yes, list location(s)	Intended Start Date
<b>Off campus</b>	No		Choose an item. Choose an item.

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in <a href="#">AAC Guideline 5.5</a>.</i>	Intended Start Date
<b>Distance Delivery (online/other distance delivery methods)</b>	Yes	Online, HyFlex	<b>Fall 2024</b>
<b>Does another BOR institution already have authorization to</b>	No	<b>If yes, identify institutions:</b> University of South Dakota has a minor in Sport Marketing & Media, but it's not authorized for online.	

offer the program online?		
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**B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)? This question responds to HLC definitions for distance delivery.**

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	Online, HyFlex	Fall 2024

**12. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."**

None

**13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.**

There is little identifiable cost, budget, or resources needed to offer this minor. The courses in this minor are already offered in consistent course rotations. All courses are taught by existing faculty. No new faculty are needed to offer this minor with the projected enrollments. If the minor grows in popularity beyond projections, faculty workload may be impacted, and chairs will adjust workloads and may hire adjuncts to support certain courses (though not necessarily those in this program) accordingly.

**14. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).**

YES,

*the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.*

NO,

*the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.*

**15. Additional Information: Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary**

*and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*

Northern's minor in Sports Media is open to all students and is designed to attract undergraduates majoring in Communications, Sports Marketing and Administration, Digital Media, Management, Business Administration, English, International Business, and Psychology that desire a Sports Media foundation.

The minor is also a good fit for students earning the BFA in Digital Media. Northern's BFA in Digital Media has three emphases, and all of the courses in those emphases are in the School of Fine Arts or the College of Arts and Sciences. Northern's BFA in Digital Media requires no courses with the PE prefix; so, only 6 required credits of the minor overlap with the BFA in Digital Media major. Students in this major can take 12 PE credits in the minor.

The minor is also a good fit for students earning the BS in Sport Marketing and Administration. Northern's BS in Sport Marketing and Administration has three emphases, and all of the courses in those emphases are in the School of Business, not the School of Fine Arts. Northern's BS in Sport Marketing and Administration major requires no courses with the ARTD prefix; so, only 6 required credits of the minor overlap with the BS in Sport Marketing and Administration major. Students in this major can take 12 ARTD credits in the minor.