

Proposal Date: January 15, 2021

**College of Health and Human Services
School of Kinesiology, Recreation & Sport
Proposal to Create a New Certificate Program
(Action Item)**

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1. Identification of program:

- 1.1 Program title: Athletic Coaching
- 1.2 Required hours in program: 12 hours
- 1.3 Special information: Open to all disciplines or areas of study.
- 1.4 Catalog description: The Athletic Coaching certificate is designed to develop positive teaching/coaching skills in athletics and to meet the need for qualified coaches in public/private schools, business settings or community agencies.
- 1.5 Classification of Instructional Program Code (CIP): 13.1314

2. Learning outcomes of the proposed certificate program: Students who successfully complete the certificate will:

- Develop and enact an athlete-centered coaching philosophy.
- Use long-term athlete development with the intent to develop athletic potential, enhance physical literacy, and encourage lifelong physical activity.
- Create a unified vision using strategic planning and goal-setting principles.
- Align program with all rules and regulations and needs of the community and individual athletes.
- Manage athletic program resources in a responsible manner.

3. Rationale:

- 3.1 Reason for developing the proposed certificate program: Recognizing that the primary delivery system of school sports is the coach, it is important to have an ongoing effort to educate current and future coaches with the most updated and relevant coaching education information. This certificate program will prepare potential coaches with an educational athletics approach, and pair with the mission and vision of school-sponsored sport programs to address the need across the state and region.

The Kentucky High School Athletic Association (KHSAA) has minimum requirements and guidelines when hiring athletic coaches. There are two levels, 1 and 2. A level 1 coach is a faculty member, teaching at least three hours per day or performing defined full-time administrative duties. All others are level 2 coaches. A Level 1 coach who retires from teaching (or other full-time administrative duties) becomes a Level 2 coach if they are no longer in that teaching or administrative role as does a coach who is a teacher or administrator in one school district and coaches in another. The level 1 coaching requirements are prepared for and satisfied through the teacher preparation program and the coaching minor at WKU, and any teacher/administrator wishing to coach in Kentucky will be eligible. Level 2 coaches (not current teachers/administrators) will be required to complete minimum industry guidelines and requirements, such as fundamentals of coaching, sport safety, and KHSAA rules/regulations clinic. The proposed certificate program will satisfy all of these requirements, and allow for WKU Coaching certificate program students to compete instantly for Kentucky secondary school level 2 coaching positions.

The demand for coaches is expected to increase over the next decade. According to the U.S. Bureau of Labor Statistics, employment of coaches and scouts is projected to grow

12 percent from 2019 to 2029, which is much faster than the average for all occupations. Increasing participation in high school and college sports may boost demand for coaches and scouts (<https://www.bls.gov/ooh/entertainment-and-sports/coaches-and-scouts.htm>)

Student-athlete participation in Kentucky High School Athletic Association sports and sport-activities reached record levels in 2018-19 as 106,931 rostered participants competed across the KHSAA's 13 sports and six sport-activities (KHSAA.org). Coaches are poised to have great impact on these student-athletes, and therefore current and consistent coach preparation programming in coordination with state and national best-practices for sport coaches will be an asset to our graduates. This certificate program will provide the necessary basic state and national coaching standards for our graduates to be competitive for local coaching positions in a variety of school and industry-based opportunities.

A recent article in the Chronicle of Higher Ed titled *Displaced Workers Haven't Turned to College for a Fresh Start. Here's What Might Bring Them Back* offer's further support for offering a certificate program. The article suggests that "Among the reasons people aren't enrolling (higher ed), particularly at community colleges, is that they're too busy navigating economic uncertainty to make college a priority. But Strada's data suggest that when workers eventually do set out to learn new skills, they're most likely to enroll in a nondegree program or seek skills training." The athletic coaching certificate would provide the necessary training and skills, as well as entry-level industry standards, to become employable as sport coach in Kentucky. (https://www.chronicle.com/article/displaced-workers-havent-turned-to-college-for-a-fresh-start-heres-what-might-bring-them-back?utm_source=Iterable&utm_medium=email&utm_campaign=campaign_1876022_nl_Afternoon-Update_date_20210105&cid=pm&source=ams&sourceId=270429&cid2=gen_login_refresh)

- 3.2 Relationship of the proposed certificate program to other programs now offered by the department: Currently, there are no other certificate programs in the School of Kinesiology, Recreation & Sport that share a similar mission and value. We anticipate an increase in options for students within the KRS department, as well as across campus.
- 3.3 Relationship of the proposed certificate program to certificate programs offered in other departments: We feel the Athletic Coaching certificate will compliment those especially within the Teacher Education program, all KRS programs, and other health-related fields of study.
- 3.4 Projected enrollment in the proposed certificate program: 50-75
- 3.5 Similar certificate programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions): Currently there are no other Athletic Coaching certificate programs in Kentucky. UK has advanced degree programs in Specialized Coaching, and other Universities including WKU offer BA programs in similar areas of study, such as Physical Education, Sport Management, Exercise Science, etc....but none offer a certificate program for all majors to add to their current academic area of interest.
- 3.6 Relationship of the proposed certificate program to the university mission and objectives: WKU Mission:
Western Kentucky University prepares students of all backgrounds to be productive, engaged, and socially responsible citizen-leaders of a global society. The University provides research, service and lifelong learning opportunities for its students, faculty, and other constituents.

The Athletic Coaching certificate program is directly inline with this mission by preparing students to meet the needs of our local, state, and regional school-based sport

programs that offer educational sport opportunities to thousands of diverse students. We prepare future leaders in schools and programs that have direct impact on individuals, families, schools, and communities. Our students are prepared according to state/national standards and best-practices in sport coaching that reflects the vision of a global society, social justice, and the equitable treatment of all.

4. Curriculum:

12 Total Credit Hours

Course Number	Course Title	Credit Hours
PE 290	Foundations of Coaching Principles	3
PE 291	Scientific Base/Conditioning	3
PE 497	Advanced Principles of Coaching	3
*Select 1 Coaching Elective course from the list below		3
PE 333	Volleyball Coaching	
PE 340	Football Coaching	
PE 341	Basketball Coaching	
PE 342	Track and Field Coaching	
PE 343	Baseball Coaching	

****See proposed coaching course topic outline below**

5. Budget implications: Courses can be staffed with existing faculty, use existing textbook/software and sport equipment, and existing classroom/facility resources. No additional equipment is needed for the certificate program.

6. Proposed term for implementation: Fall 2021

7. Dates of prior committee approvals:

Department/ Unit _____ KRS _____

_____ College Curriculum Committee _____

Contact with Office of Academic Affairs _____

Professional Education Council (if applicable) _____

Undergraduate Curriculum Committee _____

University Senate _____

Board of Regents _____