

FS P&BC Review (03/24/2025) on revised proposed
Graduate Certificate in Holistic Sport Coaching Education (HSCE) in CEHD

Overview (from CEHD Proposal Summary):

The University of Louisville's Graduate Certificate in Holistic Sport Coaching Education is an innovative, one-year program designed to elevate the standards of coaching and ensure the holistic development and wellbeing of athletes. This 15-credit hour program is grounded in the guidelines of the National Council for Accreditation of Coaching Education (NCACE) and caters to aspiring and current coaches seeking advanced training in the multifaceted realm of coaching.

With focus on the essential role of coaches as educators and mentors, this Certificate program equips participants with a comprehensive understanding of various knowledge disciplines integral to coaching. These include pedagogy, exercise science, nutrition, human development, sport psychology, technology, sport administration, and sport medicine. Through a diverse curriculum, coaches are prepared to meet the contemporary challenges of their profession, ensuring the health and safety of athletes under their care.

This Certificate program emphasizes the fostering of a healthy sport environment that is underscored by a strong coach-athlete relationship. This not only facilitates athlete development and enjoyment but also instills professional standards of care and conduct in coaches. The Holistic Sport Coaching Education Certificate is intended for individuals at the graduate and professional level to address the growing need for a standardized approach to coaching education. Graduates will emerge with the skills and knowledge to provide exemplary leadership in the coaching field, contributing positively to the athlete experience and the broader coaching community. This program is a vital step in advancing coaching as a profession and enhancing the quality of athletic training and mentorship.

This certificate will be offered as a fully on-line program that requires Certificate-only students to complete 15 credit hours of 500-level graduate course work in 8-week terms in a 1-year period for "full-time new graduate students" and a 2-year period for "part-time new graduate students."

Financial Aspects (from Budget spreadsheet and Proposal narrative):

The proposed budget spreadsheet projects data for new graduate Certificate students based upon completion of the 15 cr-hrs in one academic year for "full-time (FT)" and in two academic years for "part-time (PT)" graduate students. The revenue budget projects 2FT-5PT, 5FT-10PT, 8FT-15PT, 10FT-20PT, and 12FT-25PT new graduate students for the first 5 years starting Fall 2025 (UofL FY2026). The revenue budget also projects 10 new FT undergraduate students to generate \$49,950 in tuition-share revenue to CEHD in each of the first 5 years.

The proposed expense budget has marketing expense of \$1,000 per year; \$4,000 to \$1,000 per year for library resources; new part-time faculty instructor (PhD qualifications) expense of \$3,800 per course and existing full-time term faculty expense of \$7,000 (+fringe) per course with 15 credit hours taught in the first year. The faculty expense budget scales up each year with increasing enrollment that demands multiple sections of some or all courses.

Financial Assessment:

This is a revised budget that addresses prior inconsistencies between the proposal narrative and the budget spreadsheet.

There is a significant "internal reallocation" within CEHD that is projected in the expenses but not as revenue for this proposal presumably because the revenues for this proposal will be used for these reassigned faculty with the "freed-up" revenue from other CEHD activities will be available as needed to fill any additional faculty needs in the other CEHD activities.

The proposed Certificate program budget does not include any expense for added administrative costs (staff, etc) or delivery costs with on-line students for this Certificate. The budget expenses states (line 48) that the teaching faculty will also handle the advisory and student support for the enrolled on-line students.

The proposed Certificate program projects to be financially break-even by the end of the 1st year. The revised Certificate budget projects profitability of \$67,000 by the end of the 2nd year, with 6 figure annual profits in subsequent years.

The revised Certificate proposal does not include tuition revenue numbers for the second year of the part-time students, but the revised proposal budget spreadsheet does appropriately include these second-year part-time student revenues.

Since this Certificate proposal does not project new full-time permanent tenure-track faculty hires, there appears to be low risk that this proposed program will become a “cost center” to CEHD or to the University. P&BC recommends approval of the budget proposal as a reasonable fiscal endeavor.

Pat

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