DATE: February 19, 2021

TO: Brian Niehoff, Associate Provost

FROM: Craig Harms, Ph.D., Department Head Kinesiology
Tom Barstow, Ph.D., Graduate Coordinator Kinesiology

Re: Proposal to Increase Enrollment for M.S. Kinesiology

Most recent 5 year enrollment in the M.S. in Kinesiology has averaged 17 students. Historically, enrollment has averaged 19-21 students/year. Below are specific steps to be pursued to increase enrollment to meet/exceed expectations of 20 students/year.

1. **Finalizing approval for a new concurrent B.S. Integrative Physiology/M.S. Kinesiology degree program.**
   We currently offer a concurrent B.S. Kinesiology/M.S. Kinesiology degree where students receive an undergraduate and graduate degree in 5 years. We have recently (F, 2020) offered a new degree in our department, B.S. Integrative Physiology. With this new degree, a proposal is in our college Academic Affairs to offer a concurrent B.S. Integrative Physiology/M.S. Kinesiology degree. The anticipated growth within two years would be 3-5 students annually.

2. **Seek approval for a concurrent B.S. Public Health/M.S. Kinesiology degree program.**
   Our department has recently (Sp, 2021) offered a new undergraduate degree, B.S. Public Health. We currently offer a concurrent B.S. Kinesiology/M.S. Kinesiology degree where students receive an undergraduate and graduate degree in 5 years. This new concurrent degree would be similar to our existing concurrent program. Anticipated growth within two years would be 3-5 students. Note that currently students who are interested in pursuing a graduate degree in the behavioral sciences (~1/3 of our faculty) enroll in the M.P.H. program and receive mentorship, and often graduate teaching appointments from our department, from our department faculty. Historically, we have had 3-5 students/year pursuing and MPH with emphasis in physical activity. These students do not count on our department graduate enrollment or graduation numbers.

3. **Finalize an online M.S. Kinesiology degree.**
   We have been working with Global Campus at Kansas State University who performed a market analysis to determine demand for an online graduate degree in Kinesiology. They have informed us that there is demand for this type of degree with few programs in our geographical region offering this degree and only one other program at a land-grant institution nationally. Specifically, there is a projected increase in jobs in health related areas in our region of 10.5% by 2025 and 14.8% through 2028. Further, the report found on average 62 unique job listings per M.S. graduate between Aug 2019 and July 2020; i.e., many more job postings than graduates to fill them. Anticipated growth within two years: 5-10 students annually.
4. **Increased marketing of our M.S. degree**
Historically, we have had good success in recruiting students to our graduate program from students within our undergraduate program. We propose to increase our marketing efforts by advertising our M.S. degree within our classes and by our academic advisors. We also plan to promote and target exceptional students in their junior year to consider the concurrent options (see above). Anticipated growth would be 3-5 students annually.