THE UNIVERSITY OF NORTH CAROLINA SYSTEM

New Academic Degree Program Request for Preliminary Authorization

Institution UNC CHARLOTTE

Degree Program Title (e.g. M.A. in Biology) B.S. in Sports Analytics

CIP Code 30.7099 Data Science; Other

Reviewed and Approved By (Provide Name and title only. No signature required in this section.)

Review	Name	Title
Chief Financial Officer	RICHARD AMON	VICE CHANCELLOR FOR BUSINESS AFFAIRS
Faculty Senate Chair (Or appropriate faculty body)	SUSAN HARDEN	FACULTY PRESIDENT
Graduate Council (If applicable)	n/a	n/a
Graduate/Undergraduate Dean (If applicable)	n/a	n/a
Academic College/School Dean	CATRINE TUDOR-LOCKE, BOJAN CUKIC	DEAN COLLEGE OF HEALTH AND HUMAN SERVICES, INTERIM DEAN COLLEGE OF COMPUTING AND INFORMATICS
Department Head/Chair	DOUG HAGUE, JP BARFIELD	EXECUTIVE DIRECTOR OF THE SCHOOL OF DATA SCIENCE. CHAIR APPLIED PHYSIOLOGY, HEALTH, AND CLINICAL SCIENCES
Program Director/Coordinator	JOHN TOBIAS	PROGRAM DIRECTOR

New Academic Proposal Process

New academic programs are initiated and developed by faculty members. The Request for Preliminary Authorization must be reviewed and approved by the appropriate individuals listed above before submission to the UNC System Office for review.

Please provide a succinct, yet thorough response to each section. Obtain signatures from the Chancellor and Provost, and submit the proposal via the PREP system to the UNC System Vice President for Academic Programs, Faculty, and Research, for review and approval by the UNC System Office. If the Request for Preliminary Authorization is approved, the institution may begin work on the formal Request to Establish a

New Academic Degree Program.

NOTE: If an institution is requesting preliminary authorization for a degree program at a higher level than their current Carnegie Classification (e.g. a Master's institution proposing a doctoral degree), then a request for a mission review must first be submitted to the UNC Board of Governors Committee on Educational Planning, Programs, and Policies, through the Senior Vice President for Academic Affairs. If approved by the Board, then the institution may proceed with the Request for Preliminary Authorization.

UNC Institution Name	UNC CHARLOTTE
Joint Degree Program (Yes or No)? If so, list partner institution.	NO
Degree Program Title (e.g. M.A. in Biology)	B.S. IN SPORTS ANALYTICS
CIP Code and CIP Title (May be found at National Center for Education Statistics)	30.7099 Data Science; Other
Require UNC Teacher Licensure Specialty Area Code (Yes or No). If yes, list suggested UNC Specialty Area Code(s).	NO
Proposed Delivery Mode (campus, online, or site-based distance education). Add maximum % online, if applicable.	CAMPUS
Will this program be offered through an Online Program Manager (OPM; Yes or No)? If so, list the online OPM.	NO
Proposed Term to Enroll First Students (e.g. Fall 2022)	FALL 2024

I. **SACSCOC Liaison Statement:** *(Provide a brief statement from the University SACSCOC liaison regarding whether the new program is or is not a substantive change.)*

The new program is a significant departure. As a result, a prospectus is required to be submitted and approved six months prior to the intended start date, either in January for a fall start date or July for a spring start date.

II. **Program Summary**: (*Briefly describe the proposed program and summarize the overall rationale.*) Maximum of 1,000 words.

Include the following in your narrative:

a. How this program supports specific university and UNC System missions.

b. Collaborative opportunities with other UNC institutions as appropriate.
c. Ways in which the proposed program is distinct from others already offered in the UNC System. Information on other programs may be found on the UNC System website, and all similar programs should be listed here (use the 4-digit CIP as a guide).

This proposal will extend a recently launched Certificate in Sports Analytics to a full Bachelor of Science degree. This supports UNC Charlotte's mission to "Shape What's Next" through launching an innovative and in-demand STEM degree. In addition, the proposed new program directly supports the UNC System goal of graduating more students with critical workforce credentials. This degree is attractive to a body of students that are not normally attracted to a STEM based degree. Initial results have shown increased diversity in our certificate program over industry practitioners. One of our faculty members has been a leading advocate for diversity in this field[1]. Our initial collaborations with local professional sports organizations including the Carolina Panthers, Charlotte FC (Major League Soccer), Charlotte Hornets, e.g.;is driving further community engagement and support of UNC Charlotte through this high profile field. This program is designed to extend these meaningful collaborations among local and national businesses, sports franchises, and attract students not normally found in STEM fields to a career in Sports Analytics.

The global sports analytics market is expected to achieve a compound annual growth rate of 21.8 percent between 2022 and 2028[2]. While the market size was estimated at 2.2 billion U.S. dollars in 2021, this is forecasted to exceed 10 billion U.S. dollars by 2028.[3] With this size of business, the demand for jobs in the sports analytics industry is projected to be high.

While there are no other schools in the UNC System that offer a degree in Sports Analytics, Appalachian State University (ASU) launched a Sports Analytics Certificate in Fall 2019 from within their Department of Mathematical Sciences. UNC Charlotte launched our Sports Analytics Certificate in Fall 2022. Our program is significantly different from that at ASU due to the partnership between the School of Data Science (SDS) and our Department of Applied Physiology, Health, and Clinical Sciences (APHCS) in the College of Health and Human Services. The blending of data science skills with that of human performance is so far unique in the limited offerings of Sports Analytics programs, which tend to be offered either with a business or economics focus, or purely within sports performance.

Syracuse University was the only school in the country with a BS in Sports Analytics until recently. California Baptist University, the University of Akron, and the University of Charleston (WV) have recently launched a BS in Sports Analytics. A few other universities

[1] https://www.bostonglobe.com/2021/02/19/sports/sports-analytics-diversity-mlb-nba/ https://www.bizjournals.com/charlotte/news/2022/06/24/espn-unc-charlotte-strength-in-numbers.html?utm_source=st&utm_medium=en&utm_campaign=ae&utm_content=ch&ana=e_ch_ae&j=28170929&senddate=2022-06-24

[2] https://www.statista.com/statistics/1185536/sports-analytics-market-size/

[3] https://www.statista.com/statistics/1185536/sports-analytics-market-size/

(Northwestern, North Texas, George Mason, Mercer, Rice, Springfield College, Marquette) have added a minor or concentration in another degree (both BS and MS programs). The field of Sports Analytics is in the early, but fast, stage of growth in universities. We believe that growing the Sports Analytics program at UNC Charlotte with a BS degree will benefit the students and the university greatly.

III. Student Demand*: (Provide external estimates of student demand. Discuss the extent to which students will be drawn from a pool of students not previously served by the institution. Maximum length 1,000 words.)*

The demand for having a Sports Analytics Program in higher education throughout the country is large. When the first sports analytics class at UNC Charlotte was taught in Fall 2019, there were 15 students. In 2022, there are now a total of three classes with 150 students total; classes are completely full with more on a waiting list. Each class filled up in less than 48 hours after registration started. UNC Charlotte has also had a student-run Sports Analytics Club for several years (70 students in 2022). Research with the few other institutions across the country with sports analytics programs has yielded similar results. At Virginia Tech, over 400 students applied in the first year their Sports Media Analytics Program was offered; they accepted 55 out of those 400 applicants. In 2017 Syracuse University became the first school to offer a four-year undergraduate course of study in sports analytics and in 2022, they extended this with an online certificate[4]. Syracuse's first graduating class was in 2021 (25 students). In 2020, over 1000 students applied to their undergraduate program. We expect high demand from UNC Charlotte students on par to the demand experienced at Virginia Tech and Syracuse. As UNC Charlotte has launched the Sports Analytics certificate, our School of Data Science (SDS) is receiving multiple inquiries from around the country as to the availability of the certificate and a BS degree program even though we have not yet launched a public website announcing our certificate program.

In 2022, UNC Charlotte faculty member John Tobias through his nonprofit Strength in Numbers hosted four sports analytics summer camps throughout the country in Charlotte, Los Angeles, New York City, and Minneapolis for underrepresented high-students. The camps attracted students from across the country and spurred interest in attending UNC Charlotte for the Sports Analytics Certificate[5]. Our sports analytics program directly has fielded over 100 unsolicited calls from potential students that've been interested in coming to UNC Charlotte for the sports analytics program.

IV. Access, Affordability, and Student Success: (*Provide an analysis of the impact of the*

[4] Syracuse Falk College Announces Online Certificate in Sports Analytics

[5] https://www.wbtv.com/2022/07/16/espn-statistician-unc-charlotte-professor-working-increase-diversity-sports-analytics/

program on student access and affordability. Maximum length 1,000 words. Reference sources such as College Scorecard, Census postsecondary outcomes data, etc. For graduate programs, focus on areas relevant to the institution's strategic plan.)

a. Analysis of the impact of the proposed program on student access, including key metrics identified in the UNC System Strategic Plan and statewide initiatives (such as myFutureNC).
b. ***Analysis of student debt levels*** for similar programs and programs at the same academic level at the institution.
c. Provide an analysis of indebtedness, repayment, and relationship to potential earnings.

The Sports Analytics BS degree program will be similar to UNC Charlotte's BS in Data Science in that any student accepted to UNC Charlotte will be able to declare this major and any student in good standing at the university will be allowed to transfer into the program. We will leverage programs and experience in the BS in Data Science that enable and support interested students that may not have an extensive math or programming background to succeed in the major. We have ensured that the proposed program is accessible to any interested student by eliminating any additional barriers or admission requirements. The North Carolina General Assembly has invested $41.2M for "Engineering North Carolina's Future," and expanding data science programs with UNC Charlotte committing to 2,000 additional data science, engineering and computer science graduations in the next 5 years.

The proposed program is expected to be similar to the overall student debt load for graduates of $22k[6]. This is lower than both the North Carolina and US average debt load for students. With the high potential incomes of around $80k/year, we expect our graduates to be able to repay their debts.[7]

V. Societal, Labor Market and Employability: *(Provide **external** evidence of societal demand and employability of graduates from each of the following source types. Must include external estimates. Maximum length 1,000 words)*

a. Labor market information (projections, job posting analyses, and wages)
    i. Specific to North Carolina (such as ncworks.gov, nctower.com, or outside vendors such as Lightcast.)
    ii. Available from national occupational and industry projections (such as the U.S. Bureau of Labor Statistics).
b. Projections from professional associations or industry reports (including analysis
c. Other (alumni surveys, insights from existing programs, etc.)

The industry need for an undergraduate degree in sports analytics is based upon several factors. First, in the Charlotte area there is an expanding sport and recreation industry that is reliant on data analysis. Existing centers such as the US National Whitewater Center and

[6] https://inside.charlotte.edu/news-features/2021-11-16/unc-charlotte-students-graduate-student-loan-debt-lower-state-national

[7] https://www.bls.gov/careeroutlook/2015/interview/sports-statistical-analyst.htm

professional sports franchises such as the Carolina Panthers, Charlotte Hornets, Charlotte Checkers, Charlotte Knights, and Charlotte FC utilize data analytics to improve not only performance, but also marketing, merchandising and ticket revenues. Motorsports teams are also prevalent in the Charlotte area, many with national headquarters, and there are multiple motor speedway venues located in the region. NASCAR has a long history of using data analytics and has partnered with universities to leverage data science students for internships. All together the sport industry injects more than $2 billion annually into the local Charlotte economy, and there are major centers being developed in neighboring communities such as Kannapolis. In 2015, the US Bureau of Labor Statistics (BLS) was projecting a 27 percent growth in the Sport Analyst profession, with median wages of nearly $80,000 per year[8]. While this is older data, the BLS used the "statistician" field as a surrogate for sports analytics. In 2022, BLS showed statisticians, data scientists and similar jobs (including athletes and sports competitors) as some of the fastest growing fields through 2030 with average salaries above the previous figure of $80k[9]. With this type of job demand, the skills learned within the sports analytics degree will be transferable to other analytics jobs as well. One other data set comes from Comparably where a sports analyst's annual compensation is over $78k[10] (although sports analysts may be reporters as well as analytics experts). We expect entry-level salaries for sports analytics professionals to be similar to or slightly lower than computer scientists, data scientists, and statisticians ($60k-$80k with no experience).

VI. Costs, Funding, and Budget (*Maximum length 1,000 words)*

Adding a new degree program will cost the institution some amount of money and will potentially generate new revenues. Calculating the costs and identifying the funding sources associated with implementation of a new program requires several institutional offices (e.g., academic affairs, finance, institutional research, enrollment management) to collaborate to present an accurate estimate.

a. Complete and attach the *UNC System Academic Program Planning Financial Worksheet* showing all costs required and revenues generated for each of the first five years of the program. Provide a budget narrative for each year addressing the following:

   i. UNC Academic Program Costs

   Faculty costs include all faculty assigned to the proposed program, including faculty serving as program directors, coordinators, department chairs, etc. funded in the 101 instructional budget code. If an existing faculty member is reassigned to the program, the salary is reflected as a reallocated cost. New faculty salaries need to be competitive for the discipline, and figures should include all applicable fringe (e.g., retirement, medical). If the proposed program will hire new faculty, it is a new cost.

   Graduate Assistant costs are identified either as new or reallocated, as appropriate, and should include all stipends, tuition remission, and benefits, as applicable.

[8] https://www.bls.gov/careeroutlook/2015/interview/sports-statistical-analyst.htm

[9] https://www.bls.gov/emp/tables/fastest-growing-occupations.htm, https://www.glassdoor.com/Salary/NBA-Data-Scientist-Salaries-E2908_D_KO4,18.htm, https://www.glassdoor.com/Salary/ESPN-Data-Analyst-Salaries-E13401_D_KO5,17.htm

[10] https://www.comparably.com/salaries/salaries-for-sports-analyst

EHRA Non-Faculty positions include non-instructional academic support costs directly associated with running the program, including amounts associated with the Dean's office, research support, etc. This should include salaries and all applicable fringe.
SHRA Non-Faculty positions includes all positions specific costs associated with the new program. This includes the additional staff needed to organize applications, prepare for the proposed program, and for general administration of the proposed program. New staff or purchases of new equipment should be adequate to support the stated goals and enrollments for the proposed program. Other program costs identified in the proposal should be realistic.

Year 1: Total costs $889k. Roughly 54% of the total costs are reallocations from current programs where the program can add seats to currently taught courses including courses from our Sports Analytics Certificate. New costs come from 1 new tenure track faculty. New costs also support one new graduate TA, one EHRA staff for operations, and other miscellaneous support. New tuition revenues of $549k would offset new costs of $412k.

Year 2: Total costs $1.7M. 37% of the total costs continue to be reallocations from current programs. Incremental costs from Year 1 support one new tenure track and two new additional non-tenure track faculty to teach new courses in the program and add additional capacity to core coursework in statistics and computer programming as well as additional TA support. Total new revenues of $1.6M easily offset the total new costs of $1.0M.

Year 3: Total costs $2.3M. Reallocated costs drop to 33% of the costs in Year 3 as new courses and sections require new faculty to teach. Incremental new costs from Year 2 support one new tenure track faculty, one new non-tenure track, and four new additional graduate assistantships. Total new revenues of $2.8M easily offset the total new costs of $1.5M.

Year 4: Total costs $2.6M. 29% of the total costs in Year 4 are reallocation from current programs; the program costs and revenues are growing at similar rates. Incremental new costs over Year 3 support one new non-tenure track faculty and two new graduate assistantships and one new EHRA student services to increase capacity. Total new revenues of $3.7M offset the total new costs of $1.8M.

Year 5: Total costs $2.9M. 25% of the total costs in Year 5 are reallocation from current programs the program is reaching steady state. Incremental costs include one additional tenure track faculty, two new graduate assistantships, and one new student services staff member. Total new revenues of $4.2M exceed the total new costs of $2.2M.

ii. UNC Academic Program Revenues
Funding sources may include enrollment growth formula funding, other state

appropriation, regular tuition, tuition differential, general fees, special fees, reallocation of existing resources, federal funding, and other funding (such as awarded grants or gifts). The total projected revenue from the above categories should allow the proposed program to become self-sufficient within five years.

When estimating funding for new programs, institutions should take into account that students switching programs do not generate additional enrollment growth formula funds. For example, if a program projects enrollment of 20 students, but 12 of them switched into the program from an existing program at the institution, then only 8 of the students would generate additional formula funding.

Reallocation of Existing Resources includes the salary of faculty reassigned who may be partially or wholly reallocated to the new program. Explain how the current teaching obligations of those faculty are reallocated and include any faculty replacement costs as program costs in the budget. If substantial funds are reallocated, explain how existing undergraduate and graduate programs will be affected.

Federal Funding (In-hand only) refers to federal monies from grants or other sources currently in hand. Do not include federal funding sought but not secured. If anticipated federal funding is obtained, at that time it can be substituted for funds designated in other funding categories. Make note within the text of the proposal of any anticipated federal funding. Provide evidence of sustainability after federal funds have been exhausted.

The program revenues are expected to be primarily supported by regular tuition and reallocation of one lecturer and current faculty that teach course courses in statistics, computer science, and kinesiology. We will expect some efficiency of faculty, staff, and support from SDS, but the majority of reallocated support is due to capacity in courses outside of this new program (computer science, statistics, general education). Any F&A from external funding of research will be utilized back within the program, although this is expected to be a minor contributor. As the program grows, major fees will be utilized to support staff and student services. The tuition and appropriation revenues are determined at an institutional level. The numbers reflected may or may not reflect an actual change in the university budget.

b. Based on the institution's estimate of available existing resources or expected non-state financial resources that will support the proposed program (e.g., federal support, private sources, tuition revenue, etc.), please describe the following:

    i. How does the institution budget and allocate enrollment growth revenues? Is this program expected to generate new enrollment growth for the institution? If so, how will

funds be allocated to the proposed program or be used to further other institutional priorities?

The budget review process is conducted by the colleges and the Office of Academic Affairs annually. Deans submit funding requests to Academic Affairs based on the prioritized needs of each college. The proposed program is expected to generate new enrollment growth for UNC Charlotte. Increases in enrollment and the corresponding increase in Student Credit Hours (SCH) are reviewed by the Dean's office and examined within the context of the UNC System Office funding formula and University priorities when determining allocation of enrollment growth funds and general tuition and fees. If available, funds will be used to hire additional faculty and staff to support teaching and research.

ii. Will the institution seek other additional state appropriations (both one-time and recurring) to implement and sustain the proposed program? If so, please elaborate.

UNC Charlotte is seeking $12M in legislative funding for data science. This request has been approved by the UNC System and is under consideration by the General Assembly for appropriation in the FY23-24 and FY24-25 budgets. As part of that request, $2.2M in recurring funds and $800K in one-time funds will be used to launch the proposed program. If this funding is approved, the budget will be adjusted accordingly. If the appropriation does not occur, the institution will reassess financial support needed for the program which may result in the inability to proceed.

iii. Will the institution require differential tuition supplements or program-specific fees? If so, please elaborate.

1. State the amount of tuition differential or program-specific fees that will be requested.

   A major fee of $120/semester will be requested. This is consistent with the major fee currently in place in the School of Data Science.

2. Describe specifically how the campus will spend the revenues generated.

   We will invest the generated revenue to support fixed-term faculty, a part-time/full-time administrative coordinator, provide aid to students, support program advertising, research, and dissemination of findings.

c. Provide a description of how the program can be implemented and sustained If enrollment increase funding, differential tuition, or other state appropriations noted in the budget templates are not forthcoming.

The current faculty at the University have some of the expertise needed to teach the courses in the proposed program. In addition, several of the courses in the proposed program are or will be shared with the existing degree programs in the colleges that are part of SDS. APHCS also has a small amount of capacity in its current courses. However, while such sharing will create synergy between the proposed program and existing programs, this program cannot be launched as planned without the additional resources outlined. Funding for this program is projected to come from a legislative budget request for data science approved by the UNC System and under consideration by the General Assembly for appropriation in the FY23-24 and FY24-25 budgets. If the appropriation does not occur, the institution will reassess financial support needed for the program which may result in the inability to proceed.

VII. For Research Doctoral Programs Only:

Describe the following (maximum length 1,000 words):

a. The research and scholarly infrastructure in place (including faculty) to support the proposed program.
b. Any aspects of financing the proposed new program not included in the above section.
c. State the number, amount, and source of proposed graduate student stipends and related tuition benefits that will be required to initiate the program.

N/A

VIII. For Professional Practice Doctoral Programs Only:

Describe the following (maximum length 1,000 words):

a. Discussion of external requirements, including professional licensure or accreditation requirements related to the proposed program. If the program is designed or will be marketed to lead to professional licensure, which state(s) has the institution determined the program meets professional licensure requirements for?
b. The academic and professional infrastructure in place (including faculty) to support the proposed program.
c. Any aspects of financing the proposed program not included in the above section. Discuss the method of financing for the proposed program (including extramural funding and other sources) and indicate the extent to which additional state funding, tuition differentials, or program-specific fees may be required.
d. State the number and source of required clinical/practical placements, if applicable. Determine whether it is the students' or the institution's responsibility to secure clinical/practical placements and discuss how that expectation will be communicated to students and prospective students. Describe how the institution will ensure that proposed clinical/practical sites are appropriate.

N/A

IX. **Contact:** (List the names, titles, e-mail addresses and telephone numbers of the person(s) responsible for planning the proposed program, including SACS COC liaison.)

Position Title	Name	E-mail Address	Telephone
SPORTS ANALYTICS PROGRAM DIRECTOR	JOHN TOBIAS	JTOBIAS@UNCC.EDU	704 687-5954
EXECUTIVE DIRECTOR SDS	DOUG HAGUE	DHAGUE@UNCC.EDU	704 562-6867
CHAIR APHCS	JP BARFIELD	abarfie5@uncc.edu	704 687-1843
DIRECTOR OF STUDENT SERVICES	CARLY MEHEDY	CFLETCHER@UNCC.EDU	704 687-0068
DATA SCIENCE PROGRAM DIRECTOR	ANGELA BERARDINELLI	aberardinelli@uncc.edu	704 687-1234

Signatures. This Request for Preliminary Authorization has been reviewed and approved by the appropriate institutional committees and authorities and has my support.

Position Title	Signature	Date
Chancellor		4/6/23
Provost		4/5/2023

(Only complete below for partner institution if this is a joint degree program proposal)

Position Title	Signature	Date
Chancellor		
Provost		

	Current Program Sources (if applicable)	Rate	Year 0 (Start Up)	1st Year	2nd year	3rd Year	4th Year	5th Year	TOTALS
1	General Fund Appropriation			$ 129,297	$ 129,297	$ 129,297	$ 129,297	$ 129,297	$ 646,484
2	NC Promise Appropriation								$ -
3	*Resident Enrollment (FTE)*								
4	Regular Resident Tuition (Annual Rate)		$ -	$ -	$ -	$ -	$ -	$ -	$ -
5	*Nonresident Enrollment (FTE)*								
6	Regular Nonresident Tuition (Annual Rate)		$ -	$ -	$ -	$ -	$ -	$ -	$ -
7	Tuition Differential (Annual Rate)		$ -	$ -	$ -	$ -	$ -	$ -	$ -
8	Special Fees		$ -	$ -	$ -	$ -	$ -	$ -	$ -
9	External Funding (In-Hand Only)								$ -
10	Other Funding (Identify)								$ -
11	**Total Current Sources**		$ -	$ 129,297	$ 129,297	$ 129,297	$ 129,297	$ 129,297	$ 646,484
	Proposed New Program Sources								
12	*Incremental Resident SCH*			1,710	3,720	4,830	5,640	6,000	
13	Enrollment Funding Appropriation	$ 430	$ -	$ -	$ 367,650	$ 1,167,450	$ 1,838,250	$ 2,251,050	$ 5,624,400
14	*Resident Enrollment (FTE)*			57	124	161	188	200	
15	Regular Resident Tuition (Annual Rate)	$ 3,812	$ -	$ 217,284	$ 472,688	$ 613,732	$ 716,656	$ 762,400	$ 2,782,760
16	NC Promise Appropriation (Resident)		$ -	$ -	$ -	$ -	$ -	$ -	$ -
17	*Nonresident Enrollment (FTE)*			18	41	53	62	66	
18	Regular Nonresident Tuition (Annual Rate)	$ 17,936	$ -	$ 322,848	$ 735,376	$ 950,608	$ 1,112,032	$ 1,183,776	$ 4,304,640
19	NC Promise Appropriation (Nonresident)		$ -	$ -	$ -	$ -	$ -	$ -	$ -
20	Tuition Differential (Annual Rate)		$ -	$ -	$ -	$ -	$ -	$ -	$ -
21	Special Fees	$ 113	$ -	$ 8,438	$ 18,563	$ 24,075	$ 28,125	$ 29,925	$ 109,125
22	External Funding (In-Hand Only)								$ -
23	Other Funding (Identify)								$ -
24	**Total New Sources**		$ -	$ 548,570	$ 1,594,277	$ 2,755,865	$ 3,695,063	$ 4,227,151	$ 12,820,925
25	**Total Proposed Program Sources**		$ -	$ 677,866	$ 1,723,573	$ 2,885,162	$ 3,824,360	$ 4,356,448	$ 13,467,409

Comments

Assume 12 Sports analytics courses/year and 30 credit hour/yr 30 SCH/student/yr

Special fee aligns with College of Computing current major fee (where School of Data Science is housed)

Mix of tranfer and incoming students over half are transfer (or transfer in from another major). 25% of which are non resident

Assume 85% retetion rate of students.

Quick start on launch of 75 students due to current certificate

long term assumption of just over 100 students enter major/year

		Year 0 (Start Up)	1st Year	2nd year	3rd Year	4th Year	5th Year	TOTALS
	Current Program Uses (if applicable)							
1	Tenure/Tenure-Track Faculty		$ 330,425	$ 330,425	$ 330,425	$ 330,425	$ 330,425	**$ 1,652,125**
2	Non Tenure-Track Faculty		129,297	258,593	387,890	387,890	387,890	**$ 1,551,560**
3	Graduate Student Support							**$ -**
4	EHRA Non-Faculty Positions		17,240	17,240	17,240	17,240	17,240	**$ 86,198**
5	Student Support (Scholarships)							**$ -**
6	Libraries							**$ -**
7	Supplies and Materials							**$ -**
8	Travel, Communications, and Fixed Charges							**$ -**
9	Equipment and Technology							**$ -**
10	Facility Repair and Renovation							**$ -**
11	Other (Identify)							**$ -**
12	**Total Current Uses**	**$ -**	**$ 476,961**	**$ 606,258**	**$ 735,555**	**$ 735,555**	**$ 735,555**	**$ 3,289,883**
	Proposed New Program Uses							
13	Tenure/Tenure-Track Faculty*		$ 165,212	$ 330,425	$ 495,637	$ 495,637	$ 660,850	**$ 2,147,762**
14	Non Tenure-Track Faculty*			258,593	387,890	517,187	517,187	**$ 1,680,857**
15	Graduate Student Support*		73,480	146,960	293,920	367,400	440,880	**$ 1,322,641**
16	EHRA Non-Faculty Positions*		86,198	172,396	172,396	258,593	344,791	**$ 1,034,374**
17	Student Support (Scholarships)							**$ -**
18	Libraries		10,000	10,000	10,000	10,000	10,000	**$ 50,000**
19	Supplies and Materials		5,000	6,000	7,000	8,000	9,000	**$ 35,000**
20	Travel, Communications, and Fixed Charges		20,000	25,000	30,000	35,000	40,000	**$ 150,000**
21	Equipment and Technology		37,500	82,500	107,000	125,000	133,000	**$ 485,000**
22	Facility Repair and Renovation							**$ -**
23	Facility New Construction or Expansion							**$ -**
24	Other (Identify)		15,000	15,000	15,000	15,000	15,000	**$ 75,000**
25	**Total New Uses**	**$ -**	**$ 412,390**	**$ 1,046,874**	**$ 1,518,843**	**$ 1,831,818**	**$ 2,170,708**	**$ 6,980,633**
26	**Total Proposed Program Uses**	**$ -**	**$ 889,351**	**$ 1,653,132**	**$ 2,254,398**	**$ 2,567,372**	**$ 2,906,263**	**$ 10,270,516**

Comments

Program curriculum will leverage current computing, mathematics, and statistics courses (as well as gen ed and other courses) thus new and reallocated FTE tenure track

We currently have one lecturer in Sports Analytics that will be fully teaching within this program (currently in Sports Analytics certificate), add capacity to other areas of university

Over the 5 years, we will need 4 TT and 4 NTT faculty positions to teach the increasing load of SCH

This model meets the 5 courses/instructor with 40-50 students/course

Increasing EHRA Staff of advisors and student support

Grad student support are PhD Teaching assistance for Sports Analytics Courses

E&T will be primarily software and cloud based services for students and faculty

Benefits 143.66%

$	165,212	cost/TT	adding of tenure track in Sports Analytics (APHCS, SDS) as well as computer science and stat.
$	129,297	cost/NTT	Adding capacity in general education, APHCS, SDS, CS, Stat.
$	36,740	cost of TA	
$	86,198	cost of EHRA non faculty	

To: Mr. John Tobias, Sports Analytics Lecture, UNC Charlotte
From: Christopher Paolini
Subject: Support for Sports Analytics Bachelor of Science
Date: January 30, 2023

We have really enjoyed getting to know you and your students since the Fall of 2022 and am in full support of UNC Charlotte launching a BS degree in Sports Analytics. Over the last several years, analytics has become a larger and more integral part of our operations. We are supportive of this proposal as we see a large need for more talent in our organization as well as in the larger industry.

Sincerely,

Christopher Paolini

Director, Business Strategy & Analytics

Carolina Hurricanes

CHARLOTTE

TO: Mr. John Tobias, Sports Analytics Lecture, UNC Charlotte

FROM: Mike Hill, Director of Athletics, UNC Charlotte

DATE: January 25, 2023

RE: Support for Sports Analytics Bachelor of Science

Our coaches and Athletics leadership have thoroughly enjoyed working with you and your students since the Fall of 2021, and we are in full support of UNC Charlotte launching a BS degree in Sports Analytics. Over the last several years, analytics has become a larger and more integral part of our operations. We are supportive of this proposal as we see a large need for more talent in our organization as well as in the larger industry. Best of luck in this pursuit, and if we can advocate for this important program in any way, please let us know.

9201 University City Blvd. | Charlotte, NC 28223
Phone: 704.687.4949

C-USA

January 28, 2023

On behalf of The US Performance Center, we are in in full support of UNC Charlotte launching a BS degree in Sports Analytics. We are supportive of this proposal and see the value of this program as there is a large need for more talent in this area. We are a campus partner with UNCC and recognize the benefit this program would have at USPC.

Sincerely yours,

Ike Belk

Ike Belk - Co-Owner / Founder
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