

## Recommendation for Discontinuance of an Inactive Certificate Program

(USRR Academic Program Discontinuance Policy <https://policy.ku.edu/governance/USRR#ArticleVIII>)

Name of Program and Type of Program: Graduate Certificate in Sports Management and Media

Academic plan code to be retired: SPMNGMD-GC

School/College: Journalism and Mass Communications

CIP Code: 09.0401

Number of students currently enrolled: 0

Number of students enrolled over the past five academic years: 0 for AY 2017-AY2021

Number of program graduates over the past five years: 0 for AY 2017-AY2021

### Rationale for recommendation:

The interest in the Graduate Certificate in Sports Management and Media never materialized as anticipated in part due to the modifications applied to the School of Journalism and Mass Communications Master's degree. During the time the certificate was being developed, the School's graduate committee was moving to shift the MSJ from a professional program to an academic program. The transition greatly diminished the recruitment of students who wanted to become professional journalists. The MSJ became a program to prepare students to enter a career in academia or transition into a doctoral program.

Therefore, the Certificate in Sports Management and Media no longer met the needs of the MSJ.

### Impact of discontinuance:

On students: None.

On faculty: None.

On staff: None.

On mission: None.

### Signature and Sequence of Review:

Dean, School/College: Ann M. Brill

Date: 8/20/21

Provost/EVC: 

Date: 8/20/21