Year One Plan

1) Based on the suggestions of the review team, the department chair and the faculty will review the current curriculum and make appropriate changes to reduce the “interest areas” currently available to master’s degree candidates to a maximum of four. The department chair will appoint a committee with members representing each interest area to evaluate the current course offerings and develop a reduced number of interest areas.
   a. The ultimate goal is to create a high-quality program that matches the missions of the University, the College of Arts & Sciences, and the Graduate School.

2) Continue to seek external funding and increase the overall publication rate. Since Texas Tech has fulfilled the criteria to be a Tier 1 institution, it is imperative that the Department of HESS increase external funding. Over the past several years the publication rate has increased as new faculty are added with the expectation that research is critical for their success and to strengthen the department. It is expected that this trend will continue.

3) Increase tenured/tenure-track faculty in Sport Management which is the area with the greatest number of graduate students.

4) Increase TA stipend to assist with the recruitment of high quality graduate students.

Five Year Plan

1) Increase graduate enrollment with a concurrent increase in tenured/tenure-track graduate faculty to mentor and support graduate student research.

2) Demonstrate increased external funding and dissemination of research (e.g., publications in top-tier journals [ratings of 4 or 5] and presentations at national and international meetings).

3) Explore the possibility of a PhD program in Exercise Science—we need to find the right “niche.” Although the department has several collaborative doctoral programs, it will behoove the department to seek its own doctoral program. This will provide several advantages:
   a. The only doctoral program in the West Texas region. An analysis will need to be conducted to determine the potential market for a PhD;
   b. Increase graduate student enrollment and the ability to have doctoral students to assist in research for a longer period of time;
   c. Doctoral students to teach lower level courses to the large number of undergraduate majors;
   d. Sport Management is the largest interest area in the MS degree; some of these students (as well as external students) may be inclined to seek a PhD if this was a program option; and
   e. Increase respect and visibility within the College of Arts & Sciences and Texas Tech University.

4) Investigate changing the name of the department to Kinesiology; a consultant examining the program has suggested that the name “Kinesiology” is likely to provide the department more opportunities to secure external funding.
a. See Branding the Field (pg. 11) in http://www.americankinesiology.org/kinesiology-today?DocumentScreen=detail&cl=25591&ccs=5778

5) Strengthen collaborations on campus (e.g., Nutrition) and with the Health Science Center to create additional opportunities for external funding avenues and increased publication possibilities.