**New Degree Program Executive Summary
Bachelor’s of Science in Fitness Programming and Management, MU**

The B.S. in *Fitness Programming and Management (FPM)* with a minor in *Business* program will provide all coursework necessary to prepare for the national American College of Sports Medicine (ACSM) Certified Personal Trainer (CPT) Exam. Our unique degree, in conjunction with field certification significantly elevates graduates and bolsters job opportunities in roles such as fitness specialists, corporate wellness directors, personal trainers, group fitness instructors, health coaches, and physical activity and fitness leaders. The minor in *Business* further separates our graduates providing them the problem-solving skills and industry knowledge that most fitness professionals lack. Our graduates will to be qualified in additional roles such as sales, consulting, and ownership. By creating a state-of-the-art online program, a network of graduates from across the nation will be able to tackle the issue of physical inactivity and chronic disease.

The job outlook for *FPM* graduates exceeds growth across all fields with the Bureau of Labor Statistics predicting 21% growth from 2012-2022. With the rise of obesity and chronic related diseases, along with the increasing cost of healthcare, there will be a need to train students who want to become fitness experts in the area of disease prevention. The current obesity rate in Missouri is 31 percent, up from 21 percent in 2000 and from 11 percent in 1990. There is great opportunity for our students to address these needs locally and impact the health of Missourians. A market analysis shows a strong demand for the *FPM* degree with little competition. The initial investment and risk are low while there is strong potential to generate large numbers of students and revenue, in line with strategic priorities.

The proposed program is 100% online targeted to distance students only. By keeping all students online, we intend to help build a community of learners sharing a common approach and perspective. Online learners are often non-traditional students. They can be mid-career professionals, active or retired military, folks considering a second career, etc. By designing chat rooms, group projects and other activities online we want our students to develop a community progressing through the coursework. If students are combining bricks and mortar classes with online classes on campus, they will likely not be fully engaged with their online community peers.

FPM builds on current faculty strengths and online courses already in existence. It is significantly different from the two other MU System degrees with similar names/fields, Nutrition and Fitness (PANEP) at MU, and Athletic Training at MU. PANEP is designed to prepare students for advanced learning and advanced degrees. FPM is also significantly different than MU Health Professions Athletic Training Degree. Athletic trainers are health care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitations of injuries and medical conditions. FPM graduates will not be eligible or qualified to sit for the national board exam of certified athletic trainers.