

Position Description

Position Title:	Program Director – Master of Science in Sport and Recreation Management
College:	College of Professional Studies and Humanities
School:	School of Business
Reports to:	Chair, School of Business
Status:	Full Time, Exempt
Called Position:	Yes
Revised:	March 2025

Position Summary:

The Program Director is responsible for the daily operations and execution of the Master of Science in Sport and Recreation Management (SPRM) program at Wisconsin Lutheran College (WLC), ensuring that student outcomes and value propositions are met with excellence. The role involves setting annual course schedules in collaboration with the School Chair, engaging course facilitators, overseeing teaching agreements, and supervising facilitator training and course delivery. This position is also responsible for setting quality standards and mentoring advising processes to enhance student learning outcomes and retention. Additionally, the Program Director will use market data to identify demand areas and growth opportunities to sustain and expand WLC's mission and ministry. The role includes outreach to potential community or corporate partners to support SPRM programming and ensure that the program operates with exceptional service and care, while representing WLC as a strong partner in students' professional growth and educational goals in a Christian learning environment.

CORE ACCOUNTABILITIES

- Direct and manage the day-to-day operations of the SPRM program, engaging students and facilitators through excellence in program delivery and experience.
 - Continuously assess, analyze, and improve the SPRM program, identifying areas for growth and working with the Dean and School Chair to align with program development goals.
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PRIMARY RESPONSIBILITIES

- Maintain a teaching load of 9 credits annually.
- Collaborate with faculty and staff to identify areas for improvement and ensure strategies are implemented to meet annual SPRM goals.
- Ensure an exceptional student experience through efficient SPRM operations, effective course delivery by facilitators, internships, and quality student advising.
- Maintain a comprehensive understanding of the SPRM program, policies, and academic requirements, ensuring academic outcomes are met.
- Recruit and manage agreements with course facilitators to ensure academic quality across all SPRM courses.
- Review course evaluations, review evaluations with course facilitators, and meet with the School Chair at the end of each teaching semester to discuss results and/or action plans.
- Oversee the dual-credit aspect of the SPRM program with WLC's undergraduate program.
- Conduct regular operational and student volume analyses to track retention, persistence, and program performance, reporting findings to the School Chair and the Dean as requested.
- Collaborate with the School Chair and the Dean as requested to develop and implement strategies that drive program growth
- Partner with the Admissions, Financial Aid, Advising, and Registrar teams to coordinate operations and continuously improve processes.
- Collaborate with the Instructional Design Center to ensure course management, development, and functionality of online courses.
- Build strong working relationships across support functions, such as IT, HR, Finance, and Academic Support, to enhance operational efficiency.
- Work with the School Chair and the Dean as requested to assess and improve onboarding and advising processes for both facilitators and students.

- Establish a culture of assessment and continuous improvement in collaboration with the School Chair.
 - Visit classes and mentor facilitators as needed to ensure effective teaching and student outcomes.
 - Coordinate Capstone activities and prepare students for successful completion.
 - Review and assess academic policies and cases with the School Chair and Dean as requested.
 - Assist the School Chair with budget planning and assessment related to the SPRM program.
 - Perform other duties as assigned by the School Chair, Dean, Provost or other members of the administration in support of other teams to achieve WLC goals.
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QUALIFICATIONS

Education and Experience:

- Master's degree in Sport Management, Coaching, or related field required; Ph.D. or DBA preferred.
- At least 5 years of professional experience in course delivery, project management, relationship development, and customer service.
- Demonstrated record of teaching excellence and successful program management.
- Proven experience in operations management, process improvement, and financial/budget oversight.
- Experience in achieving program goals in a collaborative, fast-paced, team environment.
- Strong experience in managing and executing activities to achieve goals.
- Experience with academic programs, policies, and outcomes, preferably in a Christian education context.
- WELS/ELS membership in good standing required, with a demonstrated commitment to serving others and supporting WLC's mission and values in alignment with a Christian worldview.

Knowledge, Skills, and Abilities:

- Strong organizational and communication skills, goal-driven, and capable of managing multiple responsibilities in a fast-paced environment.
- Exceptional service orientation and interpersonal skills, with a focus on customer service and problem-solving.
- Excellent verbal, written, and presentation skills, with the ability to communicate effectively with a wide range of internal and external partners.
- Ability to build constructive working relationships and work collaboratively as part of a team.
- Strong problem-solving abilities and the capacity to accomplish objectives independently while engaging business partners to achieve the best outcomes.
- Proficiency with technology, including Microsoft Office Suite, learning management systems, and database management tools.
- Flexibility to work evenings and weekends as needed to support students and accomplish program goals.

Physical Requirements

- The Program Director will work primarily in an office, handling desk work, phone calls, and video/in-person meetings, with periods of sitting, standing, or walking on campus.
- The role requires effective verbal and written communication for meetings, teaching, presentations, and email responses.
- Travel may be required to visit classes, meet partners, or attend events, involving extended periods of standing or walking.
- Frequent use of a computer and office equipment is necessary for email, data management, teaching, and report preparation.
- The role may involve moving around campus, carrying documents or materials, and setting up meetings or events, with occasional lifting of up to 25 pounds.
- The Program Director may help organize events like orientations, Capstone activities, or recruitment events, which may involve standing, walking, and interacting with large groups.
- Flexibility for evening or weekend work may be required for student support, meetings, or academic programming, including attending events with students and partners.
- The role involves decision-making, problem-solving, and managing multiple priorities in a fast-paced environment, requiring sustained focus and resilience.
- Strong interpersonal and leadership skills are essential, including patience, empathy, and the ability to manage diverse relationships effectively.