

NOTICE OF INTENT

Form No. BAAC-01

Section (s.) 1007.33(5)(d), Florida Statutes (F.S.), and Rule 6A-14.095, Florida Administrative Code (F.A.C.), outline the requirements for Florida College System baccalaureate program proposals. The completed Notice of Intent form, incorporated in Rule 6A-14.095, F.A.C., Site Determined Baccalaureate Access, shall be submitted by the college president to the chancellor of the Florida College System at ChancellorFCS@fldoe.org.

CHECKLIST

The notice of intent requires completion of the following components:

- ☒ Program summary
- ☒ Program description
- ☒ Workforce demand, supply, and unmet need
- ☒ Planning process

FLORIDA COLLEGE SYSTEM INSTITUTION INFORMATION

Institution Name:	Lake-Sumter State College
Institution President:	John Temple

PROGRAM SUMMARY

1.1	Program name.	Community Wellness, Sport, and Tourism
1.2	Degree type.	☐ Bachelor of Science ☒ Bachelor of Applied Science
1.3	How will the proposed degree program be delivered? (check all that apply).	☐ Face-to-face (F2F) (Entire degree program delivered via F2F courses only) ☐ Completely online (Entire degree program delivered via online courses only) ☒ Combination of face-to-face/online (Entire degree program delivered via a combination of F2F and online courses)
1.4	Degree Classification of Instructional Program (CIP) code (6-Digit). CIP code refers to the taxonomic scheme developed by the U.S. Department of Education's National Center for Education Statistics .	31.0504
1.5	Anticipated program implementation date.	2027-28 academic year
1.6	What are the primary pathways for admission to the program? Check all that apply.	☒ Associate in Arts (AA) ☒ Associate in Science (AS) ☐ Associate in Applied Science (AAS) If you selected AS/AAS, please specify the program: AS in Health Sciences Administration
1.7	Is the degree program a STEM (science, technology, engineering or mathematics) focus area?	☐ Yes ☒ No
1.8	List program concentration(s) or track(s) (if applicable).	Click or tap here to enter text.

PROGRAM DESCRIPTION

2.1 This section is the **executive summary** of this notice of intent. We recommend providing an abbreviated program description including but not limited to: the program demand, current supply, and unmet need in the college's service district; primary pathways to program admission; overview of program curriculum; career path and potential employment opportunities; and average starting salary. We encourage approximately 300 words for a sufficient description.

The Bachelor of Applied Science (BAS) in Community Wellness, Sport, and Tourism at Lake Sumter State College (LSSC) meets a clear and growing regional workforce need. Population growth, increased demand for health and wellness services, expanded sports and tourism activities, and rising rates of chronic health conditions have created new workforce opportunities in the Lake Sumter State College service area. This program is the only bachelor's degree program in Central Florida that combines wellness, sport, and tourism into a multidisciplinary degree. The BAS in Community Wellness, Sport, and Tourism is designed to provide students with a strong academic foundation combined with practical, hands-on experience and relevant industry skills. Students will learn how wellness, sport, and tourism support improved health outcomes, local economic development, and overall quality of life. This approach aligns with the Global Wellness Institute's definition of wellness as a multi-dimensional concept involving the active pursuit of physical, mental, emotional, spiritual, social, and environmental lifestyle choices that lead to health. The BAS in Community Wellness, Sport, and Tourism is designed for students with an Associate of Arts (AA) or Associate of Science (AS) degree to seamlessly enter the BAS program. Students will gain the academic knowledge and industry skills needed to lead community wellness programs, interpret data and trends, coach and educate individuals or groups, and manage programs, facilities, and services. The BAS in Community Wellness, Sport, and Tourism lays the foundation for specialization, where students will be required to take thirty credit hours of core courses in facilities, finance, marketing, event management, motor development, athletic injuries, nutrition, biomechanics, and psychology. Coursework will focus on applied learning, community partnerships, and opportunities to earn industry-recognized certifications. Personalized academic advising will help students identify their career goals and map a clear path into the wellness, sport, and tourism field. The Introduction to Wellness, Sport, and Tourism course prepares students to find their career path, identify industry requirements, and develop a plan for immediate employment upon graduation. Successful completion of the Bachelor of Applied Science in Community Wellness, Sport, and Tourism qualifies graduates for various roles including community wellness coordinator, wellness coach, parks and recreation manager, aquatics manager, youth sports coach, youth sport director, personal trainer, certified special population specialist, athletic director, sport tourism specialist, sport sales, visitor experience manager, and destination development coordinator. The program aligns with labor market demand data, as shown by Florida Commerce Employment Projections. The multi-disciplinary occupations are identified through the SOC classifications of Coaches and Scouts (SOC 27-2022) and Entertainment and Recreation Managers, Except Gambling (SOC 11-9072). According to Florida Commerce State Colleges Employments projections for Lake and Sumter Counties, employment for Entertainment and Recreation Workers, Except Gambling is projected to grow by 20% between 2025 and 2033, while coaching occupations are expected to grow by 18%.

Entertainment and Recreation Workers, Except Gambling, earn an approximate hourly wage of \$29.18 and annual salaries of \$60,000 across related occupations. Additionally, data shows average hourly earnings of \$21.69 for Coaches and Scouts and annual salaries of \$45,000. In LSSC's broader service area (Workforce Region 12 including Lake, Orange, Osceola, Seminole, and Sumter Counties), Florida Commerce's Employment Projections for 2026 through 2034 indicate additional demand, including 778 projected job openings for Entertainment and Recreation Managers, Except Gambling, and 2,913 openings for Coaches and Scouts. By combining academic coursework, practical experience, industry certification with regional workforce needs, the BAS in Community Wellness, Sport, and Tourism supports job readiness, regional economic growth, and the health and well-being of the communities LSSC serves.

WORKFORCE DEMAND, SUPPLY, AND UNMET NEED

3.1 Describe the workforce demand, supply, and unmet need for graduates of the program that incorporates, at a minimum, the shaded information from Sections 3.1.1 to 3.1.4. The Standard Occupational Classification (SOC) system is used to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. For proposed programs without a listed SOC linkage, provide a rationale for the identified SOC code(s). If using a SOC that is not on the CIP to SOC crosswalk, please justify why the SOC aligns with the baccalaureate program.

According to the Florida Department of Commerce, in 2025, nearly 200 individuals were employed in the related occupations across Lake and Sumter Counties (SOC 27-2022 Coaches and Scouts, SOC 11-9072 Entertainment and Recreation Managers, Except Gambling), all requiring a bachelor's degree as the career entry point. By 2033, that number is expected to increase by over 17% on average. The college's local service areas of Lake and Sumter Counties will see demand for more than 200 Wellness, Sport, and Tourism employees. Across Region 12, which includes Lake, Orange, Osceola, Seminole, and Sumter Counties, projections highlight 778 job openings for Entertainment and Recreation Managers, Except Gambling and 2,468 openings for Coaches and Scouts. Given the strong, positive workforce demand, LSSC has the opportunity to create a program that delivers exceptional education combined with experiential learning, preparing students to meet the needs of the fast-growing wellness, sport, and tourism industry. Florida continues to lead the nation with the highest economic impact generated by sports tourism, demonstrating continued workforce demand and educational need. Moreover, the labor market analysis demonstrates sustained need and growth in Central Florida. No state institutions in our service area offer this degree pathway, so LSSC is poised to meet an unmet need of 216 annual job openings on average in its service area (Lake and Sumter) and 3246 annual job openings on average in Career Source Central Florida Workforce Region 12. By establishing a BAS in Community Wellness, Sport, and Tourism, LSSC will play a vital role in meeting the workforce needs within our community and beyond.

DEMAND: FLORIDA DEPARTMENT OF COMMERCE (FloridaCommerce) EMPLOYMENT PROJECTIONS

3.1.1 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

INSTRUCTIONS FOR COMPLETING THE DEMAND SECTION

Occupation			Number of Jobs				Salary		Education Level	
Name/Title		County/ Region	2025	2033	**Level Change	***Total Job Openings	Average Hourly Wage	Annualized Salary	FL	BLS
Coaches and Scouts	27-2022	Lake and Sumter counties	139	164	17.99	173	21.69	\$ 45,115	B	B
Entertainment and Recreation Managers, Except Gambling	11-9072	Lake and Sumter counties	35	42	20.00	43	29.18	\$ 60,694	B	B
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
					Total	27	\$ 25.44	\$ 52,905		

*Please replace the “Base Year” and “Projected Year” headers with the years reflected in the projections portal (e.g., Base Year is 2024, Projected Year is 2032).

****Please note that the “Level Change” column in Table 3.1.1 corresponds to the “Percent Growth” employment projections data produced by FloridaCommerce.**

***Please note that the "Total Job Openings" columns is preset to be divided by 8.

**DEMAND: OTHER ENTITY INDEPENDENT OF THE COLLEGE – Florida Commerce Career Source Workforce Region 12
projection**

3.1.2 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

Occupation			Number of Jobs				Salary		Education Level	
Name/Title	SOC Code	County/ Region	2026	2034	Level Change	Total Job Openings	Average Hourly Wage	Annualized Salary	FL	BLS
								\$ -		
Coaches and Scouts	27-2022	Workforce region 12 (Lake, Orange, Osceola, Seminole, Sumter)	2260	2553	12.96	2468	15.52	\$ 32,282	B	B
Entertainment and Recreation Managers, Except Gambling	11-9072	Workforce region 12 (Lake, Orange, Osceola, Seminole, Sumter)	693	786	13.42	778	38.94	\$ 80,995	B	B
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
								\$ -		
					Total	406	\$ 27.23	\$ 56,638		

*Please replace the “Base Year” and “Projected Year” headers with the corresponding years reported.

SUPPLY: NATIONAL CENTER FOR EDUCATION STATISTICS, IPEDS

3.1.3 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to “Worksheet Object”, and then “Open”. To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

INSTRUCTIONS FOR COMPLETING THE SUPPLY SECTION: If institutions do not have data available for completers in the service district, please report statewide data. You may note these are statewide figures.

Program		Number of Degrees Awarded					
Institution Name	CIP Code	2024	2023	2022	2021	2020	5-year average or average of years available if less than 5-years
University of Central Florida	31.0504	0	0	0	0	0	0
	Total	0	0	0	0	0	0

*Please replace the “Most Recent Year” through “Prior Year 4” headers with the corresponding years reported.

ESTIMATES OF UNMET NEED

3.1.4 The Excel spreadsheet below is set up with predefined formulas. To activate the spreadsheet, right click within the spreadsheet, go to "Worksheet Object", and then "Open". To exit, save any changes and exit out of the spreadsheet. Alternatively, double click anywhere on the table. To exit the spreadsheet, single click anywhere outside of the table.

INSTRUCTIONS FOR COMPLETING THE ESTIMATES OF UNMET NEED SECTION: If institutions do not have data available for completers in the service district, please report statewide data. You may note these are statewide figures.

	Demand	Supply		Range of Estimated Unmet Need							
	(A)	(B)	(C)	(A-B)	(A-C)						
	Total Job Openings	Most Recent Year	5-year average or average of years available if less than 5 years	Difference	Difference						
FloridaCommerce Total	27	0	0	27	27						
Workforce Region 12	401	0	0	401	401						

3.2 Describe any other evidence of workforce demand and unmet need for graduates as selected by the institution, which may include qualitative or quantitative data and information not reflected in the data presented in Sections 3.1.1 to 3.1.4, such as local economic development initiatives, emerging industries in the area, or evidence of rapid growth.

In Lake County, there is a strong initiative to expand community-focused wellness and recreation infrastructure. Currently, A 29,485 square foot Resource and Recreation Center is being built in Mount Dora that will house youth and fitness programs, technology access, and community events. In addition, Olympus-Clermont development encompasses a 243-acre development that will house health, wellness, and sport facilities together with a competition venue, hospitality opportunities, and residential communities. The National Training Center, Big House, and multiple multi-use parks and recreation facilities that are home to several youth sports organizations are also located within Lake County. Additionally, The Villages has approximately 300 activity clubs, thirteen dedicated FIT Club facilities, and sixteen parks located within Lake and Sumter Counties. These facilities represent continued workforce demand for graduates in Wellness, Sport, and Tourism. Lake County's population has experienced almost four percent growth in 2025, while Sumter County is considered one of the state's most rapid growing counties, demonstrating further justification for a targeted program to meet the needs of the population in Lake and Sumter County.

3.3 If the education level for the occupation identified by FloridaCommerce or the Bureau of Labor Statistics (BLS) presented in Sections 3.1.1 to 3.1.2 is below or above the level of a baccalaureate degree, provide justification for the inclusion of that occupation in the analysis.

Not Applicable

3.4 Describe the career path and potential employment opportunities for graduates of the program.

The Sports ETA 2026 State of the Industry Report identifies Florida as ranking second in economic impact generated by sport tourism participation. Florida's sport tourism industry generates approximately \$146.5 billion in financial activity and supports nearly 978,200 jobs. Wellness opportunities are integrated throughout the sport and tourism industries and projected to grow by over 13% between 2024 and 2034. O*NET OnLine classifies coaches as a "bright outlook" occupation, with over 40,000 projected job openings between 2024-2034 and a faster than average projected job growth. As a result, the multidisciplinary approach within this degree affords students many different opportunities within the intersection of wellness, sport, and tourism. Research indicates career path entry requires a bachelor's degree in the field, experience, and certification. The BAS in Community Wellness, Sport, and Tourism is designed to prepare graduates for immediate employment by aligning with industry partners

and current workforce expectations. The program focuses on applied learning, experiential education, and active industry engagement and certification. Hands-on experience is central to the program. All students must complete a practicum of 180 hours in a professional setting, which allows students to specialize in a key area within wellness, sport, and tourism. Additionally, in their final semester, students are encouraged to complete a second practicum of more than 300 additional hours which solidifies career engagement and employment marketability. These experiences provide valuable exposure to real work environments and help prepare graduates for direct entry into the workforce. To further support career readiness, all students must earn at least one industry-recognized professional certification before graduating. This helps strengthen their job qualifications and hiring ability. Graduates are prepared for careers focused on promoting individual wellness, managing sport and recreation programs, planning and administering events, and supporting tourism and destination development. Employment opportunities include roles such as community wellness coordinator, wellness coach, wellness center manager, parks and recreation manager, aquatics manager, youth sports coach, youth sport director, amateur or professional coach, personal trainer, certified special population specialist, athletic director, sport sales, sport tourism specialist, visitor experience manager, and destination development coordinator. The program's strong academic foundation, curriculum shaped by industry needs, hands-on learning, and professional certification, graduates are ready to begin meaningful careers in wellness, sport, and tourism.

PLANNING PROCESS

4.1 Summarize the internal planning process. In timeline format, please describe the steps your institution took in completing the internal review and approval of the baccalaureate program. For example, summarize actions taken by the academic department proposing the degree, any non-academic departments, the college-wide curriculum committee, the college president, the Board of Trustees and any other areas.

April 13, 2026 – New Program Request form was submitted by Wendy Berry, Program Director, to LSSC's Curriculum Committee. April 24, 2026 – Curriculum Committee unanimously approved the new program approval request to move forward to the Strategic Planning Council. May 1, 2026 – Wendy Berry, Program Director, presented the proposed program to the Strategic Planning Council who approved it to move forward to the President and Executive Cabinet for consideration. May 20, 2026 – New program development was unanimously approved by the LSSC District Board of Trustees.

4.2 Summarize the external planning process with the business and industry community. In timeline format, please describe your institution's interactions and engagements with external stakeholders, including but not limited to industry advisory boards meetings, discussions with advisory committees, briefings from local businesses, consultations with employers, and conducting paper and online surveys.

May 2022 - The College began exploring the opportunity to offer a baccalaureate degree in Community Wellness and Sports Coaching on the South Lake Campus in spring 2022. This effort was driven by South Lake County's strong emphasis on community health and the College's commitment to supporting regional workforce needs. The proposed program was envisioned to serve community partners such as the City of Clermont, Lake County Economic Development, the South Lake Chamber of Commerce, Lake County Schools, and other sport- and health-related businesses. The degree was intended to focus on community-based programming and workforce preparation in the fields of community wellness and coaching. This concept aligned with a previous University of Central Florida (UCF) program offered on the South Lake Campus through UCF's College of Education. That program was originally titled Sport and Fitness, renamed Sport and Exercise Science in 2015, and gradually relocated to UCF's main Orlando campus. During the 2016–2017 academic year, the South Lake Campus offering transitioned to Community Sport and Fitness – Minor within the College of Education. In 2019, it became a track within the School of Kinesiology and Physical Therapy titled Sport and Athletic Coaching. UCF later suspended admissions to this track, creating a gap in local baccalaureate-level preparation in this field. To support the development of a new program, the College received a Live Well Foundation Empowerment Grant, which covered initial start-up costs. A program director was hired in 2022 to lead degree development. In January 2023, the Board discussed the program's progress, at which time it was being referred to as the Sports Business Program. In March 2023, the Board approved a sports leadership concentration to be added to the Bachelor of Applied Science in Leadership, allowing the College to advance related curriculum while continuing to explore a stand-alone degree aligned with the original community wellness and coaching concept. Work continued throughout 2023 to define a distinct baccalaureate degree. In October 2023, the College President submitted a Notice of Intent to the Florida College System Chancellor to develop a Bachelor of Science in Sports and Human Performance, noting that the College had been working in partnership with local business, industry, and the Live Well Foundation of South Lake to address current and future workforce demand. Communication with Florida Department of Education staff continued through spring 2024. During this period, the program director addressed state feedback on the proposed degree while also supporting marketing and implementation of the approved leadership concentration. Following the departure of the program director, the leadership concentration continued under the oversight of the Leadership degree director. Progress toward the stand-alone baccalaureate degree aligned with the original intent slowed until late fall 2025, when collaboration with a subject matter expert renewed momentum. In spring 2026, the College hired a new program director to refocus efforts on developing a baccalaureate degree centered on sport, health, and wellness. In March of 2026, LSSC hired Dr. Jeff Duke, LiveWell Foundation, as a consultant to come alongside the program director to align the program with industry standards and grant objectives. Dr. Duke is instrumental in building a solid base of industry partners and in identifying how to support the community's needs through this program. Additionally, industry partnerships identified in May and June of 2026 confirm the workforce demand and future employment opportunities for BAS in Community Wellness, Sport, and Tourism graduates. These partners, recognized industry leaders in Lake and Sumter County, offer valuable industry information, workforce data, employment trends, and experiential learning opportunities. Community leaders have provided letters of support demonstrating the workforce demand in our community and identifying specific employment

opportunities across the multidisciplinary fields of wellness, sport, and tourism. Tim Murry, City of Clermont Mayor; David Kolby, President, South Lake Chamber; Sean Parks, Lake County Commissioner; Chase Kough, President/Owner, G.O.A.T. Mind and Life Center Gym; Travis Rima, City of Leesburg, Park and Recreation Director; Cindy Staley, General Manager, Mission Resort; and Megan Brew, Director, Department of Economic and Tourism Development, have all expressed strong support. Their collective support represents a shared recognition of the program's relevance and importance to the community workforce.

4.3 List external engagement activities with public and nonpublic postsecondary institutions. This list shall include meetings and other forms of communication among external postsecondary institutions regarding evidence of need, demand, and economic impact.
4.3.1 Public Universities in College's Service District
Date(s): 05/21/26 Institution(s): University of Central Florida Activity Descriptions and Outcomes: May 21, 2026 a copy of the LSSC internal committee program request form to add a baccalaureate degree in Community Wellness, Sport and Tourism was sent to the DirectConnect to University of Central Florida (UCF) Consortium Academic Coordinating Committee for feedback from the consortium members which includes UCF. Dr. Kimberly Hardy, the UCF Assistant Vice Provost, shared the program request form with UCF staff and program subject matter experts. She replied on Friday, May 29, 2026, indicating that the review team had no opposition to our plan and recommending that we move forward with the Notice of Intent.
4.3.2 Institutions in College's Service District that are accredited by an agency recognized by the U.S. Department of Education.
Date(s): N/A Institution(s): N/A Activity Descriptions and Outcomes: N/A
4.3.3 Institutions outside of College's Service District (If applicable)
Date(s): N/A Institution(s): N/A Activity Descriptions and Outcomes: N/A