I. Title: **Sports Product Initiative**

II. Abstract:
The Sports Product Initiative (SPI), with its focus on sustainability, innovation and globalization, is a unique opportunity for UO at a unique time in its history. As we realize the new Institutional Board and freedom from the Oregon University System, SPI presents an exceptional opportunity to demonstrate the positive impacts of the public higher education reorganization. We can show early on that we are committed to supporting economic development in the state by taking a major step to solidify the state’s hold on the alpha-cluster of sports product companies in Portland, the Gorge and the Valley. The primary business model for the Initiative is tuition from new graduate students and fundraising. The cluster hire funds demonstrate that UO central administration is an early and active participant in this move to support the state’s economy. SPI also presents a unique opportunity to establish a new level of cross-disciplinary education and research with a fundamental merging of Business and Product Design, and additional engagement with Journalism, Law, Green Chemistry and Human Physiology. Design has been appropriated by many disciplines in the last decade. It is seen as an incredible value-added in developing models for working on complex and unpredictable challenges. This collaboration authentically maps the disciplines onto each other, bringing design thinking and precise management practice together for an industry already rooted in these efforts. The programs bridge Eugene and Portland with components in each location.

III. Proposing Faculty

Name: Kiersten Muenchinger  
Name: Dennis Howard  
Name: Ellen Schmidt-Devlin  
Name: Roger Best  
Cluster Coordinator: James Bean

Name:  
Department: Material Studies and Product Design
Name:  
Department: Marketing
Name:  
Department: Sports Business
Name:  
Department: Marketing
Name:  
Department: Decision Sciences

IV. College/Units Involved

Dean(s): (If more than one, please designate lead)  
Kees de Kuyver, LCB (lead)  
Frances Bronet, AAA

Department(s):  
Product Design, lead for Product Design hires  
Marketing, lead for Marketing hire  
Management, lead for Management hire

V. Number and Level of each New Position Proposed:

a. Associate Professor of Product Design, 60% cluster funded, 40% SPI funded  
b. Assistant Professor of Product Design, 60% cluster funded, 40% SPI funded  
c. Marketing Strategy and Retailing, 60% cluster funded, 40% SPI funded  
d. Product Development Management, 60% cluster funded, 40% SPI funded

1. One of c. and d. will be senior and one junior

e. All faculty will teach a standard course load for their program (5 courses for PD and 4 in LCB, presuming they are research active). They will teach in Portland and Eugene. The senior hires may have administrative duties that offset some teaching.

f. The primary location for the new master’s programs and their faculty is Portland.

Working with Cluster of Excellence proposers and participating deans, central administration will refine specific hiring plans based on available facilities, funding and institutional support structures.