



## **FOR IMMEDIATE RELEASE**

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### **KVCC to Launch Sport Management Associate Degree in Fall 2026**

**Fairfield, Maine** — Kennebec Valley Community College (KVCC) will expand its academic offerings with the launch of a **Sport Management Associate Degree**, set to begin in **Fall 2026**. The program will prepare students for entry-level careers in the growing sport, fitness, recreation, and event management industries, or for transfer to a bachelor’s degree program in a related field.

The Sport Management program will be housed within KVCC’s Business Department and will combine existing business coursework with newly developed, discipline-specific classes focused on the unique demands of the sport industry. Students will gain a strong foundation in sport management principles, including business operations, marketing, communication, and event management.

“This program builds directly on the momentum created by expanding athletics with the introduction of Men’s and Women’s Basketball at the College last fall,” said CJ McKenna, Dean of Student Affairs and Enrollment. “We are seeing increased interest from students who want careers connected to sports and recreation, and this degree provides an affordable, accessible pathway into a rapidly expanding field.”

The 60-credit associate degree will emphasize applied learning and workplace readiness. Students will develop practical skills through experiential coursework that promotes professionalism, teamwork, and effective communication—skills employers consistently seek in sport and recreation organizations. Courses will be delivered through a flexible mix of in-person, hybrid, and online formats to accommodate diverse student needs.

KVCC will pursue articulation agreements with Maine colleges and universities offering bachelor's degrees in Sport Management to support seamless transfer opportunities.

For information about the Sport Management Associate Degree, visit [kvcc.me.edu/sport\\_management](http://kvcc.me.edu/sport_management) or contact KVCC Admissions at (207) 453-5822.

Kennebec Valley Community College, located in Fairfield, Maine, offers more than 30 associate degree and certificate programs designed to prepare students for careers or transfer to four-year institutions. With the lowest tuition in New England, small class sizes, and personalized academic support, KVCC provides an environment that helps students succeed. KVCC's Workforce Training programs offer short-term training opportunities for individuals seeking new skills, advancing their careers, or exploring pathways into academic programs.

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