

ASACR 4

Office of the President
September 18, 2026

Members, Board of Trustees:

UNDERGRADUATE CERTIFICATE:
MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

Recommendation: that the Board of Trustees approve the establishment of an undergraduate certificate in Event Innovation and Management in the Martin-Gatton College of Agriculture, Food and Environment.

Background: The undergraduate certificate in Event Innovation and Management will prepare students with foundational and applied skills in event planning, coordination and innovation. The events and meetings industry continues to grow rapidly both nationally and in Kentucky, creating demand for graduates with practical, technology-driven and transdisciplinary event management competencies. The certificate program will provide graduates with the skills needed to pursue careers in corporate events, tourism, sports, equine events, arts and community programming.

The proposed undergraduate certificate has been recommended to the Provost by the Martin-Gatton College of Agriculture, Food and Environment faculty, given their expertise within their respective disciplines. The Provost of the University supports the program faculty's recommendation.

Action taken: ☒ Approved ☐ Disapproved ☐ Other _____