

An Abridged History of the NASPE-NASSM Sport Management Program Approval

1986-2007

In the mid-1980s, sport management programs were proliferating throughout North America. In response, two movements were occurring simultaneously: (a) A group of academics from the US and Canada was laying the foundation for the North American Society for Sport Management (NASSM) whose purposes would be to host an annual conference and to publish a scholarly journal, and (b) the National Association for Sport and Physical Education (NASPE) was exploring the idea of providing curricular guidance to existing and emerging sport management programs. At the 1986 convention of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) in Cincinnati, Stan Brassie and Ross Merrick, both from NASPE, discussed curricular concerns with four of the founding members of NASSM—Bob Boucher (Windsor), Carl Schraibman (Kent State), Beverly Zanger (Bowling Green), and Janet Parks (Bowling Green). Following this meeting, NASPE appointed a task force of sport management faculty (one of whom was to serve as the liaison with the NASSM Executive Council) and practitioners to develop guidelines that would increase the probability that undergraduate and graduate programs would prepare competent professionals. Members of the task force were:

- P. Stanley Brassie - Chair (University of Georgia)
- Charles Higgins (Ohio University)
- Steve Horton (Virginia Tech; formerly NCAA)
- Guy Lewis (University of South Carolina)
- Robin Monsky (Atlanta Braves)
- Bonnie Parkhouse (Temple University)
- Mike Peterson (PGA)
- Janet Parks (Bowling Green State University; NASSM)
- Homer Rice (Georgia Tech)

The NASPE Sport Management Task Force developed the original curriculum guidelines in 1986, distributed them to extant sport management programs, led discussions of them at the 1987 AAHPERD convention in Las Vegas, and revised them in light of those discussions. The NASPE Cabinet approved the guidelines in 1987 (Brassie, 1989). In 1988, Brassie presented the guidelines at the NASSM conference at the University of Illinois. In June 1989, in response to many NASSM members' interest in program approval, NASSM President Bill Sutton formed a Committee on Curriculum and Accreditation. The members of this Committee were:

- Brenda Pitts (University of Louisville)
- Peter Farmer (Tulane University)
- Roxanne Albertson (University of North Texas)
- Sue Inglis (McMaster University)
- Terry Haggerty (Pennsylvania State University)
- Carl Schraibman (Kent State University)

In October 1989, the merged group, which was called the NASPE-NASSM Joint Committee, met at AAHPERD headquarters in Reston, VA and revised the guidelines yet again. Subsequently, NASPE and NASSM members approved these guidelines at their 1990 annual conferences in New Orleans, LA and Louisville, KY, respectively. Between 1990 and 1993, the NASPE-NASSM Sport Management Task Force continued to work on the guidelines and the approval process, periodically seeking input from the NASPE and NASSM memberships. In 1993, upon the conclusion of this work, AAHPERD dissolved the NASPE-NASSM Joint Committee and established the Sport Management Program Review

Council (SMPRC) to oversee the voluntary program approval process on behalf of both NASPE and NASSM. Members of the SMPRC were:

NASSM representatives:

Sue Inglis (McMaster University)
Janet Parks (Bowling Green State University)
Brenda Pitts (University of Louisville)

NASPE representatives:

Dennie Ruth Kelley (University of Tennessee-Knoxville)
Bonnie Parkhouse (Temple University)
David Stotlar (University of Northern Colorado)

In June 1993, the SMPRC began reviewing academic programs for sport management program approval. From 1993 to 1999, Stan Brassie provided transition assistance by serving as the non-voting Chair of the SMPRC. He corresponded with all the programs about their folios, conducted the SMPRC training sessions at the conventions, and was the "point person" for all issues that arose. In 1999, David Stotlar was elected Chair of the SMPRC.

In June 2005, NASPE and NASSM leadership met to discuss the proposed direction of SMPRC, including movement toward accreditation. From this meeting came the formation of two task forces: the Accreditation Task Force and the Standards Task Force. These Task Forces were composed of members from each association and were charged with investigating Sport Management Accreditation from a process and policies perspective, as well as a standards perspective.

During the NASPE and NASSM task force process, the International Assembly of Collegiate Business Education (IACBE) was in the process of establishing a separate sport management accreditation process. NASPE, NASSM and IACBE leadership wanted to explore the opportunity to establish one accreditation process and had a series of meetings. Members of these groups felt that moving forward with all groups involved would best serve each membership and would establish a strong accreditation process that would be inclusive of all sport management programs and be outcomes-focused, which would provide more autonomy to the programs.

In April 2007, the announcement was made that IACBE would no longer participate in the pursuit of establishing an accreditation process. At that time, NASPE and NASSM leadership discussed options and opportunities to continue to establish an accreditation process.

NASPE and NASSM continue to work on creating a useful accreditation process in order to better serve the profession and to better prepare future professionals in the field.

Sources

- AAHPERD. NASPE/NASSM/SMPRC-NASPE Service Agreement (Summer, 1993). Reston, VA: Author.
- Brassie, P.S. (1989). Guidelines for programs preparing undergraduate and graduate students for careers in sport management. *Journal of Sport Management*, 3, 158-164.
- Fielding, L.W., Pitts, B.G., & Miller, L.K. (1991). Defining quality: Should educators in sport management programs be concerned about accreditation? *Journal of Sport Management*, 5, 1-17.
- Saville, M.E. (April, 1993). *Minutes of Sport Management Task Force business meeting*. Washington, DC: Author.
- Sharp, L. (April, 1986). *Minutes of NASSM Organizing Committee*. Kent, OH: Kent State University.