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## COSMA ACCREDITS TWO NEW SPORT MANAGEMENT PROGRAMS: *Thomas College and the University of Louisville*

The Board of Commissioners (BOC) of the Commission on Sport Management Accreditation (COSMA) made another set of accreditation decisions at its October 27, 2012, meeting, bringing the total number of COSMA-accredited institutions to eleven. Two member institutions – **Thomas College** and the **University of Louisville** – submitted a comprehensive Self Study document that addressed the eight Principles outlined in COSMA's accreditation manual and hosted site visits as a final step toward accreditation. A list of all COSMA-accredited institutions can be found here: <http://cosmaweb.org/AccredPrograms>.



**Thomas College** ([www.thomas.edu](http://www.thomas.edu)) in Waterville, Maine, was founded in 1894 as a nonsectarian, coeducational college dedicated to career training. Thomas College is committed to preparing undergraduates for careers in business, technology, and education. Thomas College is growing

and expanding each year to meet the needs of its students and faculty. Recently Thomas College has undergone a variety of improvements and additions including a newly renovated Dining Center and Student Commons, a new entranceway, two new all-weather turf fields, and the largest solar panel array in Maine. Future plans include a new academic center and library as well as new residence halls.

Thomas College's mission is to prepare students for success in their personal and professional lives, and for leadership and service in their communities. Typically, 94 percent of Thomas College graduates are hired in their chosen field of study within 90 days of graduation, and Thomas College guarantees employment in a student's chosen field of study through a Guaranteed Job Placement Program. Thomas College offers five COSMA-accredited degree programs in sport management: B.S. Sport Management, B.S. Sport Marketing Management, B.S. Sport Management, Golf Concentration, B.A. Sport Management/MBA, and MBA-HR/B.S. in Sport Management.



**The University of Louisville** ([www.louisville.edu](http://www.louisville.edu)) was founded in 1798. As early as 1965, a governor's task force suggested the possibility of the university's joining the state system of higher education, which it did in 1970. The University of Louisville's mission is to be a premier, nationally recognized metropolitan research university with a commitment to the liberal arts and sciences and to the intellectual, cultural, and economic development of its diverse communities and citizens through the pursuit of excellence in five interrelated strategic areas: (1) Educational Experience, (2) Research, Creative, and Scholarly Activity, (3) Accessibility, Diversity, Equity, and Communication, (4) Partnerships and Collaborations, and (5) Institutional Effectiveness of Programs and Services.

*(Continued on Page 3)*

**Upcoming Training/COSMA Events:**

**Site Reviewer Training (via Webinar)**

February 22, 2013 – 1:30-3pm EST  
(The webinar is limited to 15 participants)

**AAHPERD National Convention, Charlotte, NC**

**Accreditation Process Training**  
April 24, 2013, 8:30am – 12:00pm  
Convention Center – Room 105

**AAHPERD National Convention, Charlotte, NC**

**COSMA Overview – Sport Management Day**  
April 25, 2013, 1:00pm – 5:00pm  
Convention Center – Ballroom B

**NASSM 2013 Conference, Austin, TX**

**4th Annual Member Meeting (all welcome)**  
May 29, 2013, 11:30am – 1:30pm  
**Site Reviewer Training**  
May 29, 2013, 1:30pm – 3:00pm

## MESSAGE FROM THE EXECUTIVE DIRECTOR



*Heather Alderman  
Executive Director*

### To COSMA Members:

I have great news! COSMA membership is growing rapidly – we have 12 new members this fiscal year, the largest cohort since COSMA was formed in 2008. As the number and diversity of institutions and programs grows, so does the value of COSMA membership. The accreditation of the University of Louisville's three degree programs – including the first accredited doctoral program – and the accreditation of Thomas College's undergraduate and graduate programs reflect the variety of institutions and programs in our membership. With COSMA's focus on student learning outcomes and its mission-driven focus away from arbitrary standards, institutions as different as Thomas College and the University of Louisville are eligible for accreditation.

To help members as they go through the accreditation process, the COSMA Board of Directors is emphasizing its mentorship capabilities. Individuals who have pre-

viously served on the COSMA Board of Commissioners or who have served as site reviewers and the current members of the BOD may act as mentors to programs going through the process. While I am always available to help, you can seek extra guidance by contacting a mentor. Read the Q&A interview with Jay Gladden, Chairman of the Board of Directors to hear his perspective on providing mentoring for COSMA members.

The Board of Directors held its first meeting in October 2012 and outlined issues related to member recruitment and retention, the value of COSMA membership, and pursuing CHEA recognition. Besides emphasizing mentoring, I will be contacting you, our member programs, on a regular basis by phone to learn about your needs as you go through the process or get ready for reaffirmation of accreditation. We also reached out in a letter to the Provosts at all institutions in North America that have sport management programs, so if your Provost asks you about COSMA, you know why!

The most exciting outcome of the BOD's first meeting was the decision to explore the creation of an Internship Certification Program as a benefit to current and prospective members and the sport management industry. While students participate in a variety of experiential learning activities, the internship tends to be a culminating or seminal

experience for many sport management students. And, in many cases, it is the avenue to full-time employment. Outside of the focus on the internship as a component of Principle 3.2, there is no formal evaluation of the internship experience. The Certificate will be designed to provide guidelines and standards for what makes for an excellent internship program – for students, for programs, and for industry.

The guidelines will be presented at the 4th Annual Member Meeting on Wednesday, May 29, 2013, from 11:30am-1:30pm. All are welcome to attend and learn about this potential new benefit of COSMA accreditation.

I had a meeting at the Council for Higher Education Accreditation (CHEA) headquarters in Washington, DC, to discuss COSMA's eligibility for recognition by CHEA. Based on this meeting, COSMA has a few structural and internal changes to make to the composition of the Board of Commissioners and to some of its procedures. Once these changes are made, we will submit our request to be determined eligible (the first step) and proceed with seeking full recognition. The biggest change will be to add a member to the BOC who is "external" to the membership – someone from industry. In order to keep an odd number of Commissioners, an additional member representative will be added for a total of nine BOC members. Nominations will be solicited in March and elections will be held in April.

A very successful site reviewer training was held in October, concurrent with the SMA Conference in Orlando, and for those who could not attend, I am holding two webinars this January 25 and February 22 from 1:30-3pm EST. Attendance will be limited to 15 participants, and you will be required to answer quizzes, submit questions, and take a short "final exam" after the training. An additional site reviewer training will be held at the NASSM Conference on Wednesday, May 29 from 1:30-3pm – after the Annual Member Meeting.

For COSMA, there are no semesters, summer breaks, or exams to grade. I am committed to serving you and assisting you in being successful through the accreditation process all year long. While I know most of the membership by name and face, if we have had less contact, I encourage you to get in touch with me to say hello and let me know where you are in the process.

Sincerely,

*Heather Alderman*

Heather Alderman



## Thomas College and University of Louisville Accredited by COSMA

### *(University of Louisville- Continued From Page 1)*

The Sport Administration (SPAD) Program offers a Bachelor of Science degree (1994) and a Master of Science degree (2002). While the degree programs are relatively new, the Sport Administration program has been at the University of Louisville since the early 1980s. By the mid-1980s, undergraduate and graduate students interested in Sport Administration were enrolled in Physical Education with a concentration in Sport Administration. As the interest in Sport Administration rapidly increased, the concentrations were replaced by the current degree programs. The SPAD program supports a Specialty Area within the Ph.D. program in Educational Leadership and Organizational Development (ELOD). The Ph.D. is housed in the college's Department of Leadership, Foundations, and Human Resource Education (ELFH), but the SPAD Program has primary responsibility for admissions, advising, and administration of the specialty area. The first degrees were granted in May of 2004, and as of Fall 2011, 22 students have earned Ph.D. degrees in this program.

The University of Louisville offers three COSMA-accredited degree programs in sport administration: B.S. in Sport Administration, M.S. in Sport Administration, and a Ph.D. in Educational Leadership and Organizational Development (Sport Administration Specialty).

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Ph.D. in Educational Leadership and Organizational Development (Sport Administration Specialty).

### **About COSMA:**

COSMA ([www.cosmaweb.org](http://www.cosmaweb.org)) is a specialized accrediting body that promotes and recognizes excellence in sport management education in colleges and universities at the baccalaureate and graduate levels.

Institutions, students, employers, and the general public all benefit from the external verification of quality provided through COSMA's accreditation process.

They also benefit from the process of continuous quality improvement that is encouraged by COSMA's developmental approach to promoting excellence

in sport management education. COSMA accreditation replaced program approval granted by the former Sport Management Program Review Council (SMPRC). All SMPRC-approved programs will be recognized through their date of expiration until and unless they submit for COSMA approval.

COSMA's fiscal year begins on July 1 and membership applications are accepted year-round. COSMA is in the process of seeking 501(c)3 status and will seek recognition through the Council for Higher Education Accreditation (CHEA).

**Contact Heather Alderman,  
Executive Director  
at [cosma@cosmaweb.org](mailto:cosma@cosmaweb.org)**

## Mentoring Provided by COSMA Board of Directors

**COSMA** is dedicated to a developmental approach to accreditation and is formalizing its mentoring process by providing some guidelines for topic areas – such as outcomes assessment, new program development, and strategic planning – and a formalized visit and fee structure. These guidelines will be part of an upcoming revision to the Accreditation Process Manual that will be adopted in May 2013.

**Heather Alderman, Executive Director, spoke with Jay Gladden, the Chair of the COSMA Board of Directors, about his approach to mentoring and why mentoring is important.**

### **Heather: Why is mentoring important for COSMA members?**

**Jay:** COSMA Accreditation is still a relatively new process. Many institutions do not know what to expect, or don't fully understand how to prepare for the self-study or best articulate the program's strengths, weaknesses and opportunities.



*Jay Gladden, Chair  
COSMA Board of Directors*

Additionally, we have seen many programs confused about exactly what is expected related to outcomes assessment.

A mentor can be particularly helpful on this issue.

### **Heather: Why is an outside perspective so important?**

**Jay:** It is always instructive to have an outsider look at your program with a different lens. Too often, we cannot see strengths or opportunities because we are too close to our daily work.

### **Heather: What are the most important qualities a mentor should have?**

**Jay:** Being direct and honest, but also supportive. It helps to be detail-oriented and have excellent listening skills.

### **Heather: As you have acted in a mentoring capacity for COSMA, how have you defined yourself in this role?**

**Jay:** I like to think of my role as helping the program articulate its best case possible, while also providing an honest assessment of its challenges. As a mentor, I think it is also important to inform a program when they are not quite ready to go through the accreditation process, and to provide advice on what

needs to be put in place in order to become ready.

### **Heather: What specific steps do you take when mentoring?**

**Jay:** My approach is to focus on identifying the gaps that exist between where a program is, or what their self-study articulates, and the COSMA principles. Once the gaps are identified, the goal is to work with the program to identify strategies to close those gaps.

### **Heather: What do you see as the future of mentoring for COSMA? How will it develop over time?**

**Jay:** As more programs become familiar with the accreditation process, the community of programs highly engaged in COSMA will grow. This will create a wonderful community of practice that should evolve into strong peer mentoring relationships. The Board of Directors is also taking initiatives to help connect members with each other through the Annual Member Meeting, networking through COSMA headquarters, and formalizing a mentoring program through the Process Manual revisions.



# NASSM Teaching and Learning Fair

*Forum will provide sport management faculty an opportunity to exchange ideas, strategies, teaching and learning tools*



**The North American Society for Sport Management Teaching and Learning Fair**, a forum for the exchange of ideas, strategies, assignments, projects, and other teaching and learning tools of use and importance to sport management faculty, will be held at the 2013 Conference in Austin, TX. The Fair “presentation” consists of a walk-up style conversation where presenters highlight an activity, case study, or any deliverable teaching tool, technique, or pedagogy from the Sport Management academic area that demonstrates education in action. All NASSM members and guests registered for the NASSM con-

ference are eligible to present at the NASSM Teaching and Learning Fair.

Topical areas of all NASSM Teaching and Learning Fair presentations should cover key content associated with the Common Professional Component (CPC) outlined by the Commission on Sport Management Accreditation (COSMA): Social, Psychological, & International Foundations of Sport; Management (Sport Management Principles, Sport Leadership, Sport Operations Management/Event & Venue Management); Ethics in Sport Management; Sport Marketing; Finance/Accounting/Economics (Principles of Sport Finance, Accounting, Economics of Sport); Legal Aspects of Sport; and Integrative Experiences (Strategic Management/Policy, Internship, Capstone Experience).

Example topics are course planning; course design; assessment; teaching cases, communication activities; digital displays; use of multiple media; writing activities; portfolio development; en-

agement activities; class presentations and performances; activities promoting critical and/or constructive thinking and/or proficiency in inquiry; creative problem solving; creative environments to enhance academic success; service activities; extracurricular activities facilitating student growth; advising activities that extend teaching and learning; learner activities occurring outside of the classroom; and numerous additional topics as suggested/ submitted.

Guidelines for submitting to the Fair are available via the NASSM website or <http://www.nassm.com/NASSM2013/Abstracts/>. Abstract submissions may be sent to John Miller at [johnm@troy.edu](mailto:johnm@troy.edu) by February 15, 2013. Brenda Reimer and Leigh Ann Bussell will coordinate the placement of presenters at the Fair.

## Benefits of COSMA Accreditation

**COSMA accreditation provides its membership many benefits:**

**Accountability:** Specialized accreditation provides external accountability for the quality of academic programs in sport management. The demand for this type of accreditation by the general public and from industry is increasing rapidly.

**Enhanced Reputation:** External recognition of program quality enhances the reputation of sport management program among key constituencies. Accredited programs may use the COSMA logo in promoting their programs internally and externally.

**Evidence of Quality:** Through the accreditation process, the COSMA provides external assurance of quality in an institution's sport management programs, and ensures that the characteristics of excellence are evident. The sport management curriculum and co-curricular experiences provide students with the knowledge and skills needed to function effectively in the sport management industry. Both graduates and their employers need and are entitled to this quality assurance.

**Continuous Improvement:** Change is constant. Continuous improvement is proactive in that it confronts the changing environment, and helps prevent slippage in the quality of sport management education. Continuous improvement is an integral part of the accreditation process.

**Best Practices:** The COSMA supports and promotes best practices in sport management education.

## COSMA Board of Directors & COSMA Board of Commissioners

### COSMA Board of Directors

*Dr. Jay Gladden, IUPUI, Institutional Director* - (3 year term, expires 2015) - Chair  
*Dr. Jo Williams, University of Southern Maine, Institutional/Secretary Director* - (4 year term, expires 2016)  
*Kerrilyn Curtin, Madison Square Garden, Industry Director* (3 year term, expires 2015)  
*Dr. Gil Fried, University of New Haven, Finance Director* (4 year term, expires 2016)  
*Shannon McCarthy, University of Arkansas, Student Director* (2 year term, expires 2014)  
*Dr. Lisa Miller, American Military University, Chair of the Board of Commissioners* (non-voting)

### COSMA Board of Commissioners

*Dr. Robertha Abney, Slippery Rock University* - (3 year term, expires 2013)  
*Dr. Colleen Colles, Metropolitan State University of Denver* - (3 year term, expires 2014)  
*Dr. Ming Li, Ohio University* - (3 year term, expires 2013) - Past Chair  
*Dr. Christina Martin, Troy University* - (3 year term, expires 2014)  
*Dr. Lisa Miller, American Military University* - (3 year term, expires 2013) - Chair  
*Dr. Tim Newman, York College of Pennsylvania* - (3 year term, expires 2014)  
*Dr. Robert Prior, Northeastern University* - (3 year term, expires 2015)

## COSMA Accredited Programs

*Liberty University* (June 2011 - June 2018)  
 Bachelor of Science, Sport Management

*Neumann University* (June 2011 - June 2018)  
 Bachelor of Science, Sport and Entertainment Management  
 Master of Science, Sport and Entertainment Management

*Ohio University* (June 2012 - June 2019)  
 Bachelor of Science, Sport Science with Sport Management major, Master of Sports Administration  
 Master of Science in Athletic Administration

*Saint Leo University* (June 2010 - June 2017)  
 Bachelor of Science, Sport Business  
 Master of Business Administration, Sport Business

*Slippery Rock University* (June 2010 - June 2017)  
 Bachelor of Science, Sport Management

*Thomas College* (October 2012 - October 2019)  
 Bachelor of Science, Sport Management  
 Bachelor of Science, Sport Marketing Management  
 Bachelor of Science, Sport Management, Golf Concentration  
 Bachelor of Arts, Sport Management/Masters of Business Administration  
 Masters of Business Administration/Human Resources/  
 Bachelor of Science, Sport Management

*Troy University* (June 2011 - June 2018)  
 Bachelor of Science, Sport and Fitness Management  
 Master of Science, Sport and Fitness Management

*Wichita State University* (June 2012 - June 2019)  
 Bachelor of Arts, Sport Management  
 Master of Education, Sport Management

*Winthrop University* (June 2012 - June 2019)  
 Bachelor of Science, Sport Management

*York College of Pennsylvania* (June 2012 - June 2019)  
 Bachelor of Science, Sport Management

*University of Louisville* (October 2012 - October 2019)  
 Bachelor of Science, Sport Administration  
 Master of Science, Sport Administration  
 Doctor of Philosophy, Educational Leadership and Organizational Development (Sport Administration Specialty)

## Candidacy Status Update

The following 16 programs have been granted Candidacy Status (as of 1/28/2013):

\* = Indicates site visit scheduled

**Central Michigan University**

2212 Health Professions Building  
Mount Pleasant, MI 48859

**Davenport University**

6191 Kraft Avenue SE  
Grand Rapids, MI 49512

**Delaware State University**

1200 North Dupont Highway  
Dover, DE 19901

**Endicott College**

376 Hale Street  
Beverly, MA 01915

**Flagler College**

PO Box 1027  
St. Augustine, FL 32085

**Lasell College\***

1844 Commonwealth Avenue  
Newton, MA 02466

**Minnesota State University, Mankato**

1400 Highland Center (HN 176)  
Mankato, MN 56001

**Nichols College**

PO Box 5000  
Dudley, MA 01571

**North Greenville University**

7801 Tigerville Road  
Tigerville, SC 29688

**Northeastern University**

360 Huntington Avenue  
Boston, MA 02115

**Southeast Missouri State University\***

One University Plaza, MS7650  
Cape Girardeau, MO 63701

**University of Indianapolis\***

1400 E. Hanna Avenue  
Indianapolis, IN 46227

**University of Mount Union**

1972 Clark Avenue  
Alliance, OH 44601

**University of North Florida**

1 UNF Drive  
Jacksonville, FL 32224

**Wingate University\***

PO Box 159  
Wingate, NC 28174

**Western New England University\***

1215 Wilbraham Road  
Springfield, MA 01119

### COSMA *Publicity and Promotions Committee Call for Volunteers....*



The COSMA Board of Directors is seeking volunteers to join the:

**COSMA Publicity and Promotions Committee**

All COSMA members are eligible to serve on the committee, for a one-year renewable term.

**P&P Committee members** will contribute by writing and producing the *COSMA Insights* newsletter and assist with other activities in COSMA's commitment to advancing excellence in Sport Management education!

The COSMA Board of Directors will be contacting members in the coming weeks with details to volunteers for the committee.

## COSMA Institutional Members

### Charter Members

York College of Pennsylvania\*  
 Wichita State University\*  
 Liberty University, Inc\*  
 Saint Leo University\*  
 Neumann University\*  
 Winthrop University\*  
 Slippery Rock University\*  
 Troy University\*  
 Ohio University\*  
 Thomas College\*  
 Wingate University  
 Nichols College  
 University of Mount Union  
 Rogers State University  
 Lasell College  
 Flagler College  
 University of Massachusetts  
 North Greenville University  
 University of New Mexico  
 Southern New Hampshire Univ.  
 Coppin State University  
 George Mason University

### Joined FY 09-10

University of South Carolina  
 University of North Florida  
 Delaware State University

### Joined FY 10-11

Davenport University  
 Kutztown University  
 Southeast Missouri State Univ.  
 University of Louisville\*  
 Western Carolina University

### Joined FY 11-12

Northeastern University  
 Winston Salem State University  
 Lindenwood University  
 Central Michigan University

### Joined FY 12-13

Arkansas State University  
 University of Indianapolis  
 SUNY Cortland  
 Minnesota State Univ.-Mankato  
 Endicott College  
 United States Sports Academy  
 Metropolitan State Univ. of Denver  
 Lancaster Bible College  
 Western New England University  
 Saint John Fisher College  
 Southeastern Louisiana University  
 American Public University System

\* Accredited Institutions

## COSMA Individual Members

### Individual Members

Eve Atkinson	West Chester University
Dennis Bechtol	Northwood University-Florida
Gary Bernstein	University of Louisville
Ron Blizzard	Lyndon State College
Alicia Bockel	Student
Jacquelyn Cuneen	Bowling Green State University
Robert Case	Old Dominion University
Charles Crowley	California University of Pennsylvania
Kerrilyn Curtin	Madison Square Garden, Director of Insights and Planning
Gil Fried	University of New Haven
Karla Gavin	Upper Iowa University
Dina Gentile	Endicott College
Jay Gladden	IUPUI
Anneliese Goslin	University of Pretoria
Michael Hypes	Morehead State University
Julia Hypes	Morehead State University
Stephen Hoar	Becker College
Richard Irwin	University of Memphis
Darlene Kluka	Barry University
Jordan Kobritz	SUNY - Cortland
Phyllis Love	Grambling State University
Shannon McCarthy	University of Arkansas
John Miller	Texas Tech University
Lisa Miller	American Military University
Lisa O'Keefe	Leeds Metropolitan University
John M. Organ, Jr.	Bowie State University
David Pierce	Missouri Baptist University
Julie Powell	Union University
Robert Prior	Northeastern University
Tim Raynor	Albertus Magnus College
Thomas H. Sawyer	Indiana State University
Glacio Scremin	Jacksonville State University
Clarence M. Stewart	Bowie State University
Hal Walker	Elon University
Jo Williams	University of Southern Maine
Roy Yarbrough	California University of Pennsylvania

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