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COSMA ACCREDITS THREE SPORT MANAGEMENT PROGRAMS:

Southeast Missouri State University, University of Indianapolis, and Wingate University Each Granted COSMA Accreditation

The Board of Commissioners (BOC) of the Commission on Sport Management Accreditation (COSMA) accredited three new institutions with a total of seven Sport Management programs during its November 16, 2013, meeting. This brings the total number of COSMA-accredited institutions to 14 and the total number of accredited Sport Management programs to 31. All three member institutions – Southeast Missouri State University, University of Indianapolis, and Wingate University– submitted a comprehensive Self-Study document and hosted a site visit as a final evaluation of their programs. A list of all COSMA-accredited institutions can be found here: <http://cosmaweb.org/AccredPrograms>.

Southeast Missouri State University http://www.semo.edu/health/sport%20_management.htm



The Sport Management program at Southeast Missouri State University originally developed

through the Department of Physical Education which merged with the Department of Health and Leisure to form the current Department of Health, Human Performance and Recreation. The mission of the Sport Management program is to provide undergraduate and graduate students with professional education in the sport industry by emphasizing both theoretical and experiential learning as the twin pillars for success in a challenging and personal atmosphere. Coursework includes experiential learning opportunities and culminates in a capstone internship experience. Graduates work in a wide array of settings including minor league franchises, Major League Baseball, National Basketball Association, National Football League, National Hockey League, Charlotte Motor Speedway, intercollegiate athletics, university recreation, parks and recreation, sporting goods manufacturing, and sporting goods retail. Three degree programs in Sport Management are accredited the COSMA at Southeast Missouri State University: Bachelor of Science in Sport Management; a Mas-

ter of Arts in Higher Education Administration, Sport Management Focus; and a Master of Business Administration, Sport Management Option.

University of Indianapolis
<http://www.uindy.edu/health-sciences/kinesiology/sport-management>



The Sport Management program at the University of Indianapolis is housed within the College of Health Sciences and the Department of Kinesiology. The program has been in existence for 15 years, first as a Sport Administration degree. In 2006, the program's name changed from Sport Administration to Sport Management to reflect the broad-based approach of the redesigned curriculum to include the skills necessary for careers in any of the many segments of the sport industry, not just administration.

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Upcoming Training/COSMA Events:

- **January 15:** Submit materials for Candidacy Status as one .pdf to Heather Alderman
- **January 31:** 12:30-1:30pm EST: Site Reviewer Training Webinar
- **April 1:** Heather Alderman and Shannon McCarthy present at the Association of Specialized and Professional Accreditors (ASPA) Conference in Chicago, IL
- **April 2: 8:30am - 12pm:** Accreditation Process Training @AAHPERD in St. Louis, MO
- **April 15:** Submit materials for Candidacy Status as one .pdf to Heather Alderman
- **May 28: Time TBD:** 6th Annual Member Meeting @NASSM in Pittsburgh, PA
- **January 2015:** COSMA Conference! Stay tuned for details!

LETTER FROM THE EXECUTIVE DIRECTOR



*Heather Alderman
Executive Director*

To COSMA Members:

As COSMA moves forward toward CHEA recognition – by submitting our eligibility application in April – we are evaluating our current business model. Independence for COSMA from AAHPERD (now SHAPE America) is being explored as both of our organizations are growing and changing. We are exploring other options for financial management and independence from any other entities is ideal for achieving CHEA recognition.

In addition to this move to independence, COSMA's Board of Directors had a productive fall meeting filled with some tantalizing new ideas. One is hosting a COSMA Conference – an event to honor members, hold accreditation process and special topic trainings and workshops – and in particular, a conference that enables members to present research and ideas and exchange best practices in a collegial environment. The logistics are not yet determined, but we are planning for late January 2015. If you want to be involved in the planning process, please contact me.

The Board of Commissioners also had a productive fall meeting – accrediting three new institutions that are highlighted on the front page of this newsletter and working toward a revised draft of the Accreditation Principles. The biggest changes to the new document are focused on an adjusted classification system for faculty. The old categories that delineate only full-time and part-time faculty do not acknowledge the different levels of participation that all faculty may have – not dependent on their full- or part-time status. In addition, faculty scholarship, teaching loads, activities, and industry participation will be part of these new definitions. And at the heart

of the self study process – an emphasis on reflection, “closing the loop,” and continuous improvement – the new Principles document will ask for a more detailed explanation and documentation of what programs do with the information and data they have and how they make changes accordingly. Last, remember the internship certification that was tabled? Those guidelines will be incorporated into this draft to strengthen the internship process for every program that has this type of experiential component.

I welcome new members Ashford University, Bowling Green State University, and the University of South Dakota to the COSMA fold!

Upcoming Training/Events

January 15: Submit materials for Candidacy Status as one .pdf to Heather Alderman

January 31: 12:30-1:30pm EST: Site Reviewer Training Webinar

April 1: Heather Alderman and Shannon McCarthy (BOD Student Representative) present at the Association of Specialized and Professional Accreditors (ASPA) Conference in Chicago, IL

April 2: 8:30am - 12pm: Accreditation Process Training @AAHPERD in St. Louis, MO

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May 28: Time TBD: 6th Annual Member Meeting @NASSM in Pittsburgh, PA

January 2015: COSMA Conference! Stay tuned for details!

Call for BOC/BOD Nominations

Are you interested in running for a position in the COSMA leadership? Three current members of the Board of Commissioners are up for reelection and the Student Director's term on the Board of Directors is expiring in May 2014. The

Board of Commissioners' role is to make the accreditation decisions for the organization and interpret the principles and processes of the accreditation process. It is a cohesive group of nine individuals – eight who represent COSMA institutional and individual members and one public member who represents sport industry. They meet twice a year in person and hold bimonthly conference calls. Frequently working in teams, new members and more seasoned members learn from each other and bring a variety of perspectives to the table as they make these important decisions about program quality. If you are considering submitting a Statement of Interest to be considered by the Nominating Committee, contact Heather Alderman for more details. The call for nominations will come on March 1.

CHEA eligibility update

COSMA is preparing to submit its eligibility application for CHEA recognition by April 1 to be considered in June. Preparations for this process have been happening for over a year and continue as COSMA becomes its own independent financial entity. I hope to report good news to you in the summer edition of this newsletter!

Sincerely,

Heather Alderman

Heather Alderman



Southeast Missouri State University, University of Indianapolis, and Wingate University Accredited by COSMA

Continued from Front Page

Curricular changes resulted in a greater intensity of content in the areas of finance, economics, governance, sport marketing, and field experiences. Student enrollment has

grown consistently, from 40 students in 2004 to 100 students in 2013. In 2012, a Master of Science

in Sport Management was added to prepare students for employment in intercollegiate athletic administration. Courses are team taught by a sport management faculty member and an industry professional. These courses are delivered via a hybrid format, with online lessons supplemented by monthly face-to-face meetings with the faculty member and the industry professional. The two Sport Management programs accredited by COSMA are: Bachelor of Science, Sport Management and Master of Science, Sport Management.

Wingate University

<http://www.wingate.edu/academics/sport-management>

**WINGATE
UNIVERSITY**

Founded in 1896

In 1998, Wingate University's Department of Health, Physical Education and Recreation became the Department of Sport Sciences and a cooperative and interdisciplinary major of Sport Management was created with

the School of Business. The School of Business selected the courses appropriate for this major - half from the School of Business and half from the Department of Health, Physical Education and Recreation. Expanding on the undergraduate degree, in 2006, the Department of Sport Sciences, under the Thayer School of Education, began offering two masters degrees: the Master of Science in Sport Administration and the Master of Arts in Physical Education. In 2008, the Department of Sport Sciences was elevated to its own School of Sport Sciences. The School of Sport Sciences has continued to adjust the curriculum to meet growing enrollment and the changing job market. The Sport Management major has evolved over the last 18 years to fit the needs of current students. Wingate University has two Sport Management programs accredited by COSMA: Bachelor of Science, Sport Management and the Master of Arts, Sport Management.

Wingate University's School of Sport Sciences Sport Management Program is committed to developing and delivering the highest quality undergraduate and graduate educational experience for all students. The quality educational experience will include attracting and retaining faculty committed to the mission of the University who value teaching and applied scholarship; providing students with opportunities to actively engage in the learning process both in and out of the classroom; promote professional development; cultivate leading lives of global significance; and a commitment to ethical decision-making and service.

About COSMA

COSMA (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 worldwide. 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's fiscal year begins on July 1 and both institutional and individual membership applications are accepted year-round. For more information and application materials, please visit www.cosmaweb.org. Heather Alderman, Executive Director, can be contacted at

cosma@cosmaweb.org or 202-329-1189.



The Status of Sports Management as a Career Field



The discipline of sports management is broad and versatile when considering the career opportunities

for the existing and future students in undergraduate and graduate sports management programs. As an industry, sports management includes youth sports, collegiate athletics, professional sports, sports programs for individuals with special needs, municipal sports and recreational programming, and many others. Moreover, the philosophy of sports management may differ depending on the municipal agencies, private organizations, and ownership groups that provide the programs, services, and sporting events. In other words, the field is extensive and the career opportunities significantly vary depending on the program, services, level of competition, and organization.

Ratten (2010) argues that sports management is an expanding field with significant potential for growth and opportunities. According to Skinner and Gilbert (2007) sports management offers

students a career with ample opportunity for growth and development. The same argument is supported when analyzing the occupational labor statistics provided by the United States Department of Labor Occupational Handbook (Bureau of Labor Statistics, 2014). Between the years of 2010 and 2020 certain occupations within sports and recreation show an increased potential for job growth, equal to, or over the national average of non-sports management occupations (Bureau of Labor Statistics, 2014).

Occupations such as recreation workers, coaches, sports officials, and sporting event staff are suggested to have opportunities for growth during 2010-2020 (Bureau of Labor Statistics, 2014). These types of occupations may not seem glamorous; however, for some students these are an opportunity to enter the field to gain experience and obtain valuable insights into sports management. Moreover, these occupations function within organizations that will require coordinators and administrators to develop, implement, and supervise the occupations within the discipline.

Collegiate athletics and professional sports also offer students of sports management career opportunities. Job opportunities are available in these areas of sports management; however, it can be extremely competitive to obtain employment in collegiate athletics and professional sports. With this in mind, students of sports management must make every effort to continue their academic studies in the field, establish contacts in the industry, volunteer for a department or team, and be willing to accept entry level positions.

When considering the status of sports management as a career field it is apparent that the discipline includes a positive outlook. Comparatively, sports management as a discipline provides students with greater opportunities than many other disciplines due to employment and economic trends since 2008. Thus, in general terms, the future trends for a career in sports management are positive.

Dr. N. Jonas Ohrberg is an Assistant Professor in the Forbes School of Business at Ashford University

How Can COSMA Help You Build a Degree in Sport Management?



This is Part II of an article written by Nancy Price, Instructor in the Department of Health Sciences and Human Performance at Alabama A&M University

Working with Multiple Accrediting Bodies

In the Summer 2013 edition of this newsletter, I reported how we were progressing through accreditation with ACHE. We have been approved as a new program and are beginning to teach three courses this semester. Does that mean we have met other requirements for other accreditation processes? Not yet, but we are moving in that direction. We are currently going through the SACS accreditation process. One of the most challenging aspects is having to rewrite all syllabi in our new undergraduate Sport Management program to meet their requirements and select current textbooks within designated subject areas. While this is time-consuming, it continues to help us improve the quality of our program as it launches. Revising the courses has sent us back to the COSMA principles to ensure that we are in compliance with both accrediting bodies' requirements. As the new program has unfolded, many students who were in the previous Sport Management concentration have switched to the Bachelor of Science degree. Our data and information collection has begun with the transition of those students from the concentration and the new students that are coming into the program. It is our intent to continue the collection of information about the program so we can be on track for COSMA accreditation and the preparation of writing a self study document.

Combining Programs to Build Programs

The concentrations in Sport Management and Exercise Science are being phased out and we will continue with two undergraduate degree programs: A B.S. in Sport Management with a choice of emphasis in either Management or Marketing (with coursework completed in the Business Department) and a B.S. in Physical Education Teacher Education. The idea was to strengthen those two programs before we attempt to add any other option. At this point, the entire Sport Management curriculum will be implemented within the next two years. Within this time span, there are plans to begin placing some of the introductory courses online with the intent of eventually having the entire program available both on-campus and online. We want to bring as many students as possible into the program while continuing to improve upon the course work and the program in general.

Faculty Challenges and Accreditation Requirements

Unfortunately, we lost one of our doctorally-qualified instructors, but hope to select an equally talented or superior replacement. I thought creating a new program was challenging, but the process of reviewing credentials and interviewing individuals is time consuming and thought provoking! I am in the process of completing my dissertation in Sport Management Leadership and my background is in Physical Education and Athletics. Ultimately, we hope to hire another doctorally-qualified individual to join myself and two profes-

sionally-qualified instructors. We are wrestling with selecting a more seasoned candidate with experience versus a recent graduate who is up-to-date in the field versus someone in-between whose diverse background will also add to our program's strengths. To help us make these choices, we are examining where the program is going and how each potential hire will enhance the current and future direction of the program. In addition, we are reviewing the credentials of these faculty and evaluating how they meet COSMA accreditation requirements. Diversity within the faculty and programs will benefit the department as a whole by having several instructors with complementary backgrounds rather than one or two faculty teaching all of the courses.

Excellence in Sport Management Education

Throughout the entire process of building a Sport Management undergraduate degree, we have kept several things constant: Establishing higher academic standards in coursework, encouraging a higher standard for faculty credentials, and promoting and ensuring accountability within the program by creating clear program goals and student learning outcomes. Ultimately, this leads to providing the students with a high quality education that will prepare them to pursue their career goals. Understanding and adhering to the COSMA Principles will help ensure that we achieve these constants.

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. Colleen Colles, Metropolitan State University of Denver, Chair of the Board of Commissioners (non-voting)

COSMA Board of Commissioners

Dr. Robertha Abney, Slippery Rock University - (3 year term, expires 2016)
Dr. Colleen Colles, Metropolitan State University of Denver - (3 year term, expires 2014) - Chair
Dr. Susan Foster, Saint Leo University - (3 year term, expires 2016)
Dr. Christopher Greenwell, University of Louisville - (3 year term, expires 2016)
Dr. Darlene Kluka, Barry University - (3 year term, expires 2016)
Dr. Christina Martin, Troy University - (3 year term, expires 2014)
Dr. Tim Newman, York College of Pennsylvania - (3 year term, expires 2014)
Dr. Robert Prior, Northeastern University - (3 year term, expires 2015)
Russell Scibetti, New York Jets - (3 year term, expires 2016)

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
 Professional Master of Sports 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

Southeast Missouri State University (October 2013 - October 2020)

Bachelor of Science, Sport Management
 Master of Business Administration, Sport Management option
 Master of Arts in Higher Education Administration, Athletic Administration focus

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

University of Indianapolis (October 2013 - October 2020)

Bachelor of Science, Sport Management
 Master 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)

Wichita State University (June 2012 - June 2019)

Bachelor of Arts, Sport Management
 Master of Education, Sport Management

Wingate University (October 2013 - October 2020)

Bachelor of Science, Sport Management
 Master of Arts, 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

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
 Lasell College
 University of Massachusetts
 North Greenville University
 University of New Mexico
 Southern New Hampshire Univ.
 George Mason University

Joined FY 09-10

University of South Carolina
 University of North Florida
 Delaware State University

Joined FY 10-11

Davenport University
 Southeast Missouri State Univ.*
 University of Louisville*
 Kutztown University
 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
 Metropolitan State Univ. of Denver
 Western New England University
 Saint John Fisher College
 Southeastern Louisiana University
 American Public University System

Joined FY 13-14

Bowling Green State University
 University of South Dakota
 Ashford University

* Accredited Institutions

COSMA Individual Members

Individual Members

Clarence M. Stewart
 John M. Organ, Jr
 Jo Williams
 Thomas H. Sawyer
 Richard Irwin
 Hal Walker
 Darlene Kluka
 Anneliese Goslin
 Jay Gladden
 Michael Hypes
 Julia Hypes
 Glacio Scremin
 Gil Fried
 Dennis Bechtol
 Robert Case
 Kerrilyn Curtin

Karla Gavin
 David Pierce
 Ron Blizzard
 Charles Crowley
 Roy Yarbrough
 Laura Miller
 Shannon McCarthy

Bowie State University
 Bowie State University
 University of Southern Maine
 Indiana State University
 University of Memphis
 Elon University
 Barry University
 University of Pretoria
 IUPUI
 Morehead State University
 Morehead State University
 Jacksonville State University
 University of New Haven
 Northwood University Florida Campus
 Old Dominion University
 Madison Square Garden, Director of
 Insights and Planning
 Upper Iowa University
 IUPUI
 Newberry College
 California University of Pennsylvania
 California University of Pennsylvania
 California University of Pennsylvania
 University of Arkansas

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 Stephen Hoar
 Nancy Price
 Andro Barnett
 Christina Gipson
 Michael Judd
 W. Scott Bradshaw
 Richard LaRue
 N. Jonas Ohrberg
 Jeff Konin
 Mauro Palmero
 Thomas Orr
 Carry Brown
 Ellen Staurowsky
 Marilyn Mather
 Pat Lutt
 Daniel Kelly
 Lajuan Hutchinson
 Eve Atkinson
 Sloane Milstein

University of Louisville
 Becker College
 Alabama A&M University
 Shepherd University
 Grambling State University
 Cardinal Stritch University
 Bucks County Community College
 University of New England
 Ashford University
 Eastern Connecticut State University
 East Tennessee State University
 Northern State University
 Brescia University
 Drexel University
 Dowling College
 Wayne State College
 Wilmington College
 University of West Alabama
 West Chester University of Pennsylvania
 Southern Connecticut State University

Candidacy Status Update

The following 18 programs have been granted Candidacy Status (as of 11-16-2013):

* = Indicates site visit scheduled

Arkansas State University

2105 E. Aggie Road
Jonesboro, AR 72401

Southern New Hampshire University

2500 North River Road
Manchester, NH 03106

SUNY Cortland

PO Box 2000
Cortland, NY 13045

Southeastern Louisiana University

400 Tennessee Avenue
Hammond, LA 70402

Kutztown University

15200 Kutztown Road
Kutztown, PA 19530

Bowling Green State University*

229 Eppler Center
Bowling Green, OH 43403

Minnesota State University, Mankato

1400 Highland Center (HN 176)
Mankato, MN 56001

Western New England University

1215 Wilbraham Road
Springfield, MA 01119

University of Mount Union*

1972 Clark Avenue
Alliance, OH 44601

University of North Florida

1 UNF Drive
Jacksonville, FL 32224

Central Michigan University

2212 Health Professions Building
Mount Pleasant, MI 48859

Delaware State University

1200 North Dupont Highway
Dover, DE 19901

North Greenville University

7801 Tigerville Road
Tigerville, SC 29688

Lasell College*

1844 Commonwealth Avenue
Newton, MA 02466

Davenport University

6191 Kraft Avenue SE
Grand Rapids, MI 49512

Northeastern University

360 Huntington Avenue
Boston, MA 02115

Nichols College

PO Box 5000
Dudley, MA 01571

Endicott College

376 Hale Street
Beverly, MA 01915



COSMA

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www.cosmaweb.org