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Robert M. Prior, Ed.D.
Northeastern University
COSMA Publicity and Promotions Committee Member/Contributor
Newsletter Design/Layout

Ray Schneider, Ph.D.
Bowling Green State University
COSMA Publicity and Promotions Committee Member/Contributor

INSIDE THIS ISSUE

COSMA Accredits Three New Programs	1
Upcoming Training/Events	1
Letter from the ED	2
COSMA Attains Non-Profit Status	2
BOC/BOD Elections	3
2016 COSMA Conference Highlights	4
List of Accredited	5
List of Member Programs	6
Candidacy Status Update	6
List of Individual Members	7

COSMA Accredits Three Sport Management Programs

Davenport University (Bachelor of Business Administration in Sport Management)
Kutztown University (Bachelor of Science in Leisure and Sport Studies)
Northeastern University (Master of Sports Leadership)

The Board of Commissioners (BOC) accredited three new Sport Management programs at its September 25, 2015, meeting, bringing the total number of COSMA-accredited sport management programs to 45. Each academic unit submitted a comprehensive Self-Study document and hosted a site visit as a final evaluation of their program. A list of all COSMA-accredited programs can be found on page 5.



Davenport University

Bachelor of Business Administration in Sport Management

<http://www.davenport.edu/programs/business/bachelors-degree/sport-management-bba>

Davenport University's Sports Management program prepares graduates for leadership careers in the field of sports business. Students learn the fundamentals of accounting, marketing, economics, finance, IT, business research and statistics in a learning environment that balances textbook theory with real-world sport business application. Program requirements also include two sport internships and sport courses in governance, advertising, operations, facility management, law and global

sport industry. Unlike many similar programs, this major is housed in the Donald W. Maine College of Business with graduates earning a Bachelor of Business Administration (BBA) degree in Sport Management. This positioning reflects the commitment to provide graduates with the skills necessary to compete for the highly sought after careers in sport business.



Kutztown University

Bachelor of Science in Leisure and Sport Studies

<http://www.kutztown.edu/academics/undergraduate-programs/leisure-and-sport-studies.htm>

Kutztown University's Leisure and Sport Studies program is designed to prepare students for administrative and operations positions within the sport, athletics, recreation, and fitness industries. All students receive a Bachelor of Science in Leisure and Sport Studies degree with career options that include positions with professional teams, college and high school athletic departments, athletic facilities, sport products, sport events, and sport tourism. The Leisure and Sport Studies degree program at Kutztown University offers a choice of two spe-

cializations: Coaching & Athletic Administration Minor and Health Promotion/Fitness Administration.

The Department's mission is to provide students with exceptional educational opportunities in the following manner:

- To be leaders and contributors in the sport industry.
- To make healthy decisions throughout their lives.
- To prepare for leadership and entrepreneurship opportunities.

The Department's overall vision and mission includes:

- Successful graduates preferred by employers in an ever-changing sport industry.
- Leaders and entrepreneurs in Sport Management and Leadership Studies who disseminate knowledge at a national/international level.
- Students who engage in research collaboration and practical experiences specific to the Sport Management industry.
- Valued partnerships and excellent service in sport organizations to boost sport business.
- Coaches and Athletic Administrators who work successfully in educational institutions.
- Graduates who maintain active and healthy lifestyles.

Continued on Page 3

Upcoming Training and Events:

- **January 14** - New Manual Orientation conference call, 12pm EST
- **January 25** - New Manual orientation conference call, 12pm EST
- **February 11** - Board of Commissioners meeting, Tampa, FL
- **February 12** - Board of Directors Meeting, Tampa, FL
- **February 11-12** - COSMA Conference, Tampa, FL
- **September 23, 2016** - Board of Commissioners meeting, Denver, CO

LETTER FROM THE EXECUTIVE DIRECTOR

To COSMA Members:



Heather Alderman
Executive Director

Happy New Year everyone! As I reflect on 2015, progress was the consistent theme. COSMA hosted its first conference in February – with 75 people and hosted by

Drexel University – faculty from around the world attended to acquaint themselves with and deepen their understanding of the COSMA accreditation process and to discuss excellence in teaching sport management. Over the summer, I prepared a lengthy and detailed application for non-profit [501(c)3] status for COSMA. Simultaneously, I worked with SHAPE America to channel all financial transaction responsibilities to COSMA: This meant opening a banking account and processing all credits and debits. I expanded the website's capacity to take credit card payments and sent the lengthy application to the IRS with fingers crossed.

Meanwhile, I prepared for a site visit from the Council on Higher Education Accreditation (CHEA) and also began writing COSMA's own self-evaluation document for CHEA recognition. COSMA will have a second site visit during our Board of Commissioners meeting on February

11 and will receive an official report from that visit. Just as all accredited members have an opportunity to reply to the site visit report written about their programs, so will I. And, I will be "testifying" in June during a meeting of the CHEA Committee on Recognition to answer questions they have about the COSMA accreditation process. Be glad we don't make you do that! I will have Jo Williams with me as she was part of the task force that started COSMA and wrote its initial manuals.

Speaking of manuals, your Board of Directors recently adopted revisions to both the Accreditation Process Manual and the Site Visit Preparation Manual (renamed to make sense!). I am holding three conference calls in January to explain and discuss the changes that were made – to align with CHEA standards and strengthen weaker areas. The Accreditation Principles document is currently available for "public comment" – this means that YOU can review the proposed changes and make suggestions of your own. When that document is adopted by the Board of Directors, we will make sure that it is clear which programs will be reviewed under the new standards, and which are "grandfathered" into the old ones.

Meanwhile, COSMA programs are going through the accreditation process, seeking Candidacy Status and hosting site visits. Student Members top 100 in

COSMA's newest membership category. Onward and upward in 2016!

About COSMA

COSMA (www.cosmaweb.org) is a specialized accrediting body that promotes and recognizes excellence in sport management education worldwide in colleges and universities at the bachelor's and master's 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's fiscal year begins on July 1 and both program 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.

Sincerely,

Heather Alderman

Heather Alderman

COSMA Attains Non-Profit Status

In January 2016, COSMA received 501(c)3 status – designation as a nonprofit organization recognized by the IRS. This means important things to the institutions you work for and for COSMA as well. With this status, it is possible that funds sent to COSMA for individual membership dues could be considered tax deductible. For COSMA, non-profit status means different (lesser) rates at hotels and with other vendors, savings that can be passed on to our members. You may have noticed that COSMA has been collecting its own dues via check and credit card on the website since last August – an organization may act in the capacity of a non-profit while it goes through the application process. We are thrilled to report that "acting" has turned into "being!"

I want to take this opportunity to thank SHAPE America (and its previous entity, AAHPERD) for supporting COSMA and providing us with financial transaction support from 2008-2015. During that time, I learned a lot about tax law and how to comply, which has only helped COSMA moved forward independently. Specifically, Paul Roetert, CEO; Laura Myers, VP for Finance; and Pam Grimard, Business Office each provided support in moving us forward.

COSMA Accredits Three Sport Management Programs

From Page 1



Northeastern University

Master of Sports Leadership

<http://www.cps.neu.edu/degree-programs/graduate/masters-degrees/masters-sports-leadership.php>

The Master of Sports Leadership program was founded in 2005 and has conferred over 275 degrees since its first graduating class in 2007. The practice-oriented sports leadership master's degree is structured to accommodate mid-career athletic administrators and coaches, as well as individuals

seeking to prepare for careers in the sports industry. Developed in collaboration with Northeastern University's Center for the Study of Sport in Society, the Master of Sports Leadership prepares you for a variety of sport-related occupations—whether it's working with a professional or inter-collegiate sports team, a fitness club or wellness organization, in marketing, communication, or sports management. Courses within this unique graduate degree examine the social and business issues that are critical to sports leadership. Offered in an online format with an intensive one-week summer institute in Boston, this practice-oriented degree provides you with a well-rounded educational experience—equipping you to advance your career in the sports industry.

Program Objectives:

- Identify your leadership styles and strengths and take steps to improve your leadership capacity

- Understand what it takes to build highly effective teams
- Obtain approaches and techniques for effectively tackling ethical dilemmas
- Explore the legal issues related to equipment use, facility management, and accommodation for special populations
- Learn how to leverage sports for greater social and economic good
- Examine the planning, scheduling, and financial issues associated with running a successful athletics program
- Discover how to use sports to foster diversity, prevent violence, and improve the health of local and global communities

It's Election Time!

Are you a secret "accreditation nerd?" I know you are out there! Are you curious about the discussions the Board of Commissioners has? Are you looking for some additional volunteer scholarly activities to put on your CV? The COSMA Board of Commissioners and Board of Directors have vacancies this spring – consider running for one or both Boards.

COSMA Board of Directors

The BOD serves COSMA and the membership in many ways, including: Establishing the policies and procedures essential to accomplishing the mission and goals of COSMA and its proper functioning; approving the annual budget and strategic plan of COSMA; and monitoring the effectiveness of the policies, procedures, and activities of COSMA and approving changes and improvements where appropriate. The three open positions are:

- Finance Director
- Program/Secretary Director
- Student Director

You are not required to be a member of COSMA to run for the Student or Finance Director position and the nomination process is easy – you may nominate yourself and submit a Statement of Interest by the March 31st deadline. Additional details regarding the du-

ties of the BOD, qualifications for each position and election timeline details are available here: <http://www.cosmaweb.org/bod-nominations.html>.

COSMA Board of Commissioners

The BOC serves COSMA and the membership in the following ways: Oversight of the organization's accreditation policies including maintenance and review of any proposed changes; review of applications for candidacy status; identification and assignment of site reviewers in con-

junction with the Executive Director; review of self-study reports and the development final recommendations with respect to accreditation; and review of Annual Reports submitted by all member programs.

Five positions are open this year from the program and individual membership, including at least one public member. Additional details regarding the duties of the BOC, qualifications for each position and election timeline details are available here: <http://www.cosmaweb.org/boc-nominations.html>.

Nomination Process and Timeline:

Date	Action
March 1	Open call for candidates interested in serving on the Board of Commissioners/Board of Directors
March 31	Deadline for interested individuals to submit a Statement of Interest. Statements should include: 1) the individual's complete contact information, 2) their history as Board members in this or other organizations, and 3) their interest in becoming a leader in the Sport Management Academic community while serving the individual and group members of the organization. Statements of interest must be submitted to cosma@cosmaweb.org by 5:00 PM (EST) March 31.
April 11-29	The final candidates are submitted to membership for a vote.
May 2	Election results are compiled and the new Board members are notified and changeover occurs.

2016 COSMA Conference Highlights

COSMA and the University of Tampa in Tampa, FL, are hosting the 2016 COSMA Conference on February 11-12, 2016, and the conference is sponsored by:



Under the theme, "Sport Management Education: Expanding the Possibilities," four sub-themes will be addressed:

- Global Education in Sport Management
- Experiential & Service Learning in Sport
- Engaging the Modern Sport Management Student
- Quality Assurance/Best Practices in Assessment in Sport Management Education

Concurrent session highlights include:

Think Globally, Engage Pedagogically: Landing and Supervising International Field Experiences (Dr. Jennifer Kane,



Dr. Jason Lee, Dr. Elizabeth Gregg and Dr. Terry Cavanaugh, University of North Florida)

Leveraging Sport Management on an Innovation Campus (Dr. G. Clayton Stoldt, Dr. Mark Vermillion, Dr. Wonyoung Kim, and Dr. Jeff Noble, Wichita State University)

The Modern Sport Management Student Profile: Sexism and Openness to Diversity (Ms. Elizabeth Taylor, University of Tennessee, Knoxville)

Project-Based Global Sport Management (Dr. James Thoma, Mount Union University)

Keeping it Simple! Best Practices in Student Learning Outcomes Development and Assessment (Dr. Jennifer VanSickle, University of Indianapolis and Dr. Christina Martin, Troy University)



The Development of a Career-Savvy Sport Professional: Effectively Using Outcomes Assessment (Dr. Molly Hayes Sauder and Dr. Susan Klinedinst, York College of Pennsylvania)

Analytics in Sport Management, Dr. Bob Clarkson, Davenport University; Analytics experts from the Tampa Bay Buccaneers, Tampa Bay Lightning, Orlando Magic; and Dr. Michael Mondello, University of South Florida.

Speaker highlights:

"Engaging the Modern Sport Management Student," Ms. Carli Todd, Senior Communications Coordinator, Tampa Bay Rays

Sport Management Accreditation: Trends and Challenges, Dina Gentile, Endicott College

Adjunct Training Module Demonstration

COSMA Board of Directors

Dr. Clay Stoldt, Wichita State University, Institutional Director - (3 year term, expires 2018) - Chair

Dr. Jo Williams, University of Southern Maine, Institutional/Secretary Director - (4 year term, expires 2016)

Dr. Leslie Bauknight Nixon, Miami Dolphins/Barry University (3 year term, expires 2018)

Dr. Gil Fried, University of New Haven, Finance Director (4 year term, expires 2016)

Elizabeth Taylor, University of Tennessee, Student Director (2 year term, expires 2016)

Dr. Robert Prior, Northeastern University, 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 2017)

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. Curt Laird, Columbus State Community College (3 year term, expires 2017)

Dr. Tim Newman, York College of Pennsylvania (3 year term, expires 2017) - Vice Chair

Dr. Robert Prior, Northeastern University (3 year term, expires 2018) - Chair

Russell Scibetti, KORE Software (3 year term, expires 2016)

COSMA Accredited Programs

Bowling Green State University (June 2014 - September 2021)
Bachelor of Science in Education, Sport Management Program
Master of Science in Education, Sport Administration specialization
(accredited November 2014)
Bowling Green, OH 43403

Central Michigan University (February 2015 - February 2022)
Bachelor of Science in Sport Management
Bachelor of Arts in Sport Management
Bachelor of Applied Arts in Sport Management
Master of Arts in Sport Administration
2212 Health Professions Building
Mount Pleasant, MI 48859

Davenport University (September 2015 - September 2022)
Bachelor of Business Administration in Sport Management
6191 Kraft Avenue SE
Grand Rapids, MI 49512

Endicott College (February 2015 - February 2022)
Bachelor of Science in Sport Management
Master of Education in Athletic Administration
376 Hale Street
Beverly, MA 01915

Kutztown University (September 2015 - September 2022)
Bachelor of Science in Leisure and Sport Studies
15200 Kutztown Road
Kutztown, PA 19530

Lasell College (November 2014 - September 2021)
Bachelor of Science, Sport Management
1844 Commonwealth Avenue
Newton, MA 02466

Liberty University (June 2011 - June 2018)
Bachelor of Science, Sport Management
Master of Science, Sport Management
1971 University Boulevard
Lynchburg, VA 24502

Neumann University (June 2011 - June 2018)
Bachelor of Science, Sport and Entertainment Management
Master of Science, Sport and Entertainment Management
One Neumann Drive
Aston, PA 19014

Northeastern University (September 2015 - September 2022)
Master of Sports Leadership
360 Huntington Avenue
Boston, MA 02115

Ohio University (June 2012 - June 2019)
Bachelor of Science, Sport Management (Name change, Fall 2014)
Master of Sports Administration
Master of Science in Athletic Administration
Professional Master of Sports Administration (accredited July 2013)
Cutler Hall 108
Athens, OH 45701

Saint Leo University (June 2010 - June 2017)
Bachelor of Arts, Sport Business
Masters of Business Administration, Concentration in Sport Business
Post Office Box 6665
Saint Leo, FL 33574

Slippery Rock University (June 2010 - June 2017)
Bachelor of Science, Sport Management
300 Old Main Way - 1 Morrow Way
Slippery Rock, PA 16057

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
One University Plaza, MS7650
Cape Girardeau, MO 63701

Thomas College (October 2012 - October 2019)
Bachelor of Science, Sport Management
Bachelor of Science, Sport Marketing Management
Bachelor of Arts, Sport Management/Masters of Business Administration
Masters of Business Administration/Human Resources/Bachelor of Science, Sport Management
108 West River Road
Waterville, ME 04901

Troy University (June 2011 - June 2018)
Bachelor of Science, Sport and Fitness Management
Master of Science, Sport and Fitness Management
338 C Stadium Tower
Troy, AL 36082

University of Indianapolis (October 2013 - October 2020)
Bachelor of Science, Sport Management
Master of Science, Sport Management
1400 E. Hanna Avenue
Indianapolis, IN 46227

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)*
103 HP/Studio Arts Building
Louisville, KY 40292

University of Mount Union (November 2014 - September 2021)
Bachelor of Arts, Sport Business
1972 Clark Avenue
Alliance, OH 44601

University of North Florida (November 2014 - September 2021)
Bachelor of Science, Sport Management
1 UNF Drive
Jacksonville, FL 32224

Western New England University (November 2014 - September 2021)
Bachelor of Science, Business Administration, Sport Management
1215 Wilbraham Road
Springfield, MA 01119

Wichita State University (June 2012 - June 2019)
Bachelor of Arts, Sport Management
Master of Education, Sport Management
1845 Fairmount Street
Wichita, KS 67260

Wingate University (October 2013 - October 2020)
Bachelor of Science, Sport Management
Master of Arts, Sport Management
Post Office Box 159
Wingate, NC 28174

Winthrop University (June 2012 - June 2019)
Bachelor of Science, Sport Management
701 Oakland Avenue
Rock Hill, SC 29733

York College of Pennsylvania (June 2012 - June 2019)
Bachelor of Science, Sport Management
441 Country Club Road
McKay Hall 213
York, PA 17403

COSMA Program Members

***Accredited programs**

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*
University of Mount Union*
Lasell College*
 Nichols College
 University of Massachusetts
 North Greenville University
 University of New Mexico
 George Mason University

Joined FY 09-10

University of South Carolina
University of North Florida*

Joined FY 10-11

Davenport University*
Southeast Missouri State Univ.*
University of Louisville*
Kutztown 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
Endicott College*
 Metropolitan State University 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 *
 St. Thomas Aquinas College

Joined FY 14-15

Indiana University - Purdue University
 Indianapolis
 Barry University
 University of Tennessee
 Louisiana State University
 Lancaster Bible College

Joined FY 15-16

University of Tampa
 Massey University
 University of Southern Indiana
 Wilmington College
 Fairleigh Dickinson University
 Georgetown University
 Alfred State College

Candidacy Status Update

The following 15 programs have been granted Candidacy Status (as of updated 12/23/2015)

*** = Indicates site visit scheduled**

Nichols College

Dudley, MA

***North Greenville University**

Tigerville, SC

University of New Mexico

Albuquerque, NM

Arkansas State University

Jonesboro, AR

SUNY Cortland

Cortland, NY

Metropolitan State University of Denver

Denver, CO

***Saint John Fisher College**

Rochester, NY

Southeastern Louisiana University

Hammond, LA

Indiana University - Purdue University Indianapolis

Indianapolis, IN 46202

Louisiana State University

Baton Rouge, LA

Lancaster Bible College

Lancaster, PA

University of Tampa

Tampa, FL

***University of Southern Indiana**

Evansville, IN (Bachelor's degree only)

Wilmington College

Wilmington, OH

Lasell College

Newton, MA (Master's degree)

COSMA Individual Members

Clarence M. Stewart	Bowie State University	Lajuan Hutchinson	University of West Alabama
Jo Williams	University of Southern Maine	Ed Garrett	Belhaven University
Hal Walker	Elon University	Tim Newman	York College of Pennsylvania
Gil Fried	University of New Haven	Dexter Davis	University of Tennessee, Martin
Dennis Bechtol	Northwood University Florida Campus	Steven Rader	Shawnee State University
Karla Gavin	Upper Iowa University	Paula Parker	East Stroudsburg University
Roy Yarbrough	California University of Pennsylvania	Sarah Gee	Massey University
Nancy Price	Alabama A&M University	Patricia Hogan	Northern Michigan University
Andro Barnett	Shepherd University	Edward Arner	East Stroudsburg University
W. Scott Bradshaw	Bucks County Community College	Sandra Shawver	Midwestern State University
Richard LaRue	University of New England	Jay Jisha	University of Tampa
Jeff Konin	University of Rhode Island	Anthony Jackson	Widener University
Thomas Orr	Northern State University	Steven Coyne	Bucks County Community College
Marilyn Mather	Dowling College	Brian Larson	Widener University
Laura O'Neil	Westfield State University	Robert Owens	Southern New Hampshire University
Julie Lanzillo	Neumann University	Curt Laird	Columbus State Community College
James Santomier, Jr.	Sacred Heart University	Dana DeLong	Southern Christian University
Jaedeock Lee	East Stroudsburg University	Melissa Cox	Southern Christian University
Brandon Brown	University of Tampa	Kristen Gregory	Southern Christian University
Taesoo Ahn	Merrimack College	Craig Rogalski	CK Consulting
Trish Bradbury	Massey University	Jaime Orejan	Adelphi University
Anthony Pontello	Widener University	Robert Epling	Reinhardt University
Lynn Glover Stanley	Henderson State University	Li Chen	Delaware State University
Darrick Matthews	Southern Christian University	Ted Burden	Lindenwood University
Phylis Hadley	Southern Christian University	Jimmy Smith	Gonzaga University
Kevin Heisey	American University in the Emirates	David Shonk	James Madison University
Dennis Johnson	Jamestown Community College	Michelle Brimecombe	Newbury College
Suzannah Armentrout	Minnesota State University, Mankato	Jimmy Smith	Gonzaga University
Dan Matheson	University of Iowa	BerNadette Lawson-Williams	Johnson C. Smith University
Jaime DeLuca	Towson University	Stuart McMahon	Salem State University
Margaret Tudor	Henderson State University	Nikki Russo	Long Island University
Terry Rupert	Wilmington College	Karla Jones	Central Piedmont Community College
Kerrilyn Curtin	Symphony Advanced Media	Jillian McNiff	Flagler College
Pat Lutt	Wayne State College	Anne DiMartini	Flagler College
Daniel Kelly	Wilmington College	Tommy Aicher	University of Cincinnati



COSMA

418 N. Granada Street • Arlington, VA 22203 • Phone: 202-329-1189

www.cosmaweb.org