

"Commission on Sport Management Accreditation"



**PUBLICITY
&
PROMOTIONS
COMMITTEE:**

Thomas H. Sawyer, Ed.D.
Indiana State University
COSMA Publicity and Promotions
Committee Chairperson/Editor

Christina L. L. Martin, Ph.D.
Troy University
COSMA Publicity and Promotions
Committee Member/Contributor

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

Tim Raynor, M.B.A.
Albertus Magnus College
COSMA Publicity and Promotions
Committee Member/Contributor

Glaucio Scremin, Ed.D.
Jacksonville State University
COSMA Publicity and Promotions
Committee Member/Contributor

INSIDE THIS ISSUE

Message from ED/ COSMA NOTES	1
Meet The COSMA BOC	2/3
COSMA Member Spotlight	4
COSMA Testimonials	5
Candidacy Status Update	6
COSMA Members	7

Message From The Executive Director



Heather Alderman
Executive Director

To COSMA Members:

Happy New Year! This winter and spring will be a busy one for COSMA: Five site visits are scheduled between January and April and at least two are pending for the fall. Fifteen member institutions currently have Candidacy Status and are working toward preparing their self study documents. How did they do it? Training, training, training! (And contacting me with questions.) If you have questions about the accreditation process and what will be required in the self study, consider attending the accreditation process webinar series to assist with preparing for and writing the self study. The first webinar focused on the accreditation process, outcomes assessment, and strategic planning. In the second one, I continued the discussion by discussing in detail Principles 3-6

(Curriculum, Faculty, Scholarly and Professional Activities, and Resources). The last segment will finish out the self study document (Principles 7 and 8 – Internal and External Relationships and Educational Innovation) and a complete overview of the site visit process. All three webinars are archived on the website so you can download both the audio and visual slide show. I will also present the same material in a workshop during the AAHPERD National Convention in Boston on Wednesday, March 14 – as always, this is a ticketed event, but registration is free.

One of my goals this year is to provide you with better data on how COSMA's accredited programs are faring: What benefits do they see from becoming accredited? What kind of change in their reputation are they seeing? Do they see an increase in interest and applications to the program? How has their relationship with their institution's administration changed? Most importantly, how has the quality of their program changed and what are students and employers saying about it?

Another goal is to mobilize membership recruitment and retention. For this, I will need your help. A subcommittee of the Board of Commissioners and two members met last November to discuss what we can do to increase

COSMA membership and make sure that we retain our current members. We need to know from you what your needs are, what makes COSMA accreditation worth it for you, and how COSMA and its community can help you make a case for accreditation. Of course, we will be sending you a survey, but in the meantime, please contact me with your thoughts and know that I am here to help you through this process. If we have never met or have had little contact, I encourage you to get in touch with me to say hello and let me know where you are in the process. You may find that I can help you speed things along or answer your difficult questions. And, so you know to look for it, we have posted some testimonials on the website from Presidents and other Administrators who are proud of their accredited sport management degree programs.

My last goal is to move forward with obtaining 501(c)3 status for COSMA and moving forward with CHEA accreditation. My empathy for all of you will grow as I go through that process myself!

I welcome the challenges ahead and am glad to know you are all with me.

Sincerely,

Heather Alderman

COSMA Executive Director

COSMA NOTES:

The COSMA Webinar Series continues!

Part III: Principles 7-8 and Site Visit Preparation
Friday, February 10, 2012, 1pm - 2pm (EST)
Email Heather Alderman for the registration link.

COSMA Accreditation Process Training @
AAHPERD National Convention, Boston, MA
Wednesday, March 14, 2012, 8:30am - 12:00pm

Annual NASSM Conference, Seattle, WA
Panel presentation at NASSM Conference called
"Preparing a Self-Study for COSMA Accreditation"
May 23, 2012

Meet the COSMA Board of Commissioners



Dr. Ming Li, Professor and Department Chair at Ohio University, is currently serving as Chair of the COSMA Board of Commissioners. In addition to serving on the COSMA BOC, he has served as President of NASSM and currently holds an office as a Member-at-Large on the Executive Council of NASSM. In addition, he chaired the Sport Management Council of the National Association for Sport and Physical Education (NASPE), and directed the Sport Management & Administration Commission of ICHPER.SD. Dr. Li's teaching and research interests are in financial and economic aspects of sport, and international sport management. He has memberships on the editorial boards of several professional journals, including *Journal of Sport Management* and *Sport Marketing Quarterly*. Dr. Li has published more than 27 articles in refereed journals, four books (i.e., *International Sport Management*, *Economics of Sport*, *Research Methods in Sport*

Management, and *Badminton Everyone*) and 9 book chapters. Besides publications, Dr. Li has also made numerous refereed presentations at state, national and international conferences. He is an Honorary Professor of six institutions in China (i.e., Sun Yat-sen University, Central University of Finance and Economics, Beijing Sport University, Tianjin University of Sport, Shanghai University of Sport, and Guangzhou Sport University). He is married to Wan Chen and has two daughters, Madison Li and Holly Li.



Dr. Robertha Abney, Associate Professor of Sport Management and Associate Director of Athletics/Senior Women's Athletic Administrator at Slippery Rock University, is currently serving in her second year as a member of the Board of Commissioners. Dr. Abney coordinated the sport management accreditation efforts of Slippery Rock University. This was a monu-

mental event for the field of sport management, as Slippery Rock University became one of the first programs to achieve specialized accreditation worldwide in 2010. Dr. Abney's term will expire in 2013.



Dr. Colleen Colles, currently Associate Professor and Program Chair at Nichols College, will assume a new position as a Professor in the Sport Industry Operations program at Metropolitan State College of Denver in the fall, 2012. She is currently serving in her first year as a member of the Board of Commissioners. Dr. Colles has also served as a site reviewer for COSMA. Dr. Colles' research interests include legal aspects of sport, athletics administration and sport management pedagogy. She holds memberships in several professional societies including the Sport & Recreational Law Association and the North American Society of Sport Management. Dr. Colles' term will expire in 2014.



Dr. Christina Martin, Assessment Coordinator for the College of Health and Human Services and Assistant Professor of Sport and Fitness Management at Troy University, is currently serving in her first year on the Board of Commissioners. While at Troy University, Dr. Martin coordinated the COSMA accreditation process and led Troy University to become one of only five institutions with the distinction of specialized sport management accreditation. Dr. Martin's research interests are in the areas of sport marketing and communications, sport pedagogy, and physical activity. Dr. Martin is a member of several professional organizations including the North American Society of Sport Management, the Sport Marketing Association, and the Mississippi Association for Health, Physical Education, Recreation and Dance. Dr. Martin's term will expire in 2014.

(Continued)

The **COSMA Board of Commissioners** is comprised of seven members of COSMA who normally meet twice a year. The Board of Commissioners independently determines the accreditation status of an institution's sport management program.

COSMA Board of Commissioners *(Continued)*



Dr. Lisa M. Miller graduated from The Ohio State University with a PhD in Sport and Exercise Management with an emphasis on Sport Psychology and Human Development Research. She is an Associate Professor and Commissioner for Sport Management Accreditation (COSMA). She currently serves as Vice Chair of COSMA. Her other national service involvement is with the North American Society of Sport Management (NASSM). She serves as the Conference Manager and served previously as Secretary and Student President. Her research interests involve sport leadership, high performance systems, strategic planning, global sport awareness, motivation, sport spirituality, and positive sport psychology. She has taught across the sport management curriculum with a current focus on sport sociology, sport psychology, ethics in sport, research methods, human resources in sport, and sport event management. Her service has included being chair of the Institutional Review Board (IRB), serving as the secretary for the NCAA Advisory Board, co-chairing special interest groups on Positive Sport Psychology and Performance Excellent, and serves the General Education Committee. Most recently she was named the Editor of the Global Sport Management News.



Dr. Tim Newman, Associate Professor at York College of Pennsylvania and faculty member at the United States Sports Academy, is currently serving his first year as member of the Board of Commissioners. Dr. Newman has also served as the Sport Management Program Coordinator at York College and the Director of Athletic Marketing at Towson University. Dr. Newman specializes in curriculum writing and development, social media, marketing, experiential learning, and event management.



Dr. Jo Williams, Associate Professor of Sport Marketing at the University of Southern Maine, is currently serving in her fourth year as a member of the COSMA Board of Commissioners. Dr. Williams is the Past Chair of the BOC and has played an active role in COSMA since its inception. Dr. Williams teaches sport management courses within the Business Administration degree. Her current research focuses on sport marketing and sponsorship. She is also involved in additional projects addressing sport management curricula innovations and assessment, and the development of discipline specific accreditation for sport management programs. She has published in a number of journals and conference proceedings. Dr. Williams is a member of the North American Society for Sport Management and the Sport Marketing Association. Prior to joining the USM faculty in 2007, Dr. Williams served as a faculty member and administrator at Nichols College. She also spent several years working in the sport industry and was the tournament director of the McCalls LPGA Classic at Stratton Mountain, VT. Her term will expire in 2012.



Member Involvement Request

Please take a minute to answer this important poll regarding approval of the **COSMA By-Laws** and the adoption of a "tag line" for **COSMA promotion and marketing**. As members, your feedback is critical to COSMA's success and is one of the benefits of membership. Click on the link below to answer the two-question survey or paste it into your web browser. **The poll will close on Friday, February 10.**

<http://www.surveymonkey.com/s/393QPJK>



Member Spotlight - Slippery Rock University

Slippery Rock University

The Bachelor of Science in Sport Management at Slippery Rock University was the first program accredited by COSMA in June of 2010. Slippery Rock University has a long tradition of excellence in Sport Management education. Its undergraduate Sport Management program was established in 1976. Since then, thousands of Sport Management majors have graduated from the program and went on to serve the sport business industry in all levels.

The Sport Management program at Slippery Rock University has a student-centered focus. It provides students with curricular and extra-curricular opportunities that promote personal and professional development, critical-thinking, ethical decision-making,



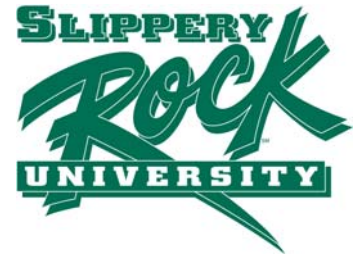
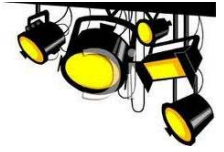
President Robert M. Smith
Slippery Rock University

as well as practical and theoretical competence in Sport Management. An example is the student run Sport Management Alliance (SMA). The SMA offers students hands-on experiences and a chance for students to engage with sport management professionals.

The Department of Sport Management at Slippery Rock University takes pride for being one of only five Sport Management programs accredited by

COSMA nationwide. In the words of Slippery Rock University's president, Robert M. Smith: "Being an [COSMA] accredited program provides the external verification to the sport management community as well as all of higher edu-

cation, that our faculty has satisfied the highest standards for excellence within the discipline and that our students are prepared at the highest level. Accreditation has reaffirmed our position as one of the preeminent undergraduate institutions in the country and has given us a competitive advantage on the national stage in our recruitment efforts as well as in our placement of our graduates."



Benefits of COSMA Accreditation

Why should you seek COSMA accreditation? COSMA...

Provides external accountability

Accreditation is...

- Increasingly demanded by the general public, parents, and students
- Increasingly demanded from the sports industry and potential employers
- Consistent with many college/university accountability processes
- Keeping programs on the leading edge of trends in higher education

Creates an enhanced reputation for your Sport Management Program

COSMA accreditation...

- Provides competitive advantage relative to other institutions
- Allows institutions to use the COSMA logo in promoting their programs internally and externally
- Improves the reputation of the Sport Management program within your institution

Provides external assurance of quality in your Sport Management programs

COSMA accreditation...

- Ensures that the characteristics of excellence are evident in your curriculum and co-curricular experiences
- Ensures that students will gain the knowledge and skills needed to function effectively in the sport management industry
- Supports and promotes best practices in sport management education
- Recognizes good performance

Provides an effective mechanism for continuous improvement

The COSMA accreditation process...

- Is proactive
- Confronts the changing environment
- Provides motivation to maintain and improve program quality
- Integrates continuous improvement into the accreditation process

- Is flexible in working with programs at all stages of development
- Formalizes current and existing processes that are already in alignment with COSMA principles

Provides mechanism for program advocacy

Working with COSMA...

- Assists in justifying/leveraging needed faculty and facilities resources
- Helps support curricular improvements
- Identifies operation and management needs
- Encourages interdepartmental coordination

COSMA Testimonials



"Due to the interest of students in sport management education, some institutions may present themselves as possessing such a program without sufficient resources. Because sport management is comparatively new, the need to provide integrity, consistency, and rigor is paramount in moving it forward as a credible academic discipline. COSMA fulfills the essential role of identifying, promoting, and protecting outstanding sport management programs in higher education."



John Miller, Ph.D.,
Associate Dean of the College of
Health and Human Services
Troy University



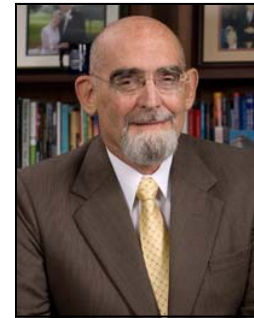
"Neumann University is pleased to have gained accreditation from the Commission on Sport Management Accreditation for our sport management programs. During these challenging times for higher education in general and reduced career/job opportunities, accreditation of our programs provides a distinctive marketing edge and assurance for our students and families that the programs are academically and experientially excellent."



Rosalie M. Miranda, Ph.D.,
President of Neumann University



"Liberty University is extremely pleased to be one of the first five institutions receiving COSMA accreditation. COSMA accreditation provided the Liberty University Department of Sport Management a competitive advantage in relation to other institutions, as well as the opportunity to use the COSMA logo in promoting our program both internally and externally. We have found that going through the accreditation process not only provided the opportunity to integrate and maintain continuous improvement in the program quality through alignment with the COSMA principles, but helps Liberty achieve the goals to which we are internally committed. We strive to ensure that our students are gaining the knowledge and required skills to function efficiently and effectively within the sport management industry."



Ronald S. Godwin, Ph.D.,
Senior Vice President for Academic Affairs
and Provost of
Liberty University

COSMA Accredited Programs

Accreditation decisions are made twice a year by the Board of Commissioners - June and October.

Liberty University (June 2011 - June 2018)

Bachelor 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

Saint Leo University (June 2010 - June 2017)

Bachelor of Science, Sport Business
Master of Business Administration, 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

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

Candidacy Status Update

The following 15 programs have been granted Candidacy Status (as of 1/3/2012):

* = Indicates site visit scheduled

Ohio University*

Cutler Hall 108
Athens, OH 45701

University of Louisville

103 HP/Studio Arts Building
Louisville, KY 40292

University of North Florida

I UNF Drive
Jacksonville, FL 32224

Wichita State University*

1845 Fairmont Street
Wichita, KS 67260

Delaware State University

1200 North Dupont Highway
Dover, DE 19901

Lasell College*

1844 Commonwealth Avenue
Newton, MA 02466

Thomas College*

180 W. River Road
Waterville, ME 04901

Wingate University*

PO Box 159
Wingate, NC 28174

Loras College

1450 Alta Vista Street
Dubuque, IA 52001

Winthrop University*

701 Oakland Avenue
Rock Hill, SC 29733

Southeast Missouri State University

One University Plaza, MS7650
Cape Girardeau, MO 63701

Davenport University

6191 Kraft Avenue SE
Grand Rapids, MI 49512

York College of Pennsylvania*

Country Club Road
York, PA 17403

Northeastern University

360 Huntington Avenue
Boston, MA 02115

Flagler College

PO Box 1027
St. Augustine, FL 32085

When preparing your submission for Candidacy Status, use the following as a guideline:

Purpose of Candidacy Status (CS): To provide your academic unit/sport management program an opportunity to prepare itself for the development of a Self Study and have a site visit:

- Build overall confidence and understanding in the accreditation process
- Mentoring available
- Granted by Board of Commissioners
- Normally will not exceed five years

What to submit:

1. Most recent regional reaffirmation of accreditation letter, catalog, letter from President (from membership application)
2. Program Overview: Mission statement, program description, faculty credentials, SM core courses, gen ed requirements, other required core courses, # majors, # degrees conferred

3. Outcomes Assessment Plan (use template) and most current results (if available) - O/A Presentation, Measurement Tools Presentation
4. Linkages between program and industry
5. Organizational chart

Dos and Don'ts:

- Do include all requested materials
- Do follow the O/A template
- Do organize your submission so that the Board of Commissioners can find your materials
- Do customize your submission to COSMA
- Don't use only links to show information from your catalog – cut and paste the information too
- Do submit electronically as one .pdf (or 7 hard copies)

COSMA Institutional Members

Charter Members

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

Joined FY 09-10

Baldwin Wallace College
 Delaware State University
 University of North Florida
 University of South Carolina

Joined FY 10-11

Davenport University
 Kutztown University
 Southeast Missouri State University
 University of Louisville
 Western Carolina University

Joined FY 11-12

Albertus Magnus College
 Lindenwood University
 Northeastern University
 Salem State University
 Winston Salem State University

COSMA Individual Members

Individual Members

Eve Atkinson	West Chester University of Pa. Student
Alicia Bockel	Bowling Green State University
Jacquelyn Cuneen	University of Delaware
Timothy DeSchriver	University of New Haven
Gil Fried	Endicott College
Dina Gentile	IUPUI
Jay Gladden	University of Pretoria
Anneliese Goslin	University of Memphis
Richard Irwin	Morehead State University
Julia Hypes	Morehead State University
Michael Hypes	Kutztown University
Soojin Kim	Barry University
Darlene Kluka	Lynchburg College
William Kuchler	Grambling State University
Phyllis Love	Alcorn State
Garry Lewis	Texas Tech University
John Miller	Ohio Dominican University
Lisa Miller	Leeds Metropolitan University
Lisa O'Keefe	Bowie State University
John M. Organ, Jr	Northeastern University
Robert Prior	Albertus Magnus College
Tim Raynor	Indiana State University
Thomas H. Sawyer	SUNY Fredonia
Beez Schell	Jacksonville State University
Glacio Scremin	Bowie State University
Clarence M. Stewart Jr.	Elon University
Hal Walker	University of Southern Maine
Jo Williams	

Follow us on 

 Find us on
Facebook

COSMA

1900 Association Drive ▪ Reston, VA 20191 ▪ Phone: 703-476-3400 x 394

www.cosmaweb.org