

COSMA Annual Report 2018-19

U.S. and non-U.S.-based Programs

This annual report should be completed for your academic unit/sport management program and submitted electronically to COSMA by July 31 of each year. Failure to submit this completed document will result in Administrative Probation.

General Information

Institution's Name:		Nichols College			
Program(s)/Degree(s):		BSBA Sport Management			
Address:		123 Center Road			
City:	Dudley	State:	MA	ZIP/Postal Code:	01571
Primary Contact Name:		Timothy Liptrap			
Title:	Chair, Sport Management	Date Submitted:	7/29/19		
Telephone:	508-213-2262	Email:	Tim.liptrap@nichols.edu		

Accreditation Information

A. Accreditation status of your academic unit/sport management program:

<input checked="" type="checkbox"/>	Accredited
<input type="checkbox"/>	Reaffirmation of Accreditation (check if within 2 years/letter received)*
<input type="checkbox"/>	Candidate for Accreditation
<input type="checkbox"/>	Program Member

*What is your timeline for Reaffirmation of Accreditation? Include estimated month/year for self study submission and month/year of site visit.

[E.g., January 2020 self study submission, April 2020 site visit]

B. If you have received an accreditation letter from the COSMA Board of Commissioners with "Notes" that identified areas needing corrective action, list the item for each Note in the matrix below directly from your accreditation letter. Indicate whether corrective action has already been taken or that you have made plans to do so. Attach all relevant documentation of the actions taken. You have two years to resolve Notes.

<i>Commissioners' Notes</i>	<i>Action Already Taken</i>	<i>Action Planned</i>
No notes to be addressed		

(Use additional space as needed.)

Outcomes Assessment

C. Has your outcomes assessment plan been submitted to COSMA?

X	Yes	
	No. When will the plan be submitted to COSMA?	Date:

D. Is the original or revised outcomes assessment plan you submitted to COSMA still current or have you made changes?

X	The outcomes assessment plan we submitted is still current.	
	Changes have been made and the revised plan is attached.	
	We have made changes and the revised plan will be sent to the COSMA by:	

E. Complete the program-level student learning outcomes matrix and program-level operational effectiveness goals matrix and include it with this annual report to COSMA.

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of student learning at the program level. Including more and varied measures is encouraged. On the bottom of the matrix, space is provided where you need to “**close the loop**” and **show changes and improvements you made and plan to make as a result of your assessment activity**.

Programmatic Information

F. Identify any significant changes that have taken place in your sport management degree programs during the reporting period. Indicate the impact of any of these changes, if applicable, in a written statement of explanation.

1. Did you terminate any degree programs during the reporting year?

X	No	
	Yes. If yes, please identify terminated programs.	

1. Were changes made in any of your sport management majors, concentrations, or emphases? This includes changes in sport courses/curricular changes.

X	No	
	Yes. If yes, please identify the changes by adding an additional page to this document.	

2. Were any new degree programs in sport management established during the academic year?

X	No (skip to item G below)
	Yes. If yes, please identify the new degree programs on a separate sheet; answer item F-4 below.

3. Was approval of your regional accrediting body required for any of these programs?

	No
	Yes. If yes, please attach an electronic copy of the material you sent to your regional accrediting body and identify the accrediting body you must obtain approval from.

Administrative Changes

G. Identify any administrative and other changes that directly affect your academic unit/sport management program. If the incumbent in any of these administrative positions has changed, include the new incumbent’s name, his or her title, telephone number, and email address. **Include an updated organizational chart to show the relationship between the administrator(s) and your academic unit/sport management program.**

Such changes would include:

- Your sport management unit’s primary representative to COSMA
- Your designated alternate to COSMA
- Your institution’s president, academic vice president, Dean, Provost, etc.
- The head of your academic unit/sport management program (if different from the primary representative to the COSMA)

Position	Name	Title
Telephone	Email	
Faculty – Designated Alternative to COSMA	Brittany Jacobs	Assistant Professor
508-213-2243	Brittany.Jacobs@Nichols.edu	

What impact has these changes had on your program? Comment specifically about faculty changes (faculty leaving, new faculty, other forms of faculty turnover). If you have a new accreditation point person: What are you doing to maintain continuity with the accreditation process? Provide a narrative response to these questions.

We have designated an alternate to the current COSMA representative to help ensure continuity as Dr. Timothy Liptrap will be on sabbatical for the fall of 2018.

Dr. Jacobs along with Dr. Aflaro-Barrantes and Mr. Brian Wendry joined the Nichols College Sport Management faculty for the 2018-2019 academic year. The three faculty members filled openings and are preparing us for future growth.

Other Changes/Issues

- H. Briefly comment on other changes or issues pertaining to your academic unit/sport management program you would like to share with COSMA (e.g., new partnerships, innovations, campus locations, change in program delivery, etc). Provide supporting documentation, as needed. Failure to report changes may result in administrative probation.

Nichols College is pursuing accreditation from AACSB. The pursuit of the accreditation, changes have been made in our faculty search and hiring processes; publishing requirements have been increased, tenure and promotion policies are being reviewed and academic rigor is being addressed.

The Sport Management program has made changes to the curriculum for incoming students. The Sport Practicum and Sport Finance courses have been removed from the required curriculum and have been replaced with Sport Event Management and Sport Communications respectively.

The Sport Management curriculum will be review internally with the departmental faculty to gauge the industry need and relevance. This should be complete by the end of the 2019 0 2020 academic year.

Items to be Completed by Accredited Programs Only

- I. Provide the URL(s) for the page on your academic unit/sport management program's website that makes available to the public your student learning outcomes, operational outcomes and program information profile. **You are required to update this information annually.** Failure to comply with this request will result in Administrative Probation.

URL(s): <https://www.nichols.edu/about/history-and-accreditation>

Dashboard Data – to be updated annually

J. Please fill out the matrix below. The data will be collected each year and included in a dashboard on the COSMA website. **If you do not currently collect this data, you are being asked to start.** All data will be kept anonymous.

Dashboard Data	
Total Sport Management Enrollment (majors, minors, tracks) in all programs (UG, master's)	# of SM students 236
Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty	# FT faculty 6
Total Number of Part Time/Adjunct Sport Management Faculty	# adjunct/PT faculty 2
Approximate Number of Students Selecting Sport Management Program Due to Accreditation Status	# selecting accredited program Not Tracked
Number of students/parents requesting information about your SM program	# requesting information 455
Number of students/parents attending information sessions about your SM program	# attending information sessions 126
Number of inquiries from business/industry about the accreditation status of your SM program	# business/industry inquiries 0

Nichols College Sport Management Program Student Learning Outcomes Matrix Academic Year 2018-2019

Identify Each Student Learning Outcome	Assessment Tool Used	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Graduates will effectively and creatively apply a variety of oral and written business and professional communication methods relevant to the sport industry.					
Measure 1: 80% of students will achieve a grade of B- or above on the Sport Seminar, Capstone research paper and poster presentation	Capstone research paper and poster presentation Direct Measure	44	30	68	1 ^(a)
Measure 2: 80% of students will achieve a score of a B- or higher in the communications category in their Junior PDS portfolio.	Junior PDS portfolio using the Communications section Indirect Measure	Insufficient Data	Insufficient Data	Insufficient Data	4 ^(b)
Measure 3: 80% of the students will receive a rating of excellent or very good by their internship supervisor in area of communications.	Internship Supervisor Evaluations Indirect Measure	10	8	80%	2

Identify Each Student Learning Outcome	Assessment Tool Used	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 2: Graduates will demonstrate a basic knowledge of the fundamental principles of Sport Management. In particular, graduates should possess an understanding of the key business functions of finance, management, law, marketing, the sociological aspects of sport management; and the interaction of these concepts in the sport industry.					
Measure 1: 80% of the graduating seniors will achieve a score of 30 on the Sport Management Exit Exam.	Sport Management Exit Exam Direct Measure	28	28	100%	3
Measure 2: 80% of the students will receive an overall rating of excellent or very good by their internship supervisor.	Internship Portfolio, using the Sport Management Industry Knowledge section (SMKPC Score). Direct Measure	22	21	95%	3
Measure 3: 80% of the students will receive an overall rating of excellent or very good by their internship supervisor.	Internship Supervisor Evaluation Indirect Measure	9	9	100%	3

Identify Each Student Learning Outcome	Assessment Tool Used	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation:	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 3: Graduates will understand the variety and types of professional work by experiencing firsthand, “real world” learning related to the sport industry.					
Measure 1: 80% of students will achieve a grade of a B- or higher on their Internship Portfolio.	Internship Portfolio Direct Measure	11	9	82%	2
Measure 2: 80% of the students will complete this project with a B- or higher on the Informational Interview assignment (a)	Introduction to Sport, the Informational Interview assignment Direct Measure	82	64	78%	1 ^(a)
Measure 3: 80% of the students will complete this project with a B- or higher.	Sport Marketing, Sport Business Journal project. Indirect Measure	26	23	88%	2

Identify Each Student Learning Outcome	Assessment Tool Used	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 4: Graduates will understand the meaning of team management and group dynamics, having developed the skills necessary to perform effectively in teams or groups, whether leading or following.					
Measure 1: 80% of students will achieve a score of a B- or higher in Leadership section of the JR PDS portfolio.	JR PDS portfolio, in the Leadership section. Direct Measure	Insufficient Data	Insufficient Data	Insufficient Data	4(b)
Measure 2: 80% of students will achieve a score of a B- or higher in the Leadership and Teamwork section of the internship portfolio.	Internship Portfolio, using the Leadership and Teamwork section. Direct Measure	11	9	82%	2
Measure 3: 80% of the students will receive a rating of excellent or very good by their internship supervisor in the area of Leadership / Teamwork skills.	Internship Supervisor Evaluations, Teamwork and Leadership skills. Indirect Measure	11	9	82%	2
Measure 4: 80% of the students will complete this project with a B- or higher on the Industry Analysis and Current Issues Report (b)	Introduction to Sport Management, Industry Analysis and Current Issues Report Direct Measure	86	60	70%	1(a)

Identify Each Student Learning Outcome	Assessment Tool Used	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 5: Graduates will effectively apply current technology and recognize its potential power in a dynamic sport business industry.					
Measure 1: 80% of the students will complete this project with a B- or higher in the capstone research paper and poster presentation	Sport Seminar, Capstone research paper and poster presentation Direct Measure	44	30	68%	1 ^(a)
Measure 2: 80% of the students will receive a rating of excellent or very good by their internship supervisor with Technology.	Internship Supervisor Evaluations, Technology skills Indirect Measure	11	11	100%	3

Identify Each Student Learning Outcome	Assessment Tool Used	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 6: Graduates will appreciate individual differences and recognize dimensions of diversity including ethnicity, gender, age, physical differences, sexual orientation, race, and religion.					
Measure 1: 80% of the students will complete the Sport and Society Final exam with a C or higher.	Sport and Society Final exam Direct Measure	46	38	82%	2
Measure 2: 80% of the students will complete the Sport and Society Reflection paper assignment with a B- or higher.	Sport and Society Reflection Paper In Direct Measure	26	4	15%	1 ^(a)

Explanation of course action for intended outcomes not realized:

(a) Due to an increase in rigor we did not meet the expectation.

(b) The Junior PDS Portfolio is no longer being used in the PDS classes. This outcome measure will be removed from our assessment plan starting in the fall of 2019.

In SLO 2, **Measure 1:** 80% of the graduating seniors will achieve a score of 70 on the Sport Management Exit Exam was changed to a “score of 30”. This was done as we switched the exit exam from an in-house model to a Peregrine exam. This is consistent with our college’s use of Peregrine as an outcome assessment tool.

Nichols College SMGT Program-Level Operational Effectiveness Outcomes Matrix Academic Year 2018-2019

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1			
To remain committed to the Nichols College mission and the mission of the Nichols College Sport Management program.			
Measure 1: Advisory Board Engagement	80% of the SMGT Advisory Board of Advisor members will participate in 2 SMGT student centered events each year.	100% of the BOA participation	2
Measure 2: Program Review	The SMGT program will be approved by the Nichols College Assessment Review Committee	Approved October 2013, next review 2018	2
Measure 3: Industry Employment	50% of graduating SMGT students will either be in industry related positions or enrolled in graduate school	54% of the graduating SMGT students were employed in the industry within 6 months (Tracked through LinkedIn)	2
OEG 2			
To continuously seek to improve teaching and learning of our faculty and staff			
Measure 1: Faculty Professional Development	80% of the Sport Management Faculty will accumulate 10 points (internal measure) for professional development mentorship meetings, workshops and /or conferences annually.	100% of the faculty met this expectation	3
Measure 2: SWOT	80% of the SMGT graduating seniors will complete a SWOT analysis of the SMGT program conducted annually.	85% of the SMGT graduating seniors completed a SWOT analysis.	2
OEG 3			
To maintain SMGT enrollment and retention consistent with the Nichols College Campus Retention Committee Goals.			

Measure 1: Retention Rates	The SMGT program will retain 70% of the first year Sport Management students.	In 2018 – 2019 the SMGT program retained 74% of the first year Sport Management students.	2
Measure 2: Enrollment	The SMGT program will graduate 40 students each year from the program.	In 2018-2019, the SGMGT program graduated 42 students	2
OEG 4			
To maintain and strengthen affiliations with the local and national sport associations, teams and leagues.			
Measure 1: Advisory Board Engagement	80% of the SMGT Advisory Board members will participate in 2 SMGT student centered events each year.	100% of the BOA participation	2
Measure 2: Industry Engagement	SMGT Faculty will arrange for 3 tours, speakers or meetings with local, national sport associations, teams or leagues each year.	The SMGT Faculty arranged for more than 3 tours, speakers or meetings with local, national sport associations, teams or leagues each year.	3
OEG 5			
To seek out strategic partnerships and new internship positions to benefit the students and our programs.			
Measure 1: Strategic Partners	Add 1 strategic partner each year.	Added 1 strategic partner	2
Measure 2: Industry Engagement	SMGT Faculty will arrange for 3 tours, speakers or meetings with local, national sport associations, teams or leagues each year	The SMGT Faculty arranged for more than 3 tours, speakers or meetings with local, national sport associations, teams or leagues each year	3

PROGRAM INFORMATION PROFILE

This profile offers information about the performance of a program in the context of its basic purpose and key features.

Name of Institution

Institution: Nichols College

Program Accreditor: Commission on Sport Management Accreditation

Institutional Accreditor: New England Association of Schools and Colleges

Date of Next Comprehensive Program Accreditation Review: October 2023

Date of Next Comprehensive Institutional Accreditation Review: October 2022

To learn more about the accredited status of the program, click here: _____

<https://www.nichols.edu/about/history-and-accreditation>

Program Context and Mission

Program Mission: See Attached

Program Goals: See Attached

Brief Description of Student Population:

Approximately 1,200 Undergraduate students study at Nichols College. Primarily from the New England and tri-state areas.

Admissions Requirements: <https://www.nichols.edu/admission/requirements>

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: 2019 # of Graduates: 39 Graduation Rate: 59.3 (2013 cohort)
2. Completion of Educational Goal (other than degree – if data collected)
of Students Surveyed: NA # Completing Goal: NA
3. Average Time to Degree
4-Year Degree: 4 Years 5-year Degree _____
4. Annual Transfer Activity
Year: NA # of Transfers: NA Transfer Rate: NA
5. Graduates Entering Graduate School
Year: 2019 # of Graduates: 39 # Entering Graduate School: 4
6. Job Placement (if appropriate)
Year: 2018 # of Graduates: # Employed: 94% (after 6 months)
7. Additional Indicators, if any: _____

Nichols College Sport Management Mission Statement

The Sport Management program at Nichols College provides the academic and practical experiences needed to gain successful employment in the sport business industry. Successful graduates are developed through a dynamic, career focused business education with a specialization that recognizes the unique demands of the sport industry.

The sport industry has experienced dynamic growth and is now recognized as a diverse multi-billion dollar, global enterprise. Sport managers must understand the complexities of the business world and develop strategies for success in this competitive industry.

The Sport Management program provides the academic and practical experiences needed to gain successful employment in the field. The specialization provides the skills necessary for success in a variety of areas including sport marketing, sport finance, facility management, event management, hospitality, high school and collegiate athletics, game day operations, sales and sponsorship, and management of amateur and professional sports organizations.

The sport management program builds upon the strength of the undergraduate business curriculum while offering specialized courses designed to recognize the unique demands of the sport industry.

Nichols College Educational Goals & Outcomes (CLO)

Nichols College is a teaching institution whose primary mission centers on the intellectual, personal, and professional development of each student. The educational goals of the College are to prepare students for careers in business, public service, and the professions, by means of improving their skills and competencies, and to actively engage within our community and the global society.

All students will demonstrate a basic knowledge of the fundamental principles of their major fields of study. In particular, students majoring in business administration should possess an understanding of the key business functions of accounting, finance, economics, information systems, management, and marketing and an awareness of the interaction of these concepts in the practice of business and their relationship to government and public policy. Students majoring in the liberal arts will demonstrate similar understanding of the basic concepts pertaining to their areas of concentration, allowing for a solid foundation that could lead to graduate studies. Through the general education curriculum, all students will also develop an awareness of the arts, sciences, as well as professional skills, and their importance in the complete development of the well-educated citizen.

Each educational goal is supported by learning outcomes that clarify what the Nichols student will accomplish as evidence of success. These outcomes have been identified by business leaders as vital for the success of their employees. The College will engage in a continuous process of assessing student learning outcomes as they relate to related educational goals. Assessment results will allow us to improve our curriculum and pedagogy on an ongoing basis.

I. Communication

Effectively express and accurately comprehend concepts and facts using a range of appropriate and current communication methods.

II. Critical Thinking & Quantitative Analysis

Utilize qualitative and quantitative problem-solving skills to analyze and interpret information.

III. Ethics & Personal Accountability

Recognize and assess questions of right and wrong and demonstrate a willingness to act responsibly in personal and professional life.

IV. Civic & Social Engagement

Articulate an understanding and appreciation of cultural and human differences, acknowledging the interconnectedness of a global society and one's social and civic responsibility to the community, the nation and the world.

V. Leadership & Teamwork

Work effectively and collaboratively in a group, assume leadership when appropriate, and support leadership in others.

Nichols College Sport Management Goals

1.5: Sport Management Program Learning Goals (PLG):

1. Sport Management graduates will communicate effectively, accurately and in an industry appropriate manor.
2. Sport Management graduates will use qualitative and quantitative problem solving skills to work in the sport industry.
3. Sport Management graduates will respond to Sport Management issues in both professional and personal ethical manner.
4. Sport Management graduates will understand and appreciate cultural and human differences in the provision of the services to the sport industry, community, nation and the world.
5. Sport Management graduates will be comfortable serving in various capacities within a group to achieve a common goal.