

HOW DO I MEET COSMA'S PUBLIC DISCLOSURE REQUIREMENTS?

The following information is provided to assist COSMA Program members in correctly following its policies and procedures regarding public disclosure of accreditation status and student achievement. A three-page **required template** follows the descriptions and begins on page three of this document. The first two pages (Student Learning Outcomes matrix and Operational Effectiveness Outcomes Matrix) are taken directly from the Annual Report. **All programs that will be reviewed for accreditation by the Board of Commissioners must use the template and show the site visit team and the BOC its availability on the program's website, as described below.**

The sport management degree program(s) at Nichol College has received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:

- **Bachelor of Science in Business Administration, Concentration in Sport Management**

Notification of Student Achievement and Program-Level Outcomes

(p. 29, *Accreditation Process Manual*, December 2015)

In order to make informed educational decisions, various stakeholders of the program, including current and potential students and their families, employers, governmental entities, and other members of the public who may have an interest in the program, are entitled to have access to information pertaining to the quality of the sport management programs. Consequently, **COSMA requires its accredited members to be accountable to the public for the student learning and program-level (operational) outcomes of their sport management programs.**

Therefore, once program accreditation has been granted by COSMA, **an academic unit/sport management program must publicly disclose on the home page** of its academic unit/sport management department website **information pertaining to the degree of student achievement and program-level outcomes** in its COSMA-accredited sport management programs, **updated on an annual basis, no later than July 31**. The information must be provided by **clicking on one, clearly-identifiable link from the academic unit/sport management program's home page**. The required reporting form for publicly disclosing student and program-level outcomes information is located below. Specific requirements that all programs are required to address while going through the accreditation process are outlined in Principle 7.7 External Accountability in the *Accreditation Principles Manual, April 2016*.

Nichols College Sport Management Program Student Learning Outcomes Matrix Academic Year 2017-2018

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	45	38	84%	2
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	24	21	88%	2
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	16	16	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 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 70 on the Sport Management Exit Exam.	Sport Management Exit Exam Direct Measure	45	43	96%	2
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	13	13	100%	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	16	16	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. (a)	Internship Portfolio Direct Measure	NA	NA	NA	NA
Measure 2: 80% of the students will complete this project with a B- or higher on the Informational Interview assignment (b)	Introduction to Sport, the Informational Interview assignment Direct Measure	61	48	78%	1
Measure 3: 80% of the students will complete this project with a B- or higher.	Sport Marketing, Sport Business Journal project. Indirect Measure	49	42	85%	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	24	21	88%	2
Measure 2: 80% of students will achieve a score of a B- or higher in the Leadership and Teamwork section of the internship portfolio.(a)	Internship Portfolio, using the Leadership and Teamwork section. Direct Measure	NA	NA	NA	NA
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	16	16	100%	3
Measure 4: 80% of the students will complete this project with a B- or higher on the Industry Analysis and Current Issues Report (c)	Introduction to Sport Management, Industry Analysis and Current Issues Report Direct Measure	69	37	53%	1

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	39	35	90%	3
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	16	16	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	76	68	89%	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 Direct Measure	76	68	89%	2

Explanation of course action for intended outcomes not realized:

- (a) The Sport Management department changed the internship process for this year and did not collect this specific data from the Internship portfolios.
- (b) We have had multiple faculty members in this course and are trying to figure out a normalized grading system.

Nichols College SMGT Program-Level Operational Effectiveness Outcomes Matrix Academic Year 2017-2018

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.	3
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 2017 – 2018 the SMGT program retained 74% of the first year Sport Management students.	3
Measure 2: Enrollment	The SMGT program will graduate 40 students each year from the program.	In 2017-2018, the SGMGT program graduated 36 students (a)	1

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

(a) Graduation numbers were anticipated by department and will rise back to normal in 2018-2019

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:

<http://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, 220 are in the Sport Management program

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

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: 2017 # of Graduates: 36 (SMGT) Graduation Rate: 54.07%
2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: __ # Completing Goal: _____
3. Average Time to Certificate or Degree
1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: XX
4. Annual Transfer Activity
Year: _____ # of Transfers: _____ Transfer Rate: _____
5. Graduates Entering Graduate School
Year: _____ # of Graduates: _____ # Entering Graduate School: _____
6. Job Placement (if appropriate)
Year: 2017 # of Graduates: 290 (entire college) # Employed: 94%
7. Licensure/Certification Examination Results: _____
8. Additional Indicators, if any: _____

Program Mission

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 (NCEGO)

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.

The approved broad based goals for the Nichols College Sport Management program are as follows:

Sport Management Learning Goals (SMGT-LG):

1. The graduate will demonstrate the ability to effectively express and accurately comprehend sport management language, concepts and facts using a range of appropriate and current communication methods.
2. The graduate will demonstrate qualitative and quantitative problem-solving skills through the analysis and interpretation of information in sport management problems and issues.
3. The graduate will recognize and assess ethical dilemmas in sport management situations and be able to demonstrate a willingness to act responsibly in personal and professional life.
4. The graduate will be able to 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 sport community, the nation and the world.
5. The graduate will be able to work effectively and collaboratively in a group, assume leadership when appropriate, and support leadership in others.

Program Level Student Learning Outcomes (SMGT-PO):

Graduates will:

- A. Effectively and creatively apply a variety of oral and written business and professional communication methods relevant to the sport industry. (Ties to NCEGO 1 and SMGT-LG1)
- B. 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; and the interaction of these concepts in the sport industry. (Ties to NCEGO 2 and SMGT-LG2)
- C. Understand the variety and types of professional work by experiencing firsthand, “real world” learning related to the sport industry. (Ties to NCEGO 3 and SMGT-LG3)
- D. 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. (Ties to NCEGO 5 and SMGT-LG5)
- E. Effectively apply current technology and recognize its potential power in a dynamic sport business industry. (Ties to NCEGO 2 and SMGT-LG2)
- F. Appreciate individual differences and recognize dimensions of diversity including ethnicity, gender, age, physical differences, sexual orientation, race, and religion. (Ties to NCEGO 3, NCEGO 4, SMGT-LG3, and SMGT-LG4)