

COSMA Annual Report 2019-2020

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 and a fine of \$180.

General Information

Institution's Name:	Nichols College				
Degree Program(s):	BS Sport Management				
Address:	129 Center Road				
City:	Dudley	State:	MA	01571	
Primary Contact Name:	Timothy Liptrap				
Title:	Associate Professor Sport Management	Date Submitted:	7/16/2020		
Telephone:	508-213-2262	Email:	timliptrap@nichols.edu		

Accreditation Information

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

X	Accredited
	Reaffirmation of Accreditation (check if within 2 years/letter received)*
	Candidate for Accreditation
	Program Member

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

B. If you have received an accreditation letter from the COSMA Board of Commissioners with "Notes" and/or "Observations" that identified areas needing corrective action, list the item(s) 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 or action items required		

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 COSMA by:	Date:

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.	

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

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

3. 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.	

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

x	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	
Chair	Brittany Jacobs	Chair, Sport Management (July 1, 2020)
508-213-2343	brittany.jacobs@nichols.edu	

What impact have 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.

In the 2020-2021 academic year, we do not foresee faculty leaving, being hired or turning over.

In the Sport Management program, the change of Chair from Dr. Timothy Liptrap to Dr. Brittany Jacobs will not have a negative impact on the program. The change will ensure continuity of the SMGT program as faculty members are cross-trained in the departmental functions moving forward.

Other Changes/Issues
(Includes Covid-19 impact description)

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). Describe the modifications made to your program delivery, collection of outcomes assessment data and grading/graduation requirements as a result of the disruption of the Covid-19 virus. Provide

supporting documentation, as needed. Failure to report changes may result in administrative probation.

Program Delivery

COVID-19 impacted our campus similar to our peer institutions. In March of 2020, our campus moved to a fully online model of instruction. The SMGT program and faculty prepared during the spring break time period to deliver our courses, using the same schedule that the students were used to (ie M/W 8:00 am). Although our program delivery changed, we did not miss any academic instruction.

Program delivery was done through the combined usage of online platform(s) ZOOM, Microsoft Teams, and CANVAS (LMS). As we move forward into the fall of 2020, Zoom will be used to as we plan on teaching in a Hyflex model. Whereas, half of the students will be present in the classroom, while the other half are being instructed synchronously in the online environment.

Advising

Course, career and internship advising was moved online. Students were able to access their advisors and faculty mentors during the pandemic via scheduled Zoom meetings and electronic open office hours.

Internships

The most heavily impacted area for our students were internships. Most spring internships came to an early close, but, they were far enough along in process that we were able to measure the students' performance.

Most summer internships and jobs offers were rescinded. This was not exclusive to our program, but across our entire campus. In a three individual cases; SMGT graduating senior students who needed summer internship credit to finish their degrees, were offered summer coursework as a replacement for the internship requirements.

Moving into the fall of 2020, and not knowing if internships will open in person, we are offering virtual internships lead by a campus-based faculty member(s). These will be conducted in broadcast, coaching, sales, and social media. These are intended to offer practical experience while working remotely.

Outcome Data

Our outcome and assessment data was not impacted by COVID-19, as we collect data from both academic semesters of any reporting 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/academics/degrees-and-programs/sport-management>
<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 used to understand the impact accreditation has on your program(s). All data will be kept anonymous.

Dashboard Data	
Total Sport Management Enrollment (majors, minors, tracks) in all programs (UG, master’s)	# of SM students 263
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 0
Number of students/parents requesting information about your SM program	# requesting information 450
Number of students/parents attending information sessions about your SM program	# attending information sessions 150
Number of inquiries from business/industry about the accreditation status of your SM program	# business/industry inquiries 0

- K. How has accreditation benefitted your program, faculty and/or other?

We use the accreditation as a tool for marketing and admissions. Being accredited separates us and/or keeps us on a level playing field with the other COSMA accredited schools.

- L. What can COSMA do to serve you better?

Just keep us abreast of what our peers our doing during this pandemic.

Program Name: Sport Management
Chair: Timothy Liptrap, Ed.D
Academic Reporting Year: 2019-2020

***As a reminder, have you reviewed the catalog & website and submitted necessary changes?**
Yes. These were completed and submitted on 5/29/2020.

1. Program Student Learning Outcomes Results:

a. Was there a specific PLO you focused on for this academic year, and if so, which one, and provide results.

The Sport Management program did not focus on any particular PLO this year. We are generally meeting our goals in SLO 1 – 6.
SLO 1: Graduates will effectively and creatively apply a variety of oral and written business and professional communication methods relevant to the sport industry.

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.

SLO 3: Graduates will understand the variety and types of professional work by experiencing firsthand, “real world” learning related to the sport industry.

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.

SLO 5: Graduates will effectively apply current technology and recognize its potential power in a dynamic sport business industry.

SLO 6: Graduates will appreciate individual differences and recognize dimensions of diversity including ethnicity, gender, age, physical differences, sexual orientation, race, and religion.

b. Direct Measure: Identify tool & target.

See Attached

c. Results: State target, sample size & provide data/evidence/assessment tools used.

See Attached

d. Evaluation of Data: *Analysis of results; strengths/weaknesses.*

Capstone research paper and poster presentation: This results for this outcome is only for the fall of 2019. In the spring of 2020, the project was cancelled due to COVID-19.

The Junior PDS Portfolio is no longer being uses the PDS classes. This outcome measure was removed from our assessment plan in the fall of 2019.

Internships for the spring of 2020 were not calculated in this outcome, as site supervisors were not asked to complete final evaluations and all internships were cancelled due to COVID-19.

The Sport Management Exit Exam was changed in the last two academic years from paper and pencil, to a standardized electronic version (Peregrine). The Sport Management department has not settled on the best score to attain in the new test. Currently we are using overall 70, which is just a carryover from the paper and pencil exam. Internally we are using a “30” until we have enough data to make an informed decision.

In the 2019- 2020 Academic, the Sport Management students scored on average of 55.14% on the Peregrine exam. The exam 12 topics, 9 business and 3 sport management. For comparative purposes, we are using the AACSB Accredited Member Schools averages for those who use this service and the New England Association of Schools and Colleges. The comparative scores are after the “/”. As a note, these are based on the 43 Senior Sport Management students who took the exam, this does not represent the entire college.

The Informational Interview is a standard assignment throughout the sport management programs. For two years in a row, we have not met this expectation. Out of the 87 students who should have completed this assignment, only 63 did.

Sport and Society Reflection Paper. Multiple instructors teach this course. Going forward, the department needs to evaluate the rubric for this assignment to confirm consistent grading.

e. **Indirect Measure:** *Identify tool & target.*

See Attached

f. **Results:** *State target, sample size & provide data/evidence/assessment tools used.*

See Attached

g. **Evaluation of Data:** *Analysis of results; strengths/weaknesses.*

See (d) above.

Sport and Society Reflection Paper. Multiple instructors teach this course. Going forward, the department needs to evaluate the rubric for this assignment to confirm consistent grading.

h. **Which PLO will you focus on for the upcoming year?**

The Sport Management program will be revisiting and redeveloping our entire outcome assessment plan. We are adding two courses, Sport Event Management and Sport Communication. Along with teaching out our Sport Finance class.

The new course editions, the teaching out of the Sport Finance class, and no longer having Sport Management PDS classes will all be factored into the revisited measures.

2. **Peregrine Business Exam Results** – *examine the results for your students, compare to our overall target, and provide an analysis.*

The Sport Management program is using the Peregrine test specifically for Sport Management majors at the completion of the capstone course, Sport Seminar. Traditionally, the Sport Management has used an in-house exit exam, which Peregrine has replaced.

The Sport Management students are tested on three specific areas for our department: Sociology of Sport, Organization and Administration of Sports and Recreation Management and Contemporary Issues in Sports Marketing and Management. Our internal benchmark is currently a score of a 30, which may be raised moving forward.

We had 43 students take the Peregrine exam this year.

	Benchmark	Ave Score	Relative Index
Contemporary Issues in Sports Marketing and Management	30	59.53%	Above Average
Organization and Administration of Sports and Recreation Management	30	56.05%	Above Average
Sociology of Sport	30	58.60%	Above Average

The Sport Management students also took tests in:

- Business Ethics
- Business Finance
- Business Leadership
- Legal Environment of Business
- Management
- Management: Human Resource Management
- Management: Operations/Production Management
- Management: Organizational Behavior
- Marketing

In comparison of the Sport Management students to the Nichols College results, the SMGT students scored higher in 9/9 tests (see below). Nichols College Peregrine report was run 5/30/2020, with an n=162.

	SMGT Students	Nichols College	Difference
Business Ethics	51.16	48.46	2.7
Business Finance	48.60	43.77	4.83
Business Leadership	57.67	46.30	11.37
Legal Environment of Business	54.65	48.27	6.38
Management	55.81	47.53	8.28
Management: Human Resource Management	62.94	48.05	14.89
Management: Operations/Production Management	50.00	44.85	5.15
Management: Organizational Behavior	54.48	49.72	4.76
Marketing	54.10	50.93	3.17

Overall, from the department prospective we are not concerned about the student's Peregrine exams in comparison to the average Nichols student

3. Please report your findings, and/or your plans for assessing academic challenge within your program.

The Sport Management program is designed to provide high impact practices (HIP) for our student learners. Within the program we have common intellectual experiences, writing intensive courses, collaborative assignments and projects, internships / practicum and capstone courses. It is found that when using high impact practices, within a program that has curriculum-mapping and tied to a strategic plan, there is an increase in student engagement (NSSE, 2018). Current academic challenge is measured using student papers, projects, portfolios and experiences.

The SMGT program within the next academic year plans on reviewing and rewriting the programmatic outcomes. At that time, we will review the current literature for best practices on measuring academic challenge (rigor) as it pertains to the use of high impact practices and student learning.

4. Standard 4.1 Curriculum for AACSB states, “.....*The curriculum cultivates agility with current and emerging technologies.*” What is your program doing to support this standard within your curriculum?

SMGT – ZOOM

The use of the ZOOM or video conferencing technology to facilitate online learning, is the same technology being used in industry to manage a virtual workforce, teams and projects.

SMGT - Hootsuite

Sport Management students participate in the Hootsuite Academy training courses. Hootsuite is leading software program which allows users to integrate their social media marketing tasks into one centralized platform.

SMGT – Salesforce

Sport Management students practice basic CRM tasks when they complete training “badges” which lead to entry level certifications. Sales Force is the industry leading CRM platform used by more than 150,000 companies.

SMGT – Nichols College Sport Television

Sport Management students practice the skills necessary to film, edit and broadcast short videos.

5. What accomplishments / events / speakers and/or new programs would you like to highlight for this academic year?

We did not keep a complete list of all the guest speakers, panelists, tours, trips, events, projects, internship sites, etc. We will need to work on this moving forward.

The events / projects that we highlight at each open house are:

- New York City trip
- Super Bowl internship
- Millennial Event – speaker panel
- Nichols College Sport Television
- Women in Sport - Speaker Panel
- Partnerships with Holy Cross, Harvard University and Boston College

**Nichols College Sport Management Program Student Learning Outcomes Matrix
Academic Year 2019-2020**

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	20	20	100%	3 ^(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	N/A	N/A	N/A	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	24	24	100%	3 ^(c)

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	7	43	16%	1 ^(d)
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	24	24	100%	3 ^(c)
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	24	24	100%	3 ^(c)

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	59	59	100%	3
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	63	87	72%	1 ^(e)
Measure 3: 80% of the students will complete this project with a B- or higher.	Sport Finance, Sport Business Journal project. Indirect Measure	17	21	81%	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	N/A	N/A	N/A	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	24	24	100%	3 ^(c)
Measure 4: 80% of the students will complete this project with a B- or higher on the Industry Analysis and Current Issues Report	Introduction to Sport Management, Industry Analysis and Current Issues Report Direct Measure	79	87	92%	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 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	20	20	100%	3 ^(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	24	24	100%	3 ^(c)

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	48	53	91%	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	33	55	60%	1 ^(f)

Explanation of course action for intended outcomes not realized:

(a) This results of this outcome is only for the fall of 2019. In the spring of 2020, the project was cancelled due to COVID-19.

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

(c) Internships for the spring of 2020 were not calculated in this outcome, as site supervisors were not asked to complete final evaluations and all internships were cancelled due to COVID-19.

(d) The Sport Management Exit Exam was changed in the last two academic years from paper and pencil, to a standardized electronic version (Peregrine). The Sport Management department has not settled on the best score to attain in the new test. Currently we are using overall 70, which is just a carryover from the paper and pencil exam. Internally we are using a “30” until we have enough data to make an informed decision. In the 2019- 2020 Academic, the Sport Management students scored on average of 55.14% on the Peregrine exam. The exam 12 topics, 9 business and 3 sport management. For comparative purposes, we are using the AACSB Accredited Member Schools averages for those who use this service and the New England Association of Schools and Colleges. The comparative scores are after the “/”. As a note, these are based on the 43 Senior Sport Management students who took the exam, this does not represent the entire college.

Scores: NC SMGT / AACSB / NEASC

- Total: 55.14% / 53.11% / 49.69
- Business Ethics 51.16% / 51.41% /49.08%
- Business Finance 48.60% / 46.47% / 43.91%
- Business Leadership 57.67% / 53.46% / 48.38%
- Contemporary Issues in Sports, Marketing and Management 59.53% / NA / NA

- Legal Environments of Business 54.65% / 55.76% / 52.93%
- Management 55.81% / 54.53% / 52.14% / 57.81%
- Management: Operations / Production Management 50% / 52.51% /
- Management: Human Resource Management 62.94% / 58.51% / 56.45%
- Management: Organizational Behavior 54.48% / 50.71% / 51.64%
- Marketing 54.19% / 56.05% / 51.28%
- Organization and Administration of Sports and Management 56.05% / NA / NA
- Sociology of Sport 58.60% / NA / NA

(e) The Informational Interview is a standard assignment throughout the sport management programs. For two years in a row, we have not met this expectation. Out of the 87 students who should have completed this assignment, only 63 did.

(f) Multiple instructors teach this course. Going forward, the department needs to evaluate the rubric for this assignment to confirm consistent grading.

Nichols College SMGT Program-Level Operational Effectiveness Outcomes Matrix
Academic Year 2019-2020

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 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 the class starting in the fall of 2018, we retained more than 76.4%.	2
Measure 2: Enrollment	The SMGT program will graduate 40 students each year from the program.	In 2020 we graduated 37	1(a)

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) The SMGT program missed the graduation goals for 2020. We are still evaluating if COVID-19 was a cause. This will be evaluated during the next academic year.

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/Specialized Accreditor(s): Commission of 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

URL where accreditation status is stated: <https://www.nichols.edu/about/history-and-accreditation>

Program Context and Mission

Program Mission:

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 multibillion 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.

Program Goals:

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.

Brief Description of Student Population:

Approximately 1,200 Undergraduate students' study at Nichols College. The institution primarily draws from New England and New York and New Jersey.

Admissions Requirements:

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

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: 2020 # of Graduates: 37 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 (into Program):
Year: NA # of Transfers: NA Transfer Rate: NA
5. Graduates Entering Graduate School
Year: 2020 # of Graduates: 37 # Entering Graduate School: 5
6. Job Placement (if appropriate)
Year: 2019 (94% employed after 6 months)
7. Additional Indicators, if any: none