November 25, 2013

The COSMA Board of Commissioners (BOC) met on November 16, 2013, to discuss your application for accreditation and all supporting materials. Based on your self-study, the site visit team report, and your written response, the BOC determined that the following degree programs are in compliance or partial compliance with all COSMA Principles:

Bachelor of Science in Sport Management  
Master of Business Administration, Sport Management Option  
Master of Arts in Higher Education Administration, Sport Management Focus

Southeast Missouri State University is awarded “Accreditation with Notes.” Accreditation is awarded for a maximum of seven years, until October 2020.

According to COSMA’s Accreditation Process Manual, accreditation is granted to those institutions judged by the COSMA Board of Commissioners to be substantially in compliance with the COSMA accreditation principles. The institution must be current with its membership dues and the site visit expenses must have been paid to COSMA before accreditation is granted. The institution will be notified, in writing, of its accreditation status.

“Accredited with Notes” indicates that certain principles of COSMA have not been met and these principles are identified in Notes summarized below. Notes represent concerns of the Board of Commissioners, and until those concerns are dealt with by the institution and accepted by COSMA, the Notes must be addressed each year in the institution’s Annual Report to COSMA. The institution has up to three years to eliminate the deficiencies identified in the Notes. When an institution that has been accredited with Notes does not remove those deficiencies within the required three-year period, the BOC may place it on probation.

“Observations” are recommendations made by the site visit team and the Board of Commissioners that could be helpful to your institution. Action on Observations is recommended, but not required. The BOC has also added some comments – additional information to help your program improve but not requiring any follow up.

**Commendations**

The Board of Commissioners wants to commend the programs at Southeast Missouri State University for the high GPA requirements you have for students to remain in the program, the writing proficiency
requirements, and the overall support for professional development by the University.

The following areas were addressed fully in your response to the summary of the site visit team’s report and require no further response:

Areas of Full Compliance – Summary
Principle 1: Outcomes Assessment

Undergraduate
Issue: Provide additional information about whether or not the undergraduate program achieved the stated learning outcomes for the direct and indirect measures of student learning.
Outcome: Resolved for SLOs 1, 3, and 4. See “Observations” for SLO 2.

Principle 3: Curriculum
Issue: Submit the assessment results for the Sport Economics and Sport Finance courses, since both mean scores were below the goal of 3.75 set for each competency area.
Outcome: Resolved.

Issue: Include Sport Management faculty in the development and review of the Sport Management curriculum focus courses in the M.A. in Higher Education Administration degree.
Outcome: Resolved.

Principle 7: Internal and External Relationships

Graduate
Issue: Provide a response to Principle 7.7 Diversity in Sport, guideline #1: “Describe the ways in which your curricular and co-curricular activities prepare students to understand and appreciate the diverse nature of the sport environment.”
Outcome: Resolved.

BOC Comment: When another name change for the department is under discussion, since a large percentage of students focus on Sport Management, consider changing the departmental name to include Sport Management.

The following area constitutes the “Observations” to which you are recommended, but not required, to respond:

Principle 1: Outcomes Assessment

Undergraduate
Issue: Provide additional information about whether or not the undergraduate program achieved the stated learning outcomes for the direct and indirect measures of student learning.
Observation 1: For SLO 2, provide an action plan on improving the scores to meet the benchmark. “Close the loop” so that the BOC can see why you changed the benchmark and what this change was based on.

Principle 3: Curriculum

Issue: Submit a copy of the revised syllabus for SM 540 (Legal Aspects of Sport and Physical Activity) in the Annual Report to show differentiated learning goals/requirements for the undergraduate and graduate students.
Observation 2: The BOC noted that the percentage weight of each assignment in this course does not add up to 100% (it adds up to 90%). Please clarify.
The following areas constitute the “Notes” to which you must respond within three years in your Annual Report to COSMA:

Principle 1: Outcomes Assessment

Graduate

Issue: Provide a copy of the revised student learning outcomes and measures for the graduate programs.

Note 1: The wording of the student learning outcomes in the rejoinder (page 3) do not match the wording submitted in the program-level intended outcomes matrix in the Annual Report (pages 9-16). In addition, while five SLOs are listed on page 3 of the rejoinder, data for only four SLOs is presented. No data is provided for SLO 5 (“Demonstrate the ability to find, understand and apply empirical research in sport management”). Provide a revised matrix that reflects the current (revised) SLOs and one year of data (2013-14) for all SLOs. Consider revising the graduate-level SLOs to reflect higher order thinking (e.g., going beyond “demonstrate”).

Issue: With the revised student learning outcomes and utilization of different assessment tools for the graduate programs, the program should collect and submit one year of data and provide an analysis of the degree to which the new student learning outcomes have been achieved. Action plans should be included to show what is done with the new information.

MBA and M.A. Programs:

Note 2: The information requested was provided for four of the five SLOs; with one data set, it is difficult to evaluate the effectiveness of the measures. Provide data for all five SLOs and an evaluation of the effectiveness of the measures after another year of data is collected (2013-14).

Principle 2: Strategic Planning

Issue: Show evidence that the Sport Management department has increased its influence over the two graduate programs (i.e., M.A. in Higher Education Administration – Sport Management focus and the M.B.A. – Sport Management option), in particular the M.A.

Note 3: The response addresses the concern; however, a revised strategic planning document should show evidence of “closing the loop” – in this case, to report on the benefits (or not), shifts, changes, etc., of this increased influence and what this means for operational effectiveness (linked back to the outcomes assessment). In addition, this section should include information about how much (additional?) interaction the Director of Sport Management has with the graduate students in terms of acceptance into the program and placement in internships.

Principle 6: Resources

Issue: Show evidence that Sport Management faculty are more adequately compensated.

Note 4: The response indicates that the institution is working on this concern across the board and the issue of faculty salaries continues to be studied across campus. Provide an update on the status of the findings and implementation of the salary analysis in your annual report.

Items for Submission

The following are ways in which the institution can provide additional and/or revised materials to show compliance with the previously stated areas of partial or non-compliance:

Principle 1: Outcomes Assessment

Graduate

1. Provide a revised matrix that reflects the current (revised) SLOs and one year of data (2013-14) for
all SLOs. Consider revising the graduate-level SLOs to reflect higher order thinking (e.g., going beyond “demonstrate”).

2. Provide data for all five SLOs and an evaluation of the effectiveness of the measures after another year of data is collected (2013-14).

**Principle 2: Strategic Planning**

3. Report on the benefits (or not), shifts, changes, etc., of the increased influence over the graduate programs and what this means for operational effectiveness (linked back to the outcomes assessment). In addition, this section should include information about how much (additional?) interaction the Director of Sport Management has with the graduate students in terms of acceptance into the program and placement in internships.

**Principle 6: Resources**

4. Provide an update on the status of the findings and implementation of the salary analysis in your Annual Report.

**COSMA accreditation covers a maximum time period of seven years, through October 2020.** COSMA will notify you in advance concerning the timing of reaffirmation of accreditation, so that you can apply for reaffirmation in a timely manner.

Now that Accreditation has been granted to Southeast Missouri State University by COSMA, you may denote this status in your official publications and advertising.

If you have any questions, please do not hesitate to contact me at 202-329-1189 or cosma@cosmaweb.org.

Sincerely,

Heather Alderman
Executive Director

cc: Kenneth W. Dobbins (president@semo.edu)