

COSMA Annual Report Submission Instructions

Academic Year 2023-24

Due Date: NO LATER THAN July 31.

Use this document; changes are made annually.

2023-24 Annual Fees Announcement:

Annual Membership Fees have increased by **10 percent for the 2024-25 membership/fiscal year (July 1 – June 30) to \$1,980**. We are instituting a process to allow “limited resource institutions*” a reduced fee for membership. COSMA wants to enable all sport management programs to afford the accreditation process and to ensure a more equitable financial process for member institutions. The following guidelines will help you navigate an “exceptions” process that will be evaluated annually.

* Be among the bottom 15 percent of active Division I schools from a resource standpoint, as determined by per capita school expenditures, per capita athletics department funding and per capita Pell Grant aid for the student body. **OR**

Be a member of a conference in which 60 percent of the schools are among the bottom 15 percent of active Division I members from a resource standpoint. ([AASP Grants for Schools - NCAA.org](https://www.aasp.org/))

- 1) If your program is budgeted for and can afford to pay the \$1,980 annually, do nothing differently.
- 2) Programs going through first-time accreditation in FY 2024-25: You may request a gradual payment schedule:
 - Year 1: \$495 (25% of \$1,980)
 - Year 2: \$990 (50% of \$1,980)
 - Year 3: \$1,485 (75% of \$1,980)
 - Year 4: \$1,980 (100%)
- 3) Other adjustments to membership fees will be determined on a case-by-case basis. See page 11 for additional information.

Late fees (\$200) will be enforced for the 2024-25 fiscal year.

Not submitting materials or not communicating with COSMA Headquarters will result in AUTOMATIC ADMINISTRATIVE PROBATION on August

1. An email will be sent to your University/College and Departmental Administrators.

The Annual Report consists of three parts:

Section 1: Programmatic Information (completed by all programs), pages 3-5

Section 2: Outcomes Assessment (completed by programs in Candidacy Status and Accredited Programs) – pages 6-10

Section 3: Budget Chart: Reference for programs yet to be accredited and for those requesting annual fee reductions – page 11.

Program Information Profile – This Council for Higher Education Accreditation (CHEA) form has been modified to include basic student outcomes information: Graduation rate, completion rate, transfer rate, graduates going to graduate school and job placement rate. If you collect these data as part of your Operational Effectiveness Goals, refer to that matrix – page 10.

Extension request: For extension of fee payment and/or Annual Report submission (page 12).

COSMA Annual Report 2023-24

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.

SECTION 1: PROGRAMMATIC INFORMATION (COMPLETED BY ALL PROGRAMS)

| | | | | | |
|--|--|----------------------|----------------|------------------|-------|
| Institution's Name: | | University of Tampa | | | |
| Address: | | 401 w. Kennedy | | | |
| City: | Tampa | State: | FL | ZIP/Postal Code: | 33606 |
| Primary COSMA Contact Name and Designated Alternate Contact: | | Name 1: Coral Bender | | | |
| | | Name 2: James Weiner | | | |
| Telephone: | 813.257.3809 | Email: | Cbender@ut.edu | | |
| Sport Management Degree Program(s): | [e.g., Bachelor of Science, Sport Management] Bachelor of Science, Sport Management | | | | |
| Name of College where Sport Management degree(s) is housed: | [e.g., College of Business, Education, etc.] College of Natural and Health Sciences | | | | |
| Academic Unit URL: https://www.ut.edu/academics/college-of-natural-and-health-sciences/sport-management-major | | | | | |

A. Check the box to reflect the 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 (have not been granted Candidacy Status) |

*Estimate the month and year you want to hold a site visit:

Self-Study August 2024, Site Visit November 2024

B. 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?

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | No |
| <input type="checkbox"/> | Yes. If yes, please identify terminated programs. |
| | |

2. Were changes (e.g., curricular) made in any of your sport management majors, concentrations or emphases?

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | No |
| <input type="checkbox"/> | Yes. If yes, please identify the changes by adding an additional page to this document. |

3. Were any new sport management degree programs established during the reporting year?

| | |
|----------|---|
| X | No (skip to Section C) |
| | Yes. If yes, please identify the new degree programs and answer B4. |

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

| | |
|--|--|
| | No |
| | Yes. Provide a copy/URL of the approval letter from your accrediting body. |

5. Do you have an Associate's degree program in sport management to include in the accreditation process?

| | |
|--|--|
| | No |
| | Yes (You will be contacted to discuss this.) |

C. Identify any administrative and other changes that directly affect your academic unit/sport management program and attach an updated organizational chart that shows these relationships. Such changes would include:

- Your sport management unit's primary representative 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).
- Faculty changes

| | | |
|--------------------------------|--------------------------|-----------------------------|
| Position Assistant Prof | Name Coral Bender | Title Assistant Prof |
| Email cbender@ut.edu | | |
| Position | Name | Title |
| Email | | |
| Position | Name | Title |
| Email | | |

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 COSMA accreditation primary representative: What are you doing to maintain continuity with the accreditation process? Provide a narrative response to these questions.

Dr. Tudor left the University of Tampa, Dr. Weiner temporarily took over COSMA responsibilities. Dr. Bender was hired and has taken over COSMA responsibilities.

Other Changes/Issues

D. Briefly comment on other changes or issues pertaining to your academic unit/sport management program (e.g., new partnerships, innovations, campus locations, change in program delivery, etc). Describe any modifications made to your program delivery, collection of outcomes assessment data and grading/graduation requirements, if applicable. Provide supporting documentation, as needed. Failure to report changes may result in administrative probation.

This year our oral and written communication data were collected in SPM 385: Sport Media Relations and Communication due to changes in the structure of SPM 491: Senior Seminar. Sport Media Relations and Communication is also a “W” coded course, like Senior Seminar, so this was an appropriate change.

[Optional Responses]

E. How has COSMA and the accreditation process benefitted your program, faculty, students, alumni and/or other?

The SPM program has been working on strategic planning ahead of our reaffirmation, this has been very beneficial for our program.

F. What can COSMA do to serve you better?

SECTION 2: OUTCOMES ASSESSMENT (TO BE COMPLETED BY ACCREDITED PROGRAMS AND PROGRAMS IN CANDIDACY STATUS)

A. Has your outcomes assessment plan changed from initial approval or since last year’s Annual Report?

| | | |
|----------|-----------------------------------|--|
| | No | |
| X | Yes. Attach the revised O/A plan. | <p>Data were collected from SPM 385 for oral and written communication rather than SPM 491 due to course content changes. AAC&U VALUE Rubrics were used to assess both oral and written communication.</p> <p>SPM 491 Critical Thinking Case Study utilized a new rubric for Critical Thinking that applied to the case.</p> |

B. Complete the following chart if you are responding to feedback from the Board of Commissioners as follows:

- Notes and Observations in a recent accreditation granted letter
- Required response items to a Candidacy Status granted letter
- Action Items from a Site Visit report
- Required response items to an accreditation deferred letter

Copy and paste the note, observation, action item or required response item in Column 1. Indicate your response to the item in the second column. Feel free to include your response as an addendum and attach documentation accordingly. **You have two years to resolve Notes.**

| <i>Notes, Observations, Action Items, Required responses</i> | <i>Your Response</i> |
|--|----------------------|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |

C. Provide the URL(s) for the page on your academic unit/sport management program’s website

that makes available to the public the following (pp. 7-10 of this document):

- SLO matrix
- OEG matrix
- Program information profile
- Statement of accreditation status (includes Candidacy Status)
- Accreditation seal (accredited programs only)

This information must be updated annually. Failure to comply with this request will result in Administrative Probation.

URL(s): chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.ut.edu/uploadedFiles/Academics/CNHS/Sport_Management/UniversityofTampaPublicDisclosure.pdf

This will be updated after the submission of this report to COSMA

D. Complete the following program-level student learning outcomes (SLO) matrix and program-level operational effectiveness goals (OEG) matrix.

Student Learning Outcomes Matrix - Academic Year 2023 – 2024

| Identify Each Student Learning Outcome and Measurement Tool(s) | Identify Benchmark | Total Number of Students Observed | Total Number of Students Meeting Expectation | Assessment Results: Percentage of Students Meeting Expectation | Assessment Results: |
|---|---|-----------------------------------|--|--|------------------------------|
| SLO 1. Demonstrate a proficiency in basic concepts and issues related to the following sport management content areas: media relations, financial issues, stadium and arena management, marketing and fundraising, legal issues and risk management, administration and management, sales, venue and event management, and social issues | | | | | |
| Post-Tests given to seniors of the SPM major | 75% average score across all students | $n = 76$ | 15 | 19.7% | 1. Does not meet expectation |
| Pre-Post tests gains between seniors and freshmen | Senior class score 20% higher than freshman class | Pre: $n = 102$ Post: $n = 76$ | N/A – this measure uses a class mean | Pre-test: $\bar{x} = 42.7\%$ Post-test: $\bar{x} = 67.2\%$ | 2. Meets expectation |
| Internship supervisor evaluations of job knowledge (SPM 498, question 1) | A score equal or greater than 4 out of 5 | $n = 227$ | 207 | 91% $\bar{x} = 4.4$ | 2. Meets expectation |
| Student internship exit survey (SPM 498, question 11) | A score equal or greater than 5 out of 7 | $n = 66$ | 63 | 96% $\bar{x} = 6.18$ | 3. Exceeds expectation |
| SLO 2. Apply critical thinking and problem-solving skills as they relate to issues faced by sport industry professionals. | | | | | |
| Critical thinking rubric used in SPM491 for group projects | A score equal to or greater than 15 out of 20 on the VALUE critical thinking rubric | $n = 8$ (group) | 2 | 25% | 1. Does not meet expectation |
| Internship Supervisor Evaluations of critical thinking (SPM 498, question 8) | A score equal to or greater than 4 out of 5 | $n = 227$ | 201 | 88.5% $\bar{x} = 4.48$ | 3. Exceeds expectations |
| Student internship exit surveys (SPM 498, question 2) | A score equal to or greater than 5 out of 7 | $n = 66$ | 62 | 93.9% $\bar{x} = 6.09$ | 3. Exceeds expectations |

| SLO 3. Demonstrate effective use of verbal and written communication skills | | | | | |
|--|---|---------------------|--|---|-------------------------------|
| Student internship exit surveys (SPM 498, questions 3,4,5,6) | Mean score of 5 or greater, out of 7, for each question | $n = 66$ | NA – Mean scores were used | Q3: $\bar{x} = 6.44$ Q4: $\bar{x} = 6.44$ Q5: $\bar{x} = 5.91$ Q6: $\bar{x} = 6.20$ | 3. Exceeds expectations |
| Internship supervisor evaluations of communication (SPM 498, question 9) | A score equal to or greater than 4 out of 5 | $n = 227$ | 211 | 93.0% $\bar{x} = 5.95$ | 3. Exceeds expectations |
| Oral presentation scores from research project in SPM 385 | A score equal to or greater than 15 out of 20 on the VALUE oral communication rubric | $n = 49$ | 48 | 98% | 3. Exceeds expectations |
| Written assignment from written assignment in SPM 385 | A score equal to or greater than 15 out of 20 on the VALUE written communication rubric | $n = 10$ (group) | 8 | 80% | 2. Meets expectation |
| SLO 4. Evaluate social and ethical issues relevant to the sport industry | | | | | |
| Ethics-focused case study issued in SPM 412 | A score equal to or greater than 15 out of 20 on the VALUE written communication rubric | $n = 65$ | 43 | 66% | 1. Does not meet expectations |
| Internship supervisor evaluations of ethical behavior (SPM 498, question 7) | A score equal to or greater than 4 out of 5 | $n = 227$ | 223 | 98% $\bar{x} = 4.87$ | 3. Exceeds expectations |
| Student internship exit surveys (SPM 498, questions 8 and 9) | A score equal to or greater than 5 out of 7 | $n = 66$ | Q8: 56 Q9: 62 | Q8: 84.8% Q9: 94.0% Q8: $\bar{x} = 5.70$ Q9: $\bar{x} = 6.47$ | 2. Meets expectation |
| SLO 5. Demonstrate preparedness for a career in the sport industry. | | | | | |
| Internship supervisor evaluations of student professional development (SPM 498, | A mean score of 4 out of 5 for each question related to professional development | $n = 227$ | N/A – Mean scores were used for benchmarking | Q2: $\bar{x} = 4.61$ Q3: $\bar{x} = 4.56$ Q4: $\bar{x} = 4.42$ Q5: $\bar{x} = 4.59$ Q6: $\bar{x} = 4.85$ Q10: $\bar{x} = 4.59$ | 3. Exceeds expectations |

| | | | | | |
|---|---|-----------|---|--|-------------------------|
| questions 2,3,4,5,6,10) | | | | | |
| Student internship exit surveys (SPM 498, questions 10 and 12) | A mean score of 5 out of 7 for both questions | $n = 150$ | N/A – Mean scores used for benchmarking | Q10: $\bar{x} = 6.47$ Q12: $\bar{x} = 6.41$ | 3. Exceeds expectations |
| | | | | | |

Student Learning Outcomes Matrix Narrative:

The SPM program met expectations on every indirect measure. The program Met all expectations on SLOs 3 (communication) and 5 (career preparedness). The program did Not Meet Expectations on at least one direct measure for SLOs 1 (content), 2 (critical thinking), and 4 (ethical decision making).

Previously, the SPM program worked to reimagine the core content area exam and its administration. The new exam and administration took place in the Spring of 2023. Students have not met expectations on this exam.

Based on the findings of the 2022-2023 data SPM 491: Senior Seminar added core projects focusing on the application of content areas to new contexts. These projects included an event analysis and a book review. These projects were completed before the culminating exam was given to students.

The SPM Program is undergoing reaffirmation of specialized accreditation and is currently in the self-study year. Because the program recognizes the value of strategic planning, a great deal of time has been spent imagining the future of the program and ways to assess and meet benchmarks. In order to make Student Learning Outcomes align directly with new the mission and vision of the program while making all Student Learning Outcomes more measurable, the program is overhauling all Student Learning Outcomes for the 2024-2025 academic year.

The results of the 2023-2024 findings indicate to the program that further pedagogical changes must be made in the realms of core content area application, ethical decision, and critical thinking. As the program seeks to implement the new SLOs further curriculum mapping exercises and discussions with new faculty to implement critical thinking and ethical decision making into core content areas, as well as refinement of the new projects added to SPM 491.

SLO 1: Direct measure 1 (post-test) did not meet expectation. This measure is not an embedded authentic measure of student learning. The SLO and measure are being changed to more authentically capture student learning in the future.

SLO 2: One direct measure benchmark was not met, including an authentic embedded measure. This outcome and measures are being updated in the future. Faculty will also discuss the implementation of more critical thinking work in lower level classes.

SLO 3: All measures for oral and written communication were met. This outcome is being broken into separate outcomes in the future.

SLO 4: The authentic, embedded assessment for ethical decision making was not met. This outcome is being rewritten to address it's measurability. Faculty will meet to discuss ethical decision making in other courses and how it can be addressed further throughout the curriculum.

SLO 5: All benchmarks were exceeded.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2023-24

| 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. Develop and maintain relationships with sport business professionals | | | |
| Measure 1 – Student Projects involving co-work with sport business professionals | Ample work alongside sport business professionals | A number of courses in the program involved projects in which students worked alongside sport business professionals, especially including: SPM 298, SPM 312, and SPM 491 | 3 |
| Measure 2 – Guest Speakers from professional sport organizations | Students allotted ample time to meet and hear from sport business professionals | Over 20 guest speakers throughout the 2022-2023 academic year and utilizing zoom, several Alumni Panels and other professional development activities in courses. | 3 |
| Measure 3 – Monthly Meetings | Students allotted ample time to meet and network with sport business professionals | Guest professional sports organizations came and met with students to network and potentially hire UT Sport Management students as part of the Monthly Meetings (held on zoom this year) This became incorporated into classes such as SPM 298 (Practicum) and SPM 419 (Senior Seminar) | 3 |
| OEG 2. To retain the majority of declared first year SPM majors to year two of the program | | | |
| Measure 1 – Retention rates from University of Tampa | Retain 60% of first year Sport Management students | Over 60% of Sport Management first-year students were retained | 3 |
| OEG 3 - To oversee a 80% graduation rate of declared SPM majors | | | |
| Measure 1 – Graduation rates from University of Tampa | Graduate 80% of declared SPM seniors | Over 90% of SPM seniors have graduated | 3 |
| OEG 4 – Ensure Sport Management faculty are actively involved in University affairs | | | |

| | | | |
|--|---|--|---|
| Measure 1 – Looking upon core professors in the SPM department and evaluating presence within the University outside of mandatory practices | Ample work inside of the University of Tampa that is not considered mandatory, and is outside of the Sport Management realm | Faculty is actively involved in a number of activities which are not mandated by the University of Tampa, and are outside of the Sport Management realm. | 3 |
| OEG 5. Demonstrate adequate teaching skills as they relate to student satisfaction | | | |
| Measure 1 – Student evaluation of Sport Management Courses | A score equal to or above the scores of the Sport Management program’s affiliated college within the University of Tampa | Fall 2023 Sport Management average course rating = 4.25 Fall 2023 CNHS average course rating = 4.17 Spring 2024 Sport Management average course rating = TBD Spring 2024 CNHS average course rating = TBD | 2 |
| Measure 2 – Student evaluation of Sport Management Professors | A score equal to or above the scores of the Sport Management program’s affiliated college within the University of Tampa | Fall 2023 Sport Management average professor rating = 4.29 Fall 2023 CNHS average professor rating = 4.28 Spring 2024 Sport Management average professor rating = TBD Spring 2024 CNHS average professor rating = TBD | 2 |

Narrative: All OEG benchmarks were met or exceeded. As stated in the SLO Matrix, the Department of Sport Management has undergone a yearlong strategic planning initiative. In the 2024-2025 academic year the department will have new OEGs and Benchmarks aligned with the new mission and vision of the department.

PROGRAM INFORMATION PROFILE

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

Name of Institution: The University of Tampa

Program/Specialized Accreditor(s): COSMA

Institutional Accreditor: SACSCOC

Date of Next Comprehensive Program Accreditation Review: 2024

Date of Next Comprehensive Institutional Accreditation Review: 2024

URL where accreditation status is stated: <https://www.ut.edu/academics/college-of-natural-and-health-sciences/sport-management-major>

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: 2022-2023 # of Graduates: 90 Graduation Rate: 4.39% (90 SPM majors out of 2051 undergraduate degree conferrals at the university)
2. Average Time to Degree: 4-Year Degree: 3.8 5-year Degree n/a
3. Annual Transfer Activity (into Program): Year: Fall 2023
of Transfers: 25 Transfer Rate: 18.7% (# of new SPM transfers (25) / # of new SPM students enrolled (134), 71.7% of SPM transfers graduate within 2 years)
4. Graduates Entering Graduate School: Year: 2022
of Graduates: 56 # Entering Graduate School: 9
5. Job Placement (if appropriate): Year: 2022
of Graduates: 56 # Employed: 51

Form developed by the Council for Higher Education Accreditation. © updated 2020