

# COSMA Annual Report 2017-18

## 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:   | Thomas College     |                 |                     |                  |       |
| Program(s)/Degree(s): | Sport Management   |                 |                     |                  |       |
| Address:              | 180 West River Rd  |                 |                     |                  |       |
| City:                 | Waterville         | State:          | ME                  | ZIP/Postal Code: | 04901 |
| Primary Contact Name: | Dr. Thomas Edwards |                 |                     |                  |       |
| Title:                | Provost            | Date Submitted: | 7/23/18             |                  |       |
| Telephone:            | (207) 859-1362     | Email:          | edwardst@thomas.edu |                  |       |

### *Accreditation Information*

A. Accreditation status of your academic unit/sport management program (mark one):

|                                     |                             |
|-------------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | Accredited                  |
| <input type="checkbox"/>            | Candidate for Accreditation |
| <input type="checkbox"/>            | Program Member              |

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> |
|-----------------------------|-----------------------------|-----------------------|
|                             |                             |                       |
|                             |                             |                       |
|                             |                             |                       |

(Use additional space as needed.)

### *Outcomes Assessment*

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

|                                     |   |       |
|-------------------------------------|---|-------|
| <input checked="" type="checkbox"/> | Yes   |       |
| <input type="checkbox"/>            | 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?

|                                     |   |  |
|-------------------------------------|---|--|
| <input checked="" type="checkbox"/> | The outcomes assessment plan we submitted is still current.             |  |
| <input type="checkbox"/>            | Changes have been made and the revised plan is attached.                |  |
| <input type="checkbox"/>            | We have made changes and the revised plan will be sent to the COSMA by: |  |

*Outcomes Assessment (continued)*

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 “**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?

|          |   |
|----------|---|
| <b>x</b> | No  |
|          | Yes. If yes, please identify terminated programs. |
|          |   |

2. Were changes made in any of your sport management majors, concentrations, or emphases?

|          |   |
|----------|---|
| <b>x</b> | No  |
|          | 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?

|          |  |
|----------|--|
| <b>x</b> | 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?

|          |   |
|----------|---|
| <b>x</b> | 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. |

G. Accredited Programs only: 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://thomasstorage1.blob.core.windows.net/wp-media/2018/07/COSMA-Annual-Report-2018.pdf>

***Administrative Changes***

- H. Identify any administrative changes that directly affect 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 and academic vice president, and the head of your academic unit/sport management program (if different from the primary representative to the COSMA). 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. (New to 2017-8) 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.

| Position  | Name  | Title |
|-----------|-------|-------|
| Telephone | Email |       |
|           |       |       |
|           |       |       |
|           |       |       |
|           |       |       |
|           |       |       |
|           |       |       |
|           |       |       |

***Other Issues***

- I. Briefly comment on other 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). Failure to report changes may result in administrative probation.

*Assistant Professor of Sport Management Natalie West resigned effective August 2018. The College intends to announce a search for a replacement position in the fall of 2018.*

***Dashboard Data – to be updated annually***  
**To be completed by accredited programs only**

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.

| <b>Dashboard Data</b>   |   |
|---|---|
| Total Sport Management Enrollment (majors, minors, tracks) in all programs (UG, master's)     | 107   |
| Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty                   | 3 FT faculty                                |
| Total Number of Part Time/Adjunct Sport Management Faculty                                    | 1 adjunct/PT faculty                        |
| Approximate Number of Students Selecting Sport Management Program Due to Accreditation Status | See Admissions Trending Information (below) |
| Number of students/parents requesting information about your SM program                       | See Admissions Trending Information (below) |
| Number of students/parents attending information sessions about your SM program               | See Admissions Trending Information (below) |
| Number of inquiries from business/industry about the accreditation status of your SM program  | n/a   |

**Admission Trend Report (7/15/2018 snapshot for Fall 2018 cohort): Sport Management Programs only**

| Year     | Inquiries | Applications | Acceptances | Deposits |
|----------|-----------|--------------|-------------|----------|
| 07/15/18 | 387       | 118          | 87          | 33       |
| 07/15/17 | 441       | 116          | 93          | 25       |
| 07/15/16 | 484       | 128          | 107         | 39       |
| 07/15/15 | 500       | 93           | 80          | 36       |
| 07/15/14 | 590       | 120          | 87          | 22       |
| 07/15/13 | 602       | 97           | 63          | 34       |
| 07/15/12 | 690       | 100          | 66          | 33       |
| 07/15/11 | 714       | 54           | 44          | 22       |
| 07/15/10 | 807       | 113          | 68          | 39       |

**Information Sessions (7/15/2018 snapshot for Fall 2018 cohort): All majors**

| Campus Visits               | Inquiries | Applications | Accepted | Net Pd Dep. | Yield (net/acc) |
|-----------------------------|-----------|--------------|----------|-------------|-----------------|
| Individual                  | 368       | 269          | 253      | 137         | 54%             |
| Open House                  | 62        | 48           | 44       | 25          | 57%             |
| Scholarship Recognition Day | 98        | 98           | 97       | 82          | 85%             |
| Total                       | 528       | 415          | 394      | 244         | 61.9%           |

**Program-Level Student Learning Outcomes Matrix –  
Academic Year 2017 – 2018**

| Identify Each Student Learning Outcome and Measurement Tool(s)  | Identify the Benchmark  | Total Number of Students Observed | Total Number of Students Meeting Expectation | Assessment Results: Percentage of Students Meeting Expectation | Assessment Results:<br>1. Does not meet expectation<br>2. Meets expectation<br>3. Exceeds expectation<br>4. Insufficient data                      |
|---|---|-----------------------------------|--|--|--|
| <b>SLO 1 - Apply managerial competencies to sport organizations and interpret fundamental aspects of sport markets, sponsorships and promotion.</b>         |   |                                   |  |  |  |
| <b>Measure 1:</b><br>Internship Supervisor Evaluation of Core Competencies<br><br>Direct Measure  | 100% of composite core competency scores will average at least 3.5 (70%) on a 1-5 scale                                   | 5                                 | 5  | 100%   | Meets expectation  |
| <b>Measure 2:</b><br>Sport Management Proficiency Examination<br><br>Direct Measure   | 100% of scores will exceed 60% level to achieve a passing grade (pass and fail grades are recorded on student transcript) | 19                                | 19   | 100%   | Meets Expectation  |
| <b>Measure 3:</b><br>Internship Presentation<br><br>Direct Measure  | 90% of students will achieve a score of B or above.   | 15                                | 15   | 100%   | Meets Expectation  |
| <b>Measure 4:</b><br>Internship Mentors Evaluation,<br><br>Direct Measure   | Data used to identify themes related to program strengths and weaknesses, 90% receive score of B or above                 | 15                                | 14   | 93%  | Meets Expectation  |
| <b>Measure 5:</b><br>Survey of all SM Graduates<br>Average rating of 4.0 on 5 pt scale on attainment of student learning objectives<br><br>Indirect Measure | Self-assessment of SM graduates on attainment of core SM Learning Objectives  | 16                                | N/A  | 4.09 out of 5.0 scale  | Two measures- Q. 1 regarding Managerial competency was slightly below 3.94 and Q.3 regarding cultural awareness at 3.88 did not meet the standard. |

|  |   |                                       |  |  |  |
|--|---|---------------------------------------|--|--|--|
| <b>Measure 6:</b><br>Assessment of graduates employment rates<br><br>Indirect Measure  | Survey of SM Alumni, Average rating of 4.0 on 5 point scale on attainment of student learning objectives. | To be done in 2019 (3 year rotation). |  |  | This survey is done on a three year rotation and is to be conducted in summer of 2019. |
| <b>SLO Sport Management 2:</b> Analyze existing sport-related research (see data under SLO 1)  |   |                                       |  |  |  |
| <b>SLO Sport Management 3:</b> Recognize the internal and external factors that shape culture (See data under SLO 1)   |   |                                       |  |  |  |
| <b>SLO Sport Management 4:</b> Identify legal principles of sport including liability and risk management (see data under SLO 1)   |   |                                       |  |  |  |
| <b>SLO Sport Management 5:</b> Demonstrate skill in interpersonal and organizational communication (see data under SLO 1)  |   |                                       |  |  |  |
| <b>SLO Sport Marketing 1:</b> Demonstrate skill in the application of the marketing mix variables to the business of sport   |   |                                       |  |  |  |
| <b>SLO Sport Marketing 2:</b> Demonstrate the ability to create a marketing plan for a sports organization   |   |                                       |  |  |  |
| <b>**Explanation of course action for intended outcomes not realized:</b><br>E-portfolios were discontinued beginning 2017-2018. The SM program is implementing a new direct measure related to SM students completing internships and their assessment of the College's core competency skills (Communications; Leadership and Service; Critical Thinking, Analytical Reasoning and Problem Solving; Community and Interpersonal Relations) by outside evaluators (site supervisors). |   |                                       |  |  |  |

*Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.*

## Program-Level Operational Effectiveness Goals Matrix

| Identify Each Operational Effectiveness Goal and Measurement Tool(s)  | Identify the Benchmark | Data Summary         | Assessment Results:<br>1. Does not meet expectation<br>2. Meets expectation<br>3. Exceeds expectation<br>4. Insufficient data |
|---|------------------------|----------------------|---|
| <b>OEG 1 – To align retention and graduation rate of Sport Management with overall student cohort.</b>                                    |                        |                      |   |
| <b>Measure 1:<br/>6-year graduation rate*</b>   | Entering Cohort (all)  | See data table below | 2. Meeting Expectations   |
| <b>Measure 2:<br/>Retention Rate*</b>   | Entering Cohort (all)  | See data table below | 2. Meeting Expectations   |
| <b>**Explanation of course action for intended outcomes not realized:</b>   |                        |                      |   |
| *Data included below represents institutional data snapshot as of 7/15/2018 and includes overall retention rates (beyond the first year). |                        |                      |   |

*Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.*

Retention and Graduation Rates (7/15/2018 snapshot): Sport Management

|                   | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Retention Rate*   |       |       |       |       |       |       | 52.3% | 68.2% | 47.4% | 48.7% | 68.0% |
| Graduation Rate** | 34.3% | 29.4% | 25.6% | 39.5% | 50.0% | 42.4% | 47.7% | 45.5% | 5.3%  | 0.0%  | 0.0%  |

Retention and Graduation Rates (7/15/2018 snapshot): All majors

|                   | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Retention Rate*   |       |       |       |       |       |       | 52.7% | 54.5% | 55.3% | 55.8% | 74.7% |
| Graduation Rate** | 42.7% | 43.7% | 43.8% | 45.0% | 48.7% | 50.3% | 50.0% | 42.2% | 10.2% | 1.6%  | 0.0%  |

Graduation rates of incoming sport management majors from 2007-2010 generally lagged behind their entering cohort. Beginning in 2011, retention and graduation rates for Sport Management Majors now align more closely with the entering cohort, with variations due in part to small headcounts in the Sport Management programs relative to the overall entering cohort. This trend continued in 2017-18.

## 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: Thomas College

Program Accreditor: COSMA

Institutional Accreditor: New England Association of Schools and Colleges

Date of Next Comprehensive Program Accreditation Review: 2019 (COSMA)

Date of Next Comprehensive Institutional Accreditation Review: 2023 (NEASC)

To learn more about the accredited status of the program, click here: <http://www.cosmaweb.org/>

### Program Context and Mission

Program Mission:

To prepare students to be a nationally recognized practitioner engaged in the ethical development of the sport industry and related research.

Program Goals:

Students will graduate with the ability to:

- Understand one or more sports in-depth, including the psychological principles of sports, teamwork, the industry, and how sport functions in contemporary society.
- Analyze connections between the worlds of business and sport, identifying opportunities.
- Communicate effectively with players, coaches, fans, financial stakeholders, and the media.
- Demonstrate understanding of the principles of sport management, including the areas of public relations, liability, facilities, financial management and budgeting, and the purchase, care, and security of equipment.

Brief Description of Student Population: Thomas College enrolls approximately 75% of its students from Maine, with up to 60% each year identifying as first generation.

Admissions Requirements: High School GPA 2.1 or higher

### Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: 2018 # of Graduates: 11 Graduation Rate: (of 2014 cohort) 68.2%

2. Completion of Educational Goal (other than certificate or degree – if data collected)

# of Students Surveyed: n/a # Completing Goal: n/a



3. Average Time to Certificate or Degree  
1-Year Certificate:   n/a   2-Year Degree:   n/a   4-Year Degree:   4 years
4. Annual Transfer Activity  
Year:   2018   # of Transfers:   4   Transfer Rate:   6%
5. Graduates Entering Graduate School  
Year:   2018   # of Graduates:   11   # Entering Graduate School:   2
6. Job Placement (if appropriate)  
Year:   2017   # of Graduates:   17   # Employed:   7    
# entered Graduate School:   5   # unknown:   5
7. Licensure/Certification Examination Results: \_\_\_\_\_
8. Additional Indicators, if any: \_\_\_\_\_

*Form developed by the Council for Higher Education Accreditation. © updated 2015*