



BUSINESS

**University of Minnesota Crookston
Business Department
2021-2022 U of MN Crookston COSMA Public Disclosure**

Description of Public Disclosure of Accreditation Status

(p. 28-29, *Accreditation Process Manual*, December 2015)

When a program joins COSMA as a Program Member, but prior to its application for Candidacy Status, the program holds no accreditation “status” and **may not** refer to its membership on its website or in published materials. When a program has been granted Candidacy Status, it will make the following notation on the “home page” of its academic unit/sport management program website:

The following sport management degree program has been granted Candidacy Status by the Commission on Sport Management Accreditation (COSMA), located in Fort Collins, CO, USA:

- *Bachelor of Science in Sport and Recreation Management*

Candidacy Status is not an accredited status, but a step toward seeking accreditation by COSMA.

General Information

Institution’s Name:	University of Minnesota Crookston				
Address:	2900 University Ave				
City:	Crookston	State:	MN	ZIP/Postal Code:	56716
Primary COSMA Contact Name:	Eddie G Walker II, Ph.D.				
Telephone:	218-281-8251	Email:	walke810@umn.edu		
Sport Management Degree Program(s):	Bachelor of Science, Sport and Recreation Management				
Name of College where Sport Management degree(s) is housed:	Business Department				
Academic Unit URL:	https://www.crk.umn.edu/academics/business-department/sport-recreation-management				

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: University of Minnesota Crookston

Program Accreditor: Commission for Sport Management Accreditation (COSMA) and Accreditation Council for Business Schools and Programs (ACBSP)

Institutional Accreditor: Higher Learning Commission (HLC)

Date of Next Comprehensive Program Accreditation Review: 2022-2023 AY

Date of Next Comprehensive Institutional Accreditation Review: 2023-2024 AY

To learn more about the accredited status of the program, click here:

<https://crk.umn.edu/academics/business-department>

Program Context and Mission

Program Mission: The mission of the Sport and Recreation Management Program at the University of Minnesota Crookston is to give students the opportunity to develop knowledge and expertise in sport and recreation with an orientation toward management. It is employment-oriented, designed around active learning and responsive teaching, and technology-driven, focused on communication and human relations.

Program Goals:

- Graduates will be able to manage, assist in the management of, or find employment in sport and recreation organizations.
- Graduates will have a broad understanding of issues and technological trends within sport industry
- Graduates will have a good understanding of sport facility operations.
- Graduates will learn about sport marketing.
- Graduates will learn about the legal aspects of sport and ethics.

Brief Description of Student Population: The University of Minnesota Crookston had 622 on-campus students and 952 online students enrolled in the fall of 2021. The student-to-faculty ratio is 16:1 with 43% of our on-campus students and 56% of our online students identifying as first generation students. The average age of on-campus students is 20.9 and the average age of our online students is 31.9. The dashboard below indicates the gender and racial/ethnic background of the students within the Sport and Recreation Management Program

	On-campus Students	Online Students
Total Enrollment (fall 2021)	24	23
Female	2	6
Male	22	17
African American/Black	2	2
American Indian/Alaska Native	1	2
Asian American		
Caucasian/White	20	13
Hispanic		3

Native Hawaiian/Pacific Islander		
Two or more races		
International	1	2
Not specified		1

Admissions Requirements: *From our Admissions website:* “To support our ongoing commitment to diversity, equity, and inclusion, and because many of your personal qualities cannot be measured by standardized tests, we provide plenty of opportunities throughout the application for you to demonstrate not only your academic success, but also success in the areas of leadership, community engagement, commitment, family responsibilities, special talents, and so on. To ensure that all applicants receive a fair, equitable review and evaluation, our application review process is a thorough, personal, and complete evaluation of your application.”

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation Year: 2021-22 AY # of Graduates: 14 Graduation Rate: 4-yr – 30%; 5-yr – 100%; 6-yr – 50%
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: 4-Year Degree: 3.7 years
4. Annual Transfer Activity (into Program): Year: 2021-22 AY
of Transfers: 3 Transfer Rate: 48%
5. Graduates Entering Graduate School: Year: 2021-22 AY
of Graduates: 14 # Entering Graduate School: 2
6. Job Placement (if appropriate): Year: 2021-22 AY
of Graduates: 14 # Employed: 10
7. Licensure/Certification Examination Results: N/A
8. Additional Indicators, if any: N/A

2021-2022 BS Program-Level Student Learning Outcomes Matrix

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: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Analyze the various aspects of current issues and technological advances within the sport industry					
Measure 1 (DM): SRM 2020 Issues in Sport assignment	75% meet or exceed expectations on the Issues in Sport assignment	15	10	66.7%	Does not meet expectation
Measure 2 (IM): Internship – Technology Abilities*	75% meet or exceed expectations on the student report of confidence in their abilities to complete the technological responsibilities of their internship	9	8	89%	Exceeds expectation
SLO 2: Identify the multifaceted purposes, special requirements, and security issues of sport facilities					
Measure 1 (DM): SRM 3003 Facility Design assignment	75% meet or exceed expectations on the Facility Design assignment	16	13	81.3%	Exceeds expectation
Measure 2 (DM): SRM 3003 Facility Tour	75% meet or exceed expectations on the Facility Tour assignments	1. 16 2. 16 3. 16	1. 14 2. 14 3. 12	1. 87.5% 2. 87.5% 3. 75%	1. Exceeds expectation 2. Exceeds expectation 3. Meets expectation
SLO 3: Assess the unique challenges faced by sport industry using a variety of marketing techniques (e.g., promotional strategies, sponsorship)					
Measure 1 (DM): SRM 3006 Adopt-a-Team assignment	75% meet or exceed expectations on the Adopt-a-Team assignment	8	6	75%	Meets expectation
Measure 2 (DM): SRM 3006 Beer	75% meet or exceed expectations on	8	7	87.5%	Exceeds expectation

Promotions in College Sports assignment	the Beer Promotions in College Sports assignment				
SLO 4: Discuss the various legal aspects of sport including negligence, risk management, contract law, and ADA compliance					
Measure 1 (DM): SRM 3002 ADA Learning Activity assignment	75% meet or exceed expectations on the ADA Learning Activity assignment	26	23	88%	Exceeds expectation
Measure 2 (DM): SRM 3002 Bloom v. NCAA Case Study	75% meet or exceed expectations on the Bloom v NCAA Case Study assignment	26	19	73%	Does not meet expectations
SLO 5: Demonstrate competence in oral and written communication					
Measure 1 (IM): Internship – Communication Abilities*	75% meet or exceed expectations on the student report of their abilities to communicate effectively during their internship	9	9	100%	Exceeds expectation
Measure 2 (DM): SRM 4800 Final Strategic Plan	75% meet or exceed expectations on the Final Strategic Plan assignment	5	4	80%	Exceeds expectation
<p><i>*The student self-report was used because none of the supervisors completed the internship evaluation at the time of this report.</i></p> <p><i>**Explanation of course action for intended outcomes not realized: While most students did well on the 2 assessments that did not meet expectations, the results were still shy of the 75% benchmark. To help improve student performance, I will break down the issues assignment into smaller components instead of one large assignment. That will help me determine if there is any particular component of the assignment that needs more explanation as well as ensuring that students are turning in parts of this assignment over the course of the semester. As for the legal case study assignment, I will spend more time in class discussing cases with the students where they are required to answer questions like the ones they will see in this type of case study assignment.</i></p>					

2021-2022 BS Program-Level Operational Effectiveness Outcomes Matrix

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: Increase on-campus student and online student enrollment			
Measure 1: On-campus enrollment for fall 2021	Increase on-campus enrollment by 5% in Fall 2021	-17%	Does not meet expectation
Measure 2: Online enrollment for fall 2021	Increase online enrollment by 10% in Fall 2021	-44%	Does not meet expectation
OEG 2: Meet or exceed campus goals for graduation rates (50% - 4-year graduation rate; 65% - 6-year graduation rate)			
Measure 1: 4-year graduation rate	50%	29%	Does not meet expectation
Measure 2: 6-year graduation rate	65%	50%	Does not meet expectation
OEG 3: Meet or exceed campus goal of 80% first-to-second year retention rate			
Measure 1: First-to-second year retention	80%	67%	Does not meet expectation
OEG 4: Prepare students for real world application of course content by providing them with opportunities to participate in case study competitions, research opportunities, and internships			
Measure 1: Prepare a team to compete in the SMA Student Case Study Competition in Las Vegas	Have a 4-student team prepare a response to the and achieve a score of 25 or higher on the rubric	Final score = 27	Exceeds expectation
Measure 2: SRM 3200 Research Proposal assignment	75% meet or exceed expectations on the Research Proposal assignment	94%	Exceeds expectation
<p>**Explanation of course action for intended outcomes not realized: COVID-19 greatly impacted enrollment on our campus. The University of Minnesota instituted a vaccine mandate for both on-campus and online students. Many online students dropped enrollment due to this vaccine mandate. I make it a point to meet with every prospective student who visits campus. We also have a new admissions director with whom I will meet to come up with new strategies for recruiting students. With COVID-19 restrictions being eased this coming academic year, there should not be as big of a drop in first-year retention. Retention was at 80% for the previous academic year. We also have a first-year-experience course that all freshmen must take to aid in retention. I will be focusing on meeting with new freshmen during the semester to see how things are going. In addition, our Academic Success Center has developed a CARES Team initiative as a way to identify high-risk students and address any possible barriers to their future academic success. Lower graduation rates were likely the result of eliminating the football program a few years ago. Many of the football player student-athletes left the university when football was cut, with many of those student-athletes being SRM majors.</p>			