



**BUSINESS**

**University of Minnesota Crookston  
Business Department  
2023-2024 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:	<a href="https://www.crk.umn.edu/academics/business-department/sport-recreation-management">https://www.crk.umn.edu/academics/business-department/sport-recreation-management</a>				

## 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:** 2025-2026 AY

**Date of Next Comprehensive Institutional Accreditation Review:** 2024-2025 AY

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

<https://crk.umn.edu/academics/business-department/sport-and-recreation-management>

### 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 613 on-campus students and 1,012 online students enrolled in the fall of 2023. The student-to-faculty ratio is 16:1 with 44% of our on-campus students and 55% of our online students identifying as first-generation students. 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 2023)	25	20
Female	5	8
Male	19	10
Unknown	1	2
African American/Black	3	3
American Indian/Alaska Native	1	2
Asian American		
Caucasian/White	19	13
Hispanic		1

Native Hawaiian/Pacific Islander		
Two or more races		
International	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: 2023-24 AY # of Graduates: 8 Graduation Rate: 4-yr – NHS: 25% Transfer: 57%; 6-yr – NHS: 57% Transfer: 60%
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: 2023-24 AY  
# of Transfers: 5 Transfer Rate: 50%
5. Graduates Entering Graduate School: Year: 2022-23 AY (2023-24 data not available yet)  
# of Graduates: 9 (for this survey period) # Entering Graduate School: 3
6. Job Placement (if appropriate): Year: 2022-23 AY (2023-24 data not available yet)  
# of Graduates: 9 (for this survey period) # Employed: 4
7. Licensure/Certification Examination Results: N/A
8. Additional Indicators, if any: N/A

**2023-2024 BS Student Learning Outcomes Matrix**

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: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>SLO 1: Analyze the various aspects of current issues and technological advances within the sport industry</b>					
<b>Measure 1 (DM): SRM 3012 Sports League Case Study</b>	80% meet or exceed expectations on the Sports League Case Study assignment	14	12	86%	Exceeds expectations
<b>Measure 2 (IM): Internship – Technology Abilities</b>	80% meet or exceed expectations on the supervisor report of confidence in their abilities to complete the technological responsibilities of their internship	4	4	100%	Exceeds expectations
<b>SLO 2: Identify the multifaceted purposes, special requirements, and security issues of sport facilities</b>					
<b>Measure 1 (DM): SRM 3003 Facility Notebook</b>	80% meet or exceed expectations on the Facility Notebook assignment	9	9	100%	Exceeds expectations
<b>Measure 2 (DM): SRM 3003 Space Management Assignment</b>	80% meet or exceed expectations on the Space Management assignment	9	8	89%	Exceeds expectation
<b>SLO 3: Assess the unique challenges faced by sport industry using a variety of marketing techniques (e.g., promotional strategies, sponsorship)</b>					
<b>Measure 1 (DM): SRM 3006 Adopt-a-Team assignment</b>	80% meet or exceed expectations on the Adopt-a-Team assignment	9	8	89%	Exceeds expectations
<b>Measure 2 (DM): SRM 3006 Brand</b>	80% meet or exceed expectations on	9	9	100%	Exceeds expectations

<b>Equity assignment</b>	the Brand Equity assignment				
<b>SLO 4:</b> Discuss the various legal aspects of sport including negligence, risk management, contract law, and ADA compliance					
<b>Measure 1 (DM): SRM 3012 Name, Image, and Likeness Activity</b>	80% meet or exceed expectations on the NLI Contract assignment	14	13	93%	Exceeds expectations
<b>Measure 2 (DM): SRM 3005 Crisis Communication assignment</b>	80% meet or exceed expectations on the Crisis Communication assignment	26	23	88.5%	Exceeds expectations
<b>SLO 5:</b> Demonstrate competence in oral and written communication					
<b>Measure 1 (IM): Internship – Communication Abilities</b>	80% meet or exceed expectations on the supervisor report of their abilities to communicate effectively during their internship	4	4	100%	Exceeds expectations
<b>Measure 2 (DM): SRM 4800 Final Strategic Plan</b>	80% meet or exceed expectations on the Final Strategic Plan assignment	12	9	75%	Does not meet expectations
<p><i>Explanation of course action for intended outcomes not realized: All but one outcome met or exceeded expectations. The standard for the SRM 4800 Final Strategic Plan was increased from 75% to 80%. Therefore, it did meet the threshold from last year's reporting period. The capstone project is an essential component of our program and I need to work toward 100% of the students meeting or exceeding expectations on this assessment. Having assessments related to this assessment throughout the semester has been helpful, but some students will not turn in the assessment when it is due. One thing I could do is have them submit a rough draft earlier in the semester. This will allow me to see where they stand and make suggestions before the final assessment is due.</i></p>					

**2023-2024 BS Program-Level Operational Effectiveness Outcomes Matrix**

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>OEG 1: Increase on-campus student and online student enrollment</b>			
<b>Measure 1: On-campus enrollment for fall 2023</b>	Increase on-campus enrollment by 5% in Fall 2023	19%	Exceeds expectations
<b>Measure 2: Online enrollment for fall 2023</b>	Increase online enrollment by 10% in Fall 2023	33%	Exceeds expectations
<b>OEG 2: Meet or exceed campus goals for graduation rates (50% - 4-year graduation rate; 65% - 6-year graduation rate)</b>			
<b>Measure 1: 4-year graduation rate</b>	50%	New HS – 25% Transfer – 57%	Does not meet expectations Exceeds expectations
<b>Measure 2: 6-year graduation rate</b>	65%	New HS – 57% Transfer – 60%	Does not meet expectations Does not meet expectations
<b>OEG 3: Meet or exceed campus goal of 80% first-to-second year retention rate</b>			
<b>Measure 1: First-to-second year retention</b>	80%	80%	Meets expectations
<b>OEG 4: Prepare students for real world application of course content by providing them with opportunities to participate in case study competitions and research opportunities (with at least one student participating)</b>			
<b>Measure 1: Prepare a team to compete in the SMA Student Case Study Competition in Charlotte, NC</b>	Have a 4-student team prepare a response to the and achieve a score of 25 or higher on the rubric	Final score = 33	Exceeds expectations
<b>Measure 2: SRM 3200 Research Proposal assignment</b>	80% meet or exceed expectations on the Research Proposal assignment	91%	Exceeds expectations
<p><b>**Explanation of course action for intended outcomes not realized:</b>  <i>On-campus and online student numbers in the fall of 2023 increased greatly from fall of 2022. The SRM 4-year graduation rate is still low for new high school students. Many of those new high school students who would have graduated with an SRM degree in 2023-24 were football players who went somewhere else to finish their degree. This should be the last year where 4-year graduation rate will be affected by losing the football program. Transfer student graduation rate exceeded expectations for 4-year but was slightly below the 6-year graduation rate goal. The 6-year graduation rate for transfers is likely a product of losing the football program. Many of the transfer students who came here (and would have graduated within 6 years) were likely football players who transferred again after football was cut. The impact of losing football on graduation rate should be over within the next year.</i></p>			