

BS Sports Management CPR Index (AY22-23)

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Comprehensive Program Review

AY 2022 – 2023

Institution: Middle Georgia State University

Academic Program: BS in Sports Management

College or School: School of Business

Department: Health Services Administration

CIP Code: 310504

Date of Last Internal Review: 1st CPR, program started Fall 2019

Faculty Completing Report: Dorothy Howell

Current Date: 12/11/2022

5 Year Enrollment by Campus and Graduation Trends

Enrollment

Campus	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	5 YR Growth	Fall 2017 compared to Fall 2022 only
Macon	n/a	7	22	15	16		
Cochran	n/a	38	66	59	55	13.12%	45%
Warner Robins	n/a	2	3		3		
Dublin	n/a		1				
Eastman	n/a						
Online	n/a	2	13	40	43		
Off Campus	n/a				2		
Total	n/a	49	105	114	119	34.42%	143%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For examples, academic year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

AY 2018	AY 2019	AY 2020	AY 2021	AY 2022	2 YR Growth	AY2021 compared to AY2022 only
N/A	N/A	N/A	7	24	243%	243%

Include a narrative that discusses:

Program Purpose and Mission

The BS in Sport Management supports the mission of Middle Georgia State University to educate and graduate inspired, lifelong learners who will enhance their community through professional leadership, specifically in the state’s sport and recreation industry.

The Bachelor of Science in Sports Management is designed to meet the interdisciplinary needs of an expanding discipline and workforce. The program’s goals include offering benchmarked contemporary curriculum through which students will be exposed to the varied approaches and sectors of sports, recreation, and fitness management and operations. Consequently, students will develop competencies and knowledge that will prepare them for entry level supervisory positions in local, regional, and national sports, recreation, and fitness organizations. And lastly, MGA’s School of Health Sciences will ensure applicability of student skills, by the expansion of partnerships that provide practical experience and exposure within the industry.

Align of Program Mission with Department, School, and Institutional Mission

The BS program is within the scope of MGA’s role in the State University sector and aligns particularly well with MGA’s hybrid mission. Specifically, the BS in Sport Management is an access program open to all newly admitted students. It also offers an alternative completion pathway to MGA students who do not gain admittance to more competitive health science or business programs.

The program aligns its mission with the school and institution through its program goals by:

- Offering curriculum supporting and matching the needs of this region’s sports, recreation, and fitness management industry.
- Attracting and retaining students into the University’s affordable, convenient, and challenging degree program and produce graduates that can assume entry level positions in the changing sports, recreation, and fitness sector.

- Developing and maintaining strong ties with graduates/alumni, the practitioner community, and the sport management industry.
- Collaborating with the profession, university, and community in service projects and professional development.
- Effectively and efficiently managing the resources of the institution.

Program Age, Tracks, Concentrations, etc.

The Sport Management was approved 2018 with first classes beginning Fall 2019. The program included 120 credit hours of instruction to attain degree completion, with 42 in AREAS A-E, 18 in AREA F, 39 Upper Division, and 21 Electives. There are no additional tracks or concentration within the degree. Exploration is in process to add concentrations, tracks, or certificates in Sport Psychology and Sport Coaching as well as other potential needs for the region.

Accreditation Information/Status

The Sport Management Program is not accredited. However, future plans are to seek Commission on Sport Management Accreditation COSMA certification.

Method(s) of Delivery

The Program is offered in the following formats: hybrid, partially online and online.

Changes since Last Review

This is the first comprehensive review for this program as it was established in 2018. However, it has undergone changes since its inception. SMGT 2000 Sports and Society was added to AREA F to replace one of the 1000-2000 level electives. MKTG 3161 Principles of Marketing was replaced with HLSA 3900 Health Promotion and Education in Area F.

Major Requirements Changes: SMGT 3400 Introduction to Sports and Fitness Management was changed to a 2000 level course (2400) to match courses transferred in from other intuitions. HLSA 3410 or 3420 Intro to Exercise Science/Nutrition and Wellness added. HLSA 3900 was moved to Area F. Two new courses were added: SMGT 4040 Sport Governance and 4050 Public Policy and Sports. The number of open electives was reduced from 21 credit hours to 15 credit hours.

Benchmarks of Progress

Please see the 5 year enrollment chart above. Since the Program began in 2019, it has seen a 34.42% increase in enrollment, which speaks to the need of this type of program in Middle Georgia and its significance to MGA based on student success initiatives. Graduation rates have increased by 243%.

Plans for Action

While no comprehensive protocol exists for a sports management degree, the institution has benchmarked credentialing possibilities from the Commission on Sport Management Accreditation (COSMA).

Shifting Trends and Market Forces that may Impact Program Demand

The B.S. in Sports Management (SPMA) is positioned to meet a strategic need of the institution as an economically viable degree option with a positive job outlook and documented regional need. The degree also promises to be popular among students—particularly among student athletes. The National Association of Intercollegiate Athletics, which requires athletes to declare a major that culminates in a baccalaureate credential will lead to increased enrollment into this degree program. The increased growth in women’s sports and the concern for athletic health and wellbeing will continue to increase the need for sport management graduates.

Note: The narrative areas should be as direct as possible, address all the areas/elements referenced above, and be of sufficient length to represent your academic program holistically since the last review. In drafting the CPR note the principle function is to “address the quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution’s mission.”

USG Academic and Student Affairs Handbook 2.3.6 “consistent with efforts in institutional effectiveness and strategic planning, each USG institution shall develop procedures to evaluate the effectiveness of its academic programs to **address the quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution’s mission**. Institutional review of academic programs shall involve analysis of both quantitative and qualitative data, and institutions must demonstrate that they make judgments about the future of academic programs within a culture of evidence”

IEB's Comprehensive Program Review Rubric and Evaluation

Date Reviewed: 3-29-23

Program Reviewed: BS Sports Management

<p>Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program</p> <p>New program—this is the first CPR since its inception.</p>
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Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
<p>Enrollment</p>	<p><i>This program has significantly positive enrollment trends and robust credit hour production</i></p>				<p>Enrollment has increased significantly.</p>
<p>Graduation Trends USG benchmark:</p> <p>Bachelor's Degrees: 10 graduates/year</p> <p>Graduate, Associate's or Certificates: 5 graduates/year</p> <p><small>Programs falling under these benchmarks are designated as "low performing"</small></p>	<p><i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i></p>				<p>New program, so graduation data are only for the last two years—shows remarkable growth.</p>

IEB's Comprehensive Program Review Rubric and Evaluation

Program Strengths of Note: The number of enrolled students and of graduates shows a promising upward trend. Plans are in place to expand program tracks and to receive accreditation. Flexibility in program development is a plus.

Areas of Concern: Rapid growth can create additional challenges; the program directors should continue to strive for flexibility and adaptability.

Other Comments:

Comprehensive Program Review Report

Academic Program Name: Bachelor of Science in Sports Management

College or School: The School of Business and Health Administration

Department: Health Administration

Date of Last Internal Review: N/A

Outcome of Previous Program Review (brief narrative statement, if applicable):

This is a new program established in (insert date)

Current Date: 6/1/2023

Executive Summary:

The Bachelor of Science in Sport Management program demonstrates quality, viability, and productivity of efforts in teaching and learning, scholarship, and service, that are aligned with MGA's overall mission and the mission of the School of Business and Health Administration.

Teaching and Learning:

- The program exhibits a commitment to high-quality teaching and learning experiences. Dr. James Hagler shows extreme enthusiasm toward creating a high-quality experience for our students. He has a personal relationship with the students in the program and has rallied the efforts of his adjunct faculty to meet the expectations that he has set forth. They employ effective pedagogical methods, incorporating interactive and experiential learning activities to enhance student engagement and comprehension.
- The curriculum is well-designed, encompassing a comprehensive range of sport management concepts, theories, and practical skills. It is regularly reviewed and updated to ensure its alignment with industry trends and demands. Dr. Hagler's experience and understanding of the field is what makes the overall curriculum current, relevant, and approachable for our students and their career goals.
- The program (and most specifically Dr. Hagler) fosters a student-centered approach, providing personalized support and mentorship to students. It promotes critical thinking, problem-solving, and teamwork skills, preparing students for successful careers in the sport management industry.
- While in their nascent stages, assessment methods are utilized to measure student learning outcomes, ensuring the program's effectiveness in equipping students with the necessary knowledge and competencies. Regular evaluations and feedback mechanisms contribute to continuous improvement in teaching and learning practices.

Scholarship:

- The program actively engages in scholarly activities relevant to sport management. Dr. Hagler conducts research, publish scholarly articles, and presents at conferences, contributing to the advancement of knowledge in the field. His research informs teaching practices, incorporating current industry insights and trends into the curriculum.

Future Directions

- It is my recommendation that we devise a strategic plan to begin the establishment of a research center dedicated to sport management studies, facilitating collaboration among faculty, students, and industry professionals. These scholarly endeavors will enhance the program's reputation and visibility within the academic and professional communities. There are several avenues that this could take in that we could focus on Sports Psychology and partner with the School of Education and Behavioral Sciences.

- In addition, in order for this program to effectively grow, we will need to hire additional full-time faculty to ensure the vitality, strength, and rigor of the program. Dr. Hagler's workload is currently at maximum capacity and as the CPR report indicates, the program has significant positive enrollment trends and robust credit hour production. The three-year average greatly exceeds USG minimum benchmark for degrees conferred.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

Program MEETS Institution's Criteria

Program is critical to the institutional mission and will be retained.

Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program DOES NOT MEET Institution's Criteria

Program will be placed on a monitoring status.

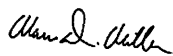
Program will undergo substantive curricular revisions.

Program will be deactivated.

Program will be voluntarily terminated.

Other (identify/add text):

Academic Dean Signature:



Marc D. Miller, Ph.D., Dean

Date: 6/1/2023

Comprehensive Program Review Report
Academic Program Name: BS Sport Management
College or School: School of Business
Department: Health Administration
CPR Review Schedule AY22-23

Provosts Response:

The comprehensive review affirms the recommendations of the Department Chair and Dean regarding the Bachelor of Science in Sport Management program. The review recognizes the program's strong commitment to quality teaching and learning experiences, evidenced by enthusiastic faculty members and effective pedagogical methods. The well-designed curriculum aligns with industry trends and prepares students for successful careers in sport management. The program's student-centered approach, personalized support, and mentorship contribute to the development of critical thinking, problem-solving, and teamwork skills among students.

In addition, the program has experienced positive enrollment growth and graduation trends, further highlighting its viability and appeal to students. This positive momentum reflects the program's ability to meet student needs and attract a growing number of students seeking a career in sport management.

In line with the recommendations, it is prudent to provide additional resources to support the program's growth. Investing in full-time faculty members may ensure the vitality, strength, and rigor of the program, considering the positive enrollment trends and robust credit hour production. Furthermore, the pursuit of undergraduate research efforts around sports management is encouraged to foster collaboration among faculty, students, and industry professionals. This strategic initiative may enhance the program's reputation and visibility within the academic and professional communities.

By implementing these recommendations, the Bachelor of Science in Sport Management program will further enhance its educational effectiveness, relevance, and scholarly contributions. The program will continue to provide exceptional learning experiences for students, contributing to their personal and professional development in the dynamic field of sport management.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

X Program is critical to the institutional mission and will be retained.

Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in

Program DOES NOT MEET Institution's Criteria

Program will be placed on a 1 year monitoring status.

Program will undergo substantive curricular revisions.

Program will be deactivated.

Program will be voluntarily terminated.

Other (identify/add text):

D. J. Al
1/23/24

Provost or VPAA Signature:

Date: