

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

Unit Name: Sport Management

Unit Mission: The mission of the Department of Sport Management is to provide a quality program to support the School of Business and Technology mission to prepare students to achieve professional and personal goals in the dynamic local and global communities. Additionally, the Sport Management degree will assist students to graduate with sufficiently competitive skills and knowledge to obtain meaningful employment and facilitate reasonable career advancement in sport management. In addition to employment, this degree will prepare students for graduate school.

Goal (insert number): (Insert name of goal)
 This *Unit Action Plan* Specifically Supports Commitment(s) _____.

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience.	Council On Sport Management Accreditation (COSMA) standards	COSMA accreditation standards	Curriculum revision will be proposed to strengthen the program and meet national accreditation standards.	The curriculum changes are ready to be submitted in Fall 2012. The new options will be submitted then, as well, and it was decided to wait and make all changes at once.	In progress
1.3 Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeast Oklahoma and the state.	Few universities in the region offer this program.	The first classes for the Fitness option will be offered in Fall 2011.	Submit curriculum for approval in Spring 2011.	We were advised to wait a year due to lack of funding for new faculty and for this program to begin, a new faculty member would be needed. In addition, the proposal was delayed due to the investigation in also adding a golf course management option to the degree along with the fitness management option. The curriculum changes and new options are ready to be submitted in Fall 2012.	In progress

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures.	Certificate of completion for all participants.	75% of all SPMT majors will participate in a ropes course experience.	Provide ropes course experiences for MGMT 3013 "Principles of Management" students.	All students taking Principles of Management are now given the assignment to complete the ropes course experience. This was implemented in Fall 2011 and 100% of Sport Management majors taking this course participated. Since this is a required course for the major, all sport management majors will have the opportunity to participate during their degree program.	ongoing
3.2 Recruit, retain, advance and recognize a diverse faculty, staff, and administration.	Demographics of RSU faculty and the service area.	Demographics of SPMT faculty will mirror the demographics of the NE Oklahoma general population.	Job postings for any new positions will be placed in media whose readership includes a broad spectrum of diverse groups.	No new positions were added and no faculty replaced during this time period. When it becomes possible to add new faculty, this can be implemented.	ongoing
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions.	COSMA Standards	All majors will be required to complete the SPMT Ethics course for the degree requirement.	Create an Ethics course in SPMT.	The syllabus for this new course is completed and the new course forms will be submitted in Fall 2012.	In progress
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility.	Advisory Council will meet and discuss major issues within the SPMT Department.	The Advisory Council will reach a consensus on new Sport Management initiatives.	Advisory Council for SPMT is established and major issues are presented to board.	The Advisory Council has been formed with ten members agreeing to serve. The first meeting is planned for June 2012.	ongoing
6.5 Increase opportunities for area residents to participate in educational, cultural and recreational	Every participant will complete an opinion questionnaire at the end of the ropes course experience.	Participants will indicate the objectives of the course were met by scoring each with a "4" or above on a 5-point scale.	The ropes course will be marketed to off-campus groups in the surrounding area.	It was not practical to do a questionnaire at the end of the ropes course experience due to the nature of the activities. However, the number of participants attending with off-campus groups was recorded and increased significantly from 553 in 2010-2011 to 861 as of June 1 in 2011-2012.	ongoing

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activities.					

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Budget Request Supplement for Academic Year 2012-2013
 Year Three – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Insert rows as needed						