

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

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 2013-2014 This section due by May 17, 2013. | | | | Report for 2013-2014 This section due by May 1, 2014. | |
|---|---|--|---|---|----------------------|
| Objective | Action or Activity | Evaluation Measure | Performance Standard | Data/Findings | Status* |
| 1.5 Provide opportunities to achieve and maintain essential program accreditation | Acceptance into 1 st year of candidacy status. | COSMA accreditation standards | Begin the self-study process of the candidacy. | The decision was made, after consultation with the Dean, to not seek accreditation at this time. The curriculum is in alignment with the national standards but the budget situation at the present time will make it difficult to add another full-time faculty member which would be needed to meet instructional requirements. In addition, it was determined that accreditation would not be needed to compete for students and insure a quality program for now. | Delayed indefinitely |
| 2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation | With the hiring of a new advisor/retention specialist for the School of Business and Technology, a committee is working to develop a plan to improve retention within the School. | Baseline numbers are being collected to establish the effectiveness of the plan. | Student retention for the School of Business and Technology will improve. | The data is not available at this time but the retention methods in the School of Business and Technology have been more formalized under the advisor/retention specialist and students are receiving help which should result in improved retention. | Ongoing |

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| 3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures. | Certificate of completion for all participants. | 90% of all SPMT majors will participate in a ropes course experience. | Provide ropes course experiences for MGMT 3013 "Principles of Management" students. | All SPMT students take MGMT 3013 Principles of Management and are required to go through the ropes course experience. Although there is an alternative assignment, 100% of the Sport Management majors enrolled in MGMT 3013 participated in the ropes course. This experience includes activities to improve problem solving, communication skills and team building with a group and improve understanding of individual and group differences. | 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 |
| 4.2 Pursue optimal staffing throughout the university | Hire at least one additional faculty member. | Meet the instructional needs of the new option(s) for the Sport Management degree. | Request new faculty members when new curriculum options are submitted. | A new faculty member will be necessary for the following reasons: The new curriculum contains additional courses which must be covered. The move to NCAA Div. I has resulted in the loss of instructional help by coaches, and new MBA program will include two graduate level courses in Sport Management. We have been allowed to increase adjunct faculty in the program. | Ongoing |
| 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 will meet annually and major issues are presented to board. | The advisory council members have been updated and will meet July 2014. | Ongoing |

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| 6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities | Off-campus groups will participate in the ropes course experience. | Numbers of off-campus participants will be tracked and participation will continue to increase. | The ropes course will be marketed to off-campus groups in the surrounding area. | Ropes course participation by outside groups has remained consistent and increasing numbers have resulted in the contractual relationship between RSU and Challenge Quest (CQ). This company is better able to provide staffing and management decisions meeting increasing standards imposed by the state and national organizations and reduce the liability on the part of RSU. This arrangement will increase how many outside groups the RSU course can accommodate during the year. Finally, CQ will track and provide participation numbers. | Ongoing |

*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

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Budget Request Supplement for Academic Year 2013-2014
 Year Three – Strategic Planning Cycle

| This section due by May 17, 2013. | | | | | | | This section due by May 1, 2014 |
|-----------------------------------|----------------------|---------------------|-----------|-------------------------|--------------------------|----------------|----------------------------------|
| University Objective | Action for 2013-2014 | Requested Resources | | | | Estimated Cost | Was the Budget Request Approved? |
| | | Human | Financial | (Enter Amount Approved) | Other (e.g., Technology) | | (Enter Amount Approved) |
| Insert rows as needed | | | | | | | |
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