

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

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 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by May 17, 2013.	
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.	Curriculum revision was proposed and passed both the curriculum committee and Academic Council. Two new options were created: Sport Business and Fitness Management. The common core was strengthened with the addition of classes as a result of program assessment. Four new classes were created for the Fitness Management option.	completed
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 curriculum changes brought the program into alignment with the COSMA standards so that a decision can be made for entering into candidacy status.	ongoing
3.1 Provide curricular and co-curricular experiences that increase student understanding of and	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.	This was fully implemented during the 2012-2013 academic year. SPMT majors complete the ropes course as an assignment in MGMT 3013 "Principles of Management".	ongoing

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
appreciation for other cultures.					
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.	This was accomplished with our curriculum changes this year and the Ethics course was approved. It is included in the program core and will be taught for the first time in 2014.	completed
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. II has resulted in the loss of instructional help by coaches, and; the proposed MBA program will include two graduate level courses in Sport Management. The request was not made for the upcoming academic year but will be submitted for the next budget cycle.	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.	Due to schedule conflicts last summer, the Advisory Council was unable to meet. Another attempt is being made to have an initial meeting of this group in July 2013.	ongoing

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
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 has been monitored to track use by outside groups. New camps hosted on campus have increased the participation by outside groups. In addition, marketing to private parties in the community was also increased resulting in a new avenue for bringing the community to the campus. The director spoke to multiple civic/service organizations in Spring 2013 presenting a program on the ropes course. The course was also marketed with a booth at the Claremore Outdoor Expo. Numbers increased from 861 in 2011-2012 to 890 as of June 1, 2013.	ongoing

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

This section due by May 17, 2012.							This section due by May 17, 2013
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	Physical/Capital	Other (e.g., Technology)		(Enter Amount Approved)
4.2 Pursue optimal staffing throughout the university	Gain approval to hire at two additional faculty members.	One faculty member for fitness management and one faculty member for golf course management.					