



Dr. Yongjae Kim
Kutztown University
15200 Kutztown Road
Kutztown, PA 19530

September 28, 2015

The COSMA Board of Commissioners (BOC) met on September 25, 2015, to discuss your application for accreditation and all supporting materials. Based on your self-study, the site visit team report, and your written response, the BOC determined that the following degree program is in compliance or partial compliance with all COSMA Principles:

Bachelor of Science in Leisure and Sport Studies

Kutztown University's sport management program is awarded "**Accreditation with Notes.**" Accreditation is awarded for a maximum of seven years, until September 2022. According to COSMA's *Accreditation Process Manual*, accreditation is granted to those programs judged by the COSMA Board of Commissioners to be substantially in compliance with the COSMA accreditation principles. The program must be current with its membership dues and the site visit expenses must have been paid to COSMA before accreditation is granted. The program will be notified, in writing, of its accreditation status.

"Accredited with Notes" indicates that certain principles of COSMA have not been met and these principles are identified in Notes summarized below. Notes represent concerns of the Board of Commissioners, and until those concerns are dealt with by the program and accepted by COSMA, the Notes must be addressed each year in the program's Annual Report to COSMA. The program has up to three years to eliminate the deficiencies identified in the Notes. When an program that has been accredited with Notes does not remove those deficiencies within the required three-year period, the BOC may place it on probation.

Commendations

The Board of Commissioners commends the program for a well-put together response that was organized and easy to follow. In addition, they appreciated the new financial resources made available for faculty scholarly and professional activities.

The following areas were addressed fully in your response to the summary of the site visit team's report and require no further response:

Areas of Full Compliance – Summary

Principle 1: Outcomes Assessment

Issue: Indicate how you are addressing the results that "do not meet expectations" for SLO 1 (Internship Research /Writing Project) and SLO 3 (Internship Portfolio).

Outcome: Resolved.

Issue: Address the concern of using a “composite” direct measure of the internship experience measures.

Outcome: Resolved.

Issue: Provide a more detailed narrative or explanation when discussing action plans and realized outcomes. Focus on how the written discussions demonstrate “closing the loop” with regards to the outcomes assessment process.

Outcome: Resolved.

Principle 2: Strategic Planning

Issue: Provide a clear written narrative of how the PEST and SWOT analyses have been used to impact or influence departmental planning.

Outcome: Resolved.

Principle 7: Internal and External Relationships

Issue: Provide an organizational chart for the University and the Department (Principle 7.1).

Outcome: Resolved.

The following areas constitute the “Notes” to which you must respond within three years in your Annual Report to COSMA:

Principle 2: Strategic Planning

Issue: Provide a narrative that indicates how the data collected on the student learning outcomes are being used to impact decision making in the strategic planning process (“closing the loop”).

Note 1: Provide evidence, referencing specific examples, where the program is using student learning outcomes data to inform decisions in strategic planning.

Principle 7: Internal and External Relationships

Issue: Provide a description of the ways in which you communicate information concerning key student learning outcomes to the public. Provide copies of this information and explain how the public can access this information (Principle 7.8).

Note 2: Include student achievement data (you may use the matrices from your Annual Report) on your program’s website and provide COSMA with the URL for this webpage.

COSMA accreditation covers a maximum time period of seven years, through September 2022.

COSMA will notify you in advance concerning the timing of reaffirmation of accreditation, so that you can apply for reaffirmation in a timely manner.

Now that accreditation has been granted to Kutztown University’s sport management program by COSMA, you may denote this status in your official publications and advertising.

If you have any questions, please do not hesitate to contact me at 202-329-1189 or cosma@cosmaweb.org.

Sincerely,

Heather L Alderman

Heather Alderman
Executive Director

cc: Dr. Kenneth S. Hawkinson, President
Dr. Martha Geaney, Dean, College of Business
Dr. Ann Zayaitz, Provost



The Commission on Sport Management Accreditation
Hereby Recognizes

Kutztown University

For Excellence in Sport Management Education

Bachelor of Science in Leisure and Sports Studies

September 25, 2015

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Executive Director

Robert Prior

Robert Prior
Chair, Board of Commissioners