

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 5 – K (1)
DATE: March 29-30, 2023

SUBJECT

Request to Seek Accreditation – NSU (COSMA)

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 1:10](#) – Relationship of Curriculum and Instruction to Statutory Objectives

BACKGROUND / DISCUSSION

Board of Regents Policy 1:10 specifies that “Each campus must seek and receive Board approval before applying for initial accreditation or an expanded scope of accreditation for academic programs.” In accordance with Board policy, South Dakota State University requests approval to seek accreditation from the following accrediting agencies:

Accrediting Agency: The Commission on Sport Management Accreditation (COSMA)

Program: Sport Marketing and Administration (BS)

Advantages: Accreditation will maintain the quality of the curriculum and uphold the standards of the field. Sport Management as a field has grown significantly in the last decade, and the trajectory is not subsiding. Career opportunities in sports are growing each year. With the legislation in California and policy changes at the NCAA, it is more essential than ever that professionals in sport graduate from reputable programs. An accreditation in COSMA establishes a national presence in sport management. The Annual COSMA report allows for continual assessment and improvement of our Sports Marketing & Administration (SMAD) program to meet the needs of the field.

The Higher Learning Commission (HLC), a regional accrediting agency recognized by the U.S. Department of Education, awards institutional accreditation for higher education institutions in South Dakota. A variety of unique organizations award specialized/program accreditation within distinct programs or departments at Regental institutions. A general reference document on institutional and specialized/program accreditation is available on the BOR website at the link below.

- [Special Analysis: Accreditation in Higher Education](#)

(Continued)

DRAFT MOTION 20230329_5-K(1):

I move to approve NSU’s request to seek accreditation from The Commission on Sport Management Accreditation for their BS in Sport Marketing and Administration.

IMPACT AND RECOMMENDATION

NSU anticipates a one-time application fee of \$1,200 for initial accreditation, and an annual fee of \$1,800 to be covered through department funds. NSU plan to attach a student fee to the prefixes HLTH and PE for in-person classes at NSU. This revenue would be able to maintain the annual fees associated with accreditation. This fee would only be applied once BOR lifts the tuition & fee freeze. Other costs would include roughly \$3,600 for travel expenses for the pre-site visit screening and site visit, as well as \$1,200 for a reaffirmation of accreditation fee every seven years.

Board staff recommends approval.

ATTACHMENTS

Attachment I – NSU Request to Seek Accreditation Form: The Commission on Sport Management Accreditation (COSMA)



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

Request to Seek Accreditation

Use this form to request permission to seek accreditation of an approved program. Board of Regents (BOR) action is required to seek program accreditation.

UNIVERSITY:	NSU
PROGRAM:	Sport Marketing & Administration
CIP CODE:	310504
UNIVERSITY DEPARTMENT:	Sports Sciences
UNIVERSITY DIVISION:	Millicent Atkins School of Education

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Michael Weros

President (or Designee) of the University

12/8/2022

Date

1. Level of program seeking accreditation (place an "X" in the appropriate box):

- Certificate

 Associate

 Bachelor's
 Doctoral

 Master's

2. Accrediting Agency:

The Commission on Sport Management Accreditation (COSMA)

3. What are the advantages of accreditation?

Maintains the quality of the curriculum, upholds the standards of the field. Sport Management as a field has grown significantly in the last decade. This trajectory is not subsiding. Career opportunities in sport are growing each year. With the legislation of California and the policy changes at the NCAA, it is more essential than ever that professionals in sport graduate from reputable programs. An accreditation in COSMA establishes national presence in sport management. The Annual COSMA report allows for continual assessment and improvement of our Sports Marketing & Administration (SMAD) program to meet the needs of the field.

Additionally, seeking an obtaining accreditation for our SMAD program, allows for our School of Business to seek a higher standard of accreditation. Both lead to great reputation, therefore, increase program enrollment.

4. What are the anticipated costs involved in accreditation, including:

A. Costs involved in undergoing self-study and preparing the application for accreditation:

- \$1200 Application Fee

B. Out-of-pocket costs related to dues or site visits:

- \$500 Mentoring Fee (Pre-Site Visit Evaluation) – Voluntary
- \$500 Cost of travel, hotel, and food for the one day Mentor Visit
- \$1000 for Travel of Site Team
- \$1000 for Honorarium for Site Visit Evaluators (two days)
- \$600 for Hotel Accommodations and Food for Site Visit Evaluators (two days)

C. Base budget implications including incremental costs and minimum base resources required (dollars and FTE):

Base Costs - \$4800

Application - \$1200

Pre-Site Visit Screening - \$1000

Site Visit - \$2600

Annual Fees

Program Membership - \$1800

Seven Year Rotation

Reaffirmation of Accreditation - \$1200

5. What is the source of the revenue needed?

The Sports Sciences Department plan to increase revenue by attaching student fees to the prefixes of HLTH and PE for in-person classes at Northern State University. The revenue generated will be able to maintain the annual fees associated with the COSMA accreditation. The Board of Regents has prohibited increasing tuition and fees in AY 21-22, once the hold is lifted our fee would apply.

6. What is the estimated date for submission of accreditation application?

AY 22-23 - Seek NSU and SDBOR approval

AY 22-23 – Apply for COSMA Candidacy Status

AY 23-24 - Prepare and submit the COSMA Self-Study

AY 23-24 - Site Visit at Northern State University for two days

Summer 2024 – Accreditation Approval