

Strategic Analysis

Department of Sport Management &
Exercise Science

SPMG 428: Public Relations and Marketing in Sport

Our process

- Why?
 - Identified a need
 - An new organization
 - Needing a plan of action
- How?
 - Large group
 - Brainstorming, strategizing, organizing
 - Small group
 - Data collection and analysis



The Organization

Demographics

Mission

Vision



Overview

- **Two Majors:**
 - Bachelor of Science in Sport Management (2009);
 - Bachelor of Science, INDS Exercise Science
- **Minor:**
 - Athletic Coaching
- **Additional Courses:**
 - Health, Skills/Activities
- **Graduate Degrees:**
 - None
- **.5 secretary**
 - Veronica Siragusa
- **Chairperson**
 - Dr. Beez Schell
- **Office Location**
 - Dods Hall

Sport Management (fall 2010)

- 120 majors
- 103 ID for race, 13 ID as African-American, Hispanic or Native American
- 27 are female
- 7 are from outside of NY state
- 9 are EOP or FOP
- 52 started as freshman
- 56 transfers
- 17 freshman
- 38 sophomores
- 37 juniors
- 27 seniors
- 79 advisees for Hite
- 34 advisees for Schell
- 2.6 Average GPA (79 data points)

Exercise Science (fall 2010)

- 110 majors (fall 2010)
- 92 ID for race, 8 ID as African-American or Hispanic
- 54 are female; 56 male
- 3 are from outside of NY state
- 14 are EOP or FOP
- 62 started as freshman
- 34 transfers
- 16 freshman
- 37 juniors
- 39 sophomores
- 18 seniors
- 110 advisees for Backes
- 2.7 GPA (83 data points)

Faculty

- 1 Full-time, Professor, PhD Kinesiology
- 1 Full-time Assistant Professor, PhD Exercise Science
- 1 Full-time Instructor, MS, Physical Education, Seeking PhD
- 1 (.5) Visiting Assistant Instructor, MS Physical Education
- 16 Part-time instructors



Mission



The Department...

- prepares students to be the leaders, practitioners and managers in the professional field of sport, health, wellness and human performance;
- students will possess the readiness to be competitive and professional in a global workforce developing health, wellness and human performance in diverse settings.

Other features

- Students receive a rigorous academic foundation coupled with a hands-on approach to learning through internships and service learning opportunities;
- Small and diverse faculty is accessible and dedicated to a student centered approach to education facilitating each student's individual career plan;
- Small rural setting allows students to positively impact the community's health and wellness through faculty directed service learning opportunities.

Vision



In five years, the Department will be

- a thriving department with more qualified faculty and attracting more students from all over New York state;
- a viable competitor with the top Sport Management & Exercise Science programs in SUNY and the private colleges and universities in Western New York;

- the campus leader in educating students and faculty about achieving and maintaining health and wellness;
- better positioned to seek COSMA accreditation (SPMG).



Customers



- Alumni
- Chautauqua county community members
- **Current faculty staff, students**
- **Western NY residents**
- Graduate schools
- **Parents and families of current and future students**
- Transfer students
- **Potential major/minor switch**
- Potential employers
- **Tax payers of NY state**
- Sport and exercise/fitness industries
- Local businesses
- Local high schools

Goods & Services

Tangibles & Intangibles



Goods

- Fitness center
- Exercise physiology labs (2) with equipment
- Sports facilities (gyms, pool, ice rink)
- Two classrooms near Department Main Office
- Technology (smart rooms), Dartfish and DINE software
- Main office area with part time secretary
- Internship opportunities
- 2 majors -- college degrees
- 1 minor
- Majors Club
- Various courses specific to Sport Management, Exercise Science, Coaching, Health, Skills/Activities
- Website
- Small class size

Services

- Opportunity to engage in fitness related activities
- Career development and planning
- Individualized advising (course schedules, career, graduate school)
- Hands on learning experiences



- Learning from and interaction with faculty with higher education degrees
- Interaction with peers and leadership opportunities via the majors club
- Networking with future employers
- Knowledge of current trends and practices in SPMG, EXSC, fitness, and coaching

SWOT

Strengths, Weaknesses, Opportunities, Threats



Strengths

- **Class size - close student/teacher relationships**
- **Tuition**
- **Internships - type, amount, hours spent in the field**
- **Variety of classes**
- Student-centered faculty
- Only small state school with SPMG & EXSC
- Majors club
- Location in relation to Buffalo, Erie, Jamestown
- Personalized advising
- GPA requirement allows for greater recruitment
- Rigorous academic foundation (CCCs, business, communication, psychology courses)
- Student research (EXSC)

Weaknesses

- **Facilities (amount, size, quality, location)**
- **Limited faculty**
- **No graduate program**
- **GPA (current average of students)**
- Lack of online courses
- Lack of alumni information
- Newer program
- Lack of funding for equipment, operations
- One 'in house' minor
- Class availability
- Limited technology (few licenses for DARTfish, out of date exercise equipment)
- Lack of electives
- Lack of internship placements in the Fredonia area

Opportunities

- **COSMA accreditation for SPMG**
- **Expansion of programs (majors, minors, skills/activity courses)**
- **Majors club**
- **Online courses and study abroad**
- “Packaging” for grad school (certificate programs in PT, AT, etc.)
- Graduate programs (SPMG, health, wellness, teacher certification)
- COSMA accreditation
- Increase awareness of department and programs; recruiting and image

- Growing alumni base as more students graduate from program
- Job market - nation-wide demand for SPMG and health care
- Student research (research methods course, work with faculty)
- NY state coaching certification; hosting courses

Threats

- **Economy**
- **State funding - political climate in NY**
- **Other schools in SUNY and WNY with similar programs**
- **SPMG is not accredited – COSMA**
- Lack of awareness of department and programs (on campus and beyond)
- Limited number of jobs in WNY - especially in sport management
- Elimination of department and integration with other programs

Strategic Goals & Recommendations

Goals 1-6



Goal 1

Provide an outstanding educational experience and environment for our students and faculty, by:

- hiring more qualified and diverse faculty;
- providing more quality internships at the local level;
- improving facilities such as the Exercise Science labs, computer room, and classrooms;
- providing better access to technology (Exercise Science-related, software, hardware, training);
- attaining COSMA accreditation;
- establish an Advisory Board comprised of students, faculty, alums, community partners;
- expanding and diversifying the curriculum
 - types of courses, frequency, mode of delivery (online, study abroad).

Goal 2

Increase awareness of the Department to both internal (students, faculty, staff) and external audiences (alumni, parents, employers, potential students, graduate programs, etc.), by:

- planning and implementing a public relations campaign (brochures, press releases);
- organizing activities and events to the SUNY Fredonia community;
- coordinating with Athletics to recruit future student-athletes;
- collaborating with other majors to let them know of internship possibilities;
- identifying and tracking a growing alumni community.

Goal 3

Recruit, retain, and graduate quality students, by:

- offering more classes and opportunities for students in other majors;
- participating in Open Houses, SOAPs, and Liberal Arts Seminars;
- increasing the minimum GPA for acceptance and graduation;
- implementing a “senior portfolio” and “exit survey” to determine student competence and program effectiveness.

Goal 4

Seek and earn COSMA accreditation for Sport Management, by:

- ensuring commitment from SUNY Fredonia administration;
- developing a plan with timelines
 - faculty, facilities, curriculum

Goal 5

Provide leadership opportunities for students, faculty and staff within the Department, by:

- expanding the SPMG & EXSC Majors Club;
- developing a capstone course that includes a community engagement component;
- engaging in research with faculty;
- attending and presenting at conferences and workshops.

Goal 6

Lead the campus in educating students and faculty about achieving and maintaining optimal health and wellness, by:

- offering more PHED 100-level skills courses;
- creating a Personal Health & Wellness Course for the General Education Program;
- designing health and wellness programs for faculty and staff;
- creating graduate courses for teachers seeking professional certification in Health or Physical Education.

Thank you!

<http://www.fredonia.edu/departmentsportmanagement/>

Students/Researchers/Presenters

- Stephen Ahern
- Sarah Ambrose
- Bryant Auge
- Brittany Berlin-Cole
- Julius Bryant
- Craig Canalungo
- Eric Castle
- Brad Cooper
- Greg Craft
- Paul Darrow
- Brent Davis
- Alex Deering
- Nick Ferrentino
- Mike Fitzgerald
- Chip Francoforte
- Melissa Fuller
- Josh Guarino
- Ryan Hall
- Chris Hillman
- Mike Hite
- Patrick Hopkins
- Ben Humphreys
- Erik Isaksen
- Angie Kennedy
- Danielle McNeil
- Aaron Miller
- Kyle Mitchell
- Vincent Monteleone
- Alex Morton
- David Ridos
- Amy Simon
- Matt Slight
- Trevor Steves
- Nate Verhague
- Craig Wean
- Ricky Webster
- Kevin Weller
- Brett Wysocki
- Brian Zarley