

## BACKGROUND AND REQUEST

University of Northwestern Ohio

### RECOMMENDATION

The University of Northwestern Ohio meets the Chancellor's standards for associate degree programs, and the review team recommends authorization for the Associate of Applied Business in Sports Marketing and Management degree program. Authorization will continue through December 31, 2017 to coincide with the university's next accreditation reaffirmation review with the Higher Learning Commission of the North Central Association of Colleges and Schools and institutional reauthorization review with the Ohio Board of Regents. Authorization is contingent upon the submission of annual progress reports by December 31, 2010, 2011, and 2012, which address any concerns that remain. Authorization will be withdrawn if, in the Chancellor's judgment, such reports do not demonstrate satisfactory progress toward compliance with the Chancellor's standards.

**Profile:** The University of Northwestern Ohio, located in Lima, Ohio, is a non-profit independent institution. Originally established as the for-profit Northwestern School of Commerce in 1920, the university today serves over 4,000 students by preparing them "for careers and productive citizenship that encompass the business, professional, corporate and technological communities."

**Accreditation/Authorization:** The University of Northwestern Ohio is regionally accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools (HLC) and possesses specialized accreditation for several of its professional programs. In addition, the university has been authorized by the Chancellor since January 1992.

**Program Information:** The university is requesting authorization to offer an Associate of Applied Business degree in Sports Marketing Management. The program builds on existing associate degrees in business, incorporating new courses in sports law, management, and marketing with traditional coursework in accounting, finance, and management. Students are required to complete an internship and submit a portfolio as part of the culminating program experience and graduates will be prepared for careers as sports managers, marketing directors, media relations personnel, and facilities managers.

**Review Results:** The review team noted several strengths in the review, including: alignment of institutional and program missions; faculty involvement in the program assessment process; program goals and objectives are clearly defined and well articulated; use of an internship and portfolio in the program; existing resources in place to support the program; use of Quality Matters standards to design and assess online course content; and resources in place to assist faculty and students in accelerated programs.

The team also noted some areas of non compliance with the Chancellor's standards and recommended that the institution revise the general education core to include, at a minimum, one required course in the arts and humanities, ensure that course syllabi are consistent in form and information provided, submit an updated faculty matrix that meets the Chancellor's standards for faculty credentials, provide a list of potential internship sites, and clarify the role of the internship supervisor and primary site coordinator.

The institution responded appropriately to the recommendations of the consultant's report by demonstrating how the recommendations were accepted and integrated into the proposed program, or, in the case of recommendations that could only be complied with over time, by presenting a clear plan for the implementation of the recommendations and a timeline for such.

**Recommendation to the Chancellor:** The University of Northwestern Ohio meets the Chancellor's standards for associate degree programs and the review team recommends authorization for the Associate of Applied Business in Sports Marketing and Management degree program through December 31, 2017 to coincide with the university's next HLC accreditation reaffirmation review and institutional reauthorization review with the Ohio Board of Regents. Authorization is contingent upon the submission of annual progress reports by December 31, 2010, 2011, and 2012, which address any concerns that remain. Authorization will be withdrawn if, in the Chancellor's judgment, progress reports do not demonstrate satisfactory progress toward compliance with the Chancellor's standards.

End of Comment Period: May 7, 2010  
No Comments Received, Recommend Approval

APPROVED	
	5/20/10
Eric D. Fingerhut, Chancellor	Date

mtc