

Program-Level Student Learning Outcomes Matrix – B.S. Sport Management 2016–2017

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices					
Measure 1: PE 4743 Legal Issues in Sport Midterm Exam (Direct)	80% of class will score a C or better	34	23	67.6%	1
Measure 2: ES 3743 Research and Statistics Final Research Project (Direct)	80% of class will score a C or better	39	32	82.1%	2
SLO 2: Effectively apply a variety of oral and written business and professional communications skills.					
Measure 1 Internship site supervisor final evaluation, Communication item (Indirect)	90% of interns will score A-B on the communication item from the site supervisor evaluation	22	22	100%	3
Measure 2 PE 3873 Facility and Event Management in Sport Facility Assessment Project (Direct)	80% of class will score a C or better	39	36	92.3%	3

SLO 3: Demonstrate understanding and competence with behavioral expectations related to ethical good practice and conduct in the workplace.					
Measure 1 Internship supervisor evaluation, Judgment item (Indirect)	90% of interns will score 4 or higher on the judgement item from the site supervisor evaluation	22	22	100%	3
Measure 2 Internship supervisor evaluation, Responsibility items (Indirect)	80% of interns will score 4 or higher on the responsibility item from the site supervisor evaluation	22	22	100%	3
Measure 3 PE 4843 Philosophy and Ethics in Sport Quiz #3 (Direct)	80% of class will score a C or better on Quiz #3	38	29	76.4	1

Program-Level Operational Effectiveness Outcomes Matrix- B.S. Sport Management 2016–2017

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 Increase international experiences for students and faculty			
Measure 1 Study abroad course enrollment	10 students per offering	14	3
Measure 2 International student enrollment	10% of students in the program	8.29%	1
OEG 2 Increase recruitment, enrollment, and retention of underrepresented students			
Measure 1 Program enrollment rates	Increase student enrollment 3% annually	Increased 8% during self-study year	3
Measure 2 Student demographic data	Increase female student enrollment 10% annually	Increased 5% during self-study year	1
OEG 3 Increase students' experiential learning			
Measure 1 Internship supervisor evaluations	80% positive supervisor evaluations	100% positive intern evaluations	3
Measure 2 Student volunteer participation	50% of Sport Management Club participation	53% Club participation	3
OEG 4 Increase opportunities for faculty professional development			
Measure 1 Faculty professional development funding	2 fully funded national conferences/workshops per school year	7 fully funded national conference per school year contingent upon presentation acceptance	3
OEG 5 Adapt course content to reflect field's needs			
Measure 1 Input from external advisory board	Obtain 5 suggestions from advisory board	Obtained 10 suggestions from advisory board	3
Measure 2 Attendance national conferences	2 fully funded conferences/workshops per school year	7 fully funded national conference per school year contingent upon presentation acceptance	3

Program-Level Student Learning Outcomes Matrix – M.S. Sport Administration 2016–2017

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data	
SLO 1: Demonstrate knowledge of advanced principles of the sport management field.						
Measure 1: ESPE 6113 Quiz I (Direct)	80% of Sport Administration majors will earn a “B” (80%) or better	88	51	58%	1	
Measure 2: Internship Supervisor Evaluation Overall grade item (Indirect)	90% of SA students will score 4 or higher on the Internship Supervisor Evaluation, Knowledge and Understanding item	22	21	95.5%	3	
SLO 2: Effectively apply a variety of oral and written business and professional communications skills.						
Measure 1: Internship Supervisor Evaluation Communication item (Indirect)	80% of SA students will score 4 or higher on the Internship Supervisor Evaluation, Communication item	22	21	95.5%	3	
Measure 2 ESPE 6133 Sport Finance & Budgeting Feasibility Study Presentation (Direct)	80% of SA students will score B or higher on the ESPE 6133 Feasibility Study Presentation	43	34	79.1%	1	
SLO 3: Demonstrate advanced understanding and competence of practicing good ethics and conduct in intern workplace.						
Measure 1 Internship Supervisor Evaluation Judgement item (Indirect)	90% of SA students will score A or B on the Internship Supervisor Evaluation: Judgement	22	21	95.5%	3	

Measure 2 Internship Supervisor Evaluation Responsibility item (Indirect)	80% of SA students will score A or B on the Internship Supervisor Evaluation Responsibility item	22	21	95.5%	3
SLO 4: Ability to research, analyze, and interpret sport studies in order to effectively discuss current issues, challenges, professional practices, and strategies in the sport environment.					
Measure 1 ESPE 6673 Research Design, Discussion Board Assignment #2 (Direct)	80% of students will demonstrate competencies with ESPE 6673 Research Design Discussion Board Assignment #2	40	37	92.5%	3
Measure 2 ESPE 6643 Current Readings, Capstone Question (Direct)	80% of students will score an A or B in ESPE 6643 Current Readings, Capstone Question	44	33	75%	1
SLO 5: Perceived effectiveness in the workplace based on academic program preparation.					
Measure 1 Graduate survey (Indirect)	100% of students will agree or strongly agree (4 or higher on a 5-point scale) that they were adequately prepared for workplace	22	22	100%	2
Measure 2 ESPE 6123 Sport Marketing, Sport administrator evaluation, marketing plan recommendations item (Indirect)	80% of students will receive a 4 or 5 in the sport administrator evaluation, marketing plan item	8	8	100%	3

Program-Level Operational Effectiveness Outcomes Matrix- M.S. Sport Administration 2016-17

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 Expand pedagogical methods			
Measure 1 Course evaluations	Average 4.25 or above on evaluations	Average 4.43	2
OEG 2 Optimize program enrollment and retention of underrepresented students			
Measure 1 Program enrollment rates	Increase student enrollment 3% annually	Increased 5% during self-study year	3
Measure 2 Student demographic data	Increase female student enrollment 10% annually	Increased 5% during self-study year	3
OEG 3 Nurture and strengthen affiliations with local, regional, and national sport communities			
Measure 1 Input from external advisor board	Obtain 5 improvement items from advisory board	Obtained 10 improvement items from advisory board	3
Measure 2 Internship supervisor evaluations	80% positive supervisor evaluations	95.5 % supervisor evaluations	3
Measure 3 Student volunteer participation	50% of Sport Management Club active participation	22% Club participation	1
OEG 4 Continually enhance faculty professional growth			
Measure 1 Professional service contributions (national/reg/state association, campus, community service)	5 annual service contributions	10 annual service contributions	3
Measure 2 Faculty development activities	Attend 1 faculty development opportunities each year	Faculty attended one or more professional development activities	3
Measure 3 Research	Participate in 1 research activity (grant app, paper submission)	Faculty participated in more than 1 research activity	2
OEG 5 Gain employment in sport industry/graduate school admissions			
Measure 1 Alumni survey	90% employment or graduate school participation	96% employed or attend graduate school	3

PROGRAM INFORMATION PROFILE

This profile offers information about the performance of a program in the context of its basic purpose and key features.

Name of Institution

Institution: Arkansas State University

Program Accreditor: COSMA

Institutional Accreditor: Higher Learning Commission

Date of Next Comprehensive Program Accreditation Review: 2024

Date of Next Comprehensive Institutional Accreditation Review: 2019

To learn more about the accredited status of the program, click here: _____

Program Context and Mission

Program Mission: _____

The B.S. in Sport Management (SM) prepares future professionals with the needed knowledge, skills and experiences expected in the sport industry and graduate school.

The M.S. Sport Administration (SA) prepares graduate students for employment in the sport industry. The program challenges each student to actively engage in a learning environment to best prepare future sport leaders for professional career demands.

Program Goals: _____

The B.S. in Sport Management

OEG 1 Increase international experiences for students and faculty

OEG 2 Increase recruitment, enrollment, and retention of underrepresented students

OEG 3 Increase students' experiential learning

OEG 4 Increase opportunities for faculty professional development

OEG 5 Adapt course content to reflect field's needs

The M.S. Sport Administration

OEG 1 Expand pedagogical methods

OEG 2 Optimize program enrollment and retention of underrepresented students

OEG 3 Nurture and strengthen affiliations with local, regional, and national sport communities

OEG 4 Continually enhance faculty professional growth

OEG 5 Gain employment in sport industry/graduate school admissions

Brief Description of Student Population: Of the 94 undergraduate students, 75% are male, 25% female. Racial minority representation is 35%. Graduate level has 58% male, 42% female in both hybrid and online programs.

Admissions Requirements: Minimum 2.0 GPA requirement for program admissions.

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: 2016-2017 # of Graduates: 23 Graduation Rate: 45%
2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: N/A # Completing Goal:
3. Average Time to Certificate or Degree
1-Year Certificate: 2-Year Degree: 4-Year Degree: 5 years
4. Annual Transfer Activity
Year: 2016-2017 # of Transfers: 25 Transfer Rate: 39%
5. Graduates Entering Graduate School
Year: 2016-2017 # of Graduates: 23 # Entering Graduate School: 10
6. Job Placement (if appropriate)
Year: 2016-2017 # of Graduates: 23 # Employed: 5
7. Licensure/Certification Examination Results: NA
8. Additional Indicators, if any: NA