

## ASSESSMENT WEBSITE INFORMATION

**College: Education**

**Degree Program: Sports Management BS**

**Chair/Director: Jim Stillwell/David LaVetter**

### **DATA SAY:**

- **Exam scores for Sport Management core courses averaged 73% during 2012 (Fall, Spring). The results exceeded the program's goal of 70%.**
- **Four Sport Management program students presented at various conferences during 2012.**
- **During 2012, 100% of Internship supervisor evaluations showed either excellent or good for overall semester evaluations.**
- **Less than 10% of sport management program are females.**
- **Less than 33% of sport management students are planning to apply to a graduate program.**

### **SO WHAT:**

**Based on the average final exam scores in core content areas, Sport management students acquired adequate knowledge in specific core content areas, improved oral and written communication skills, and demonstrated critical thinking skills. There was also an increase in student research and presentation compared to the previous year. All Sport Management interns are successfully completing the requirements of the internship. More efforts should be made by Sport Management faculty and students to create more awareness of the program to females of the student body, thereby encouraging them to consider careers as future sport managers and administrators. There is currently a dearth of female leaders (i.e. administrators) in the sport and athletics environment. Students should more closely consider the significance of career preparation through successfully completing a graduate degree needed for the sport management field.**

### **HOW WE CHANGED:**

- 1) **Sport Management Faculty discussed teaching strategies to improve exam scores. Most common were more regularly introducing pertinent material for the students to recognize and understand during lecture/discussion session.**
- 2) **Faculty strongly encouraged and challenged competent students to submit papers to academic conferences.**
- 3) **Female Sport Management students were asked to represent Sport Management program and answer inquiries during Community & Club Fair held Fall semesters.**

### **WHAT WE GOT:**

- 1) **Exam scores for both mid-term and final exams exceeded the 70% goal for the year.**
- 2) **Four students were accepted to present at conferences. The highest than any previous year.**
- 3) **Female student population increased 5%. More females inquired of the program than in any previous year.**

