

Arkansas State University B.S. Sport Management Outcomes Assessment Plan

Undergraduate Sport Management SLOs

Student Learning Outcomes Matrix – Academic Year 2024-25

| Identify each Student Learning Outcome and Measurement Tool(s) | Identify Benchmarks | Total Number of Students Observed | Total Number of Students Meeting Expectation | Assessment Results: Percentage of Students Meeting Expectations | Assessment Results: 1. Does not meet expectation 2.Meets expectation 3.Exceeds expectation 4.Insufficient data |
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SLO 1 Students possess sport management concepts and skills related to the COSMA CPC content areas.

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| Measure 1: Volunteer Supervisor Evaluation: Knowledge and Understanding item: PE 4843 Philosophy & Ethics (indirect) | 80% of students will score a 4.0 on a 1-5 scale | n=66 | n=66 | 100% | Exceeds expectation |
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| Measure 2: Sport organization analysis- group presentation: PE 4773 Organization & Management of Sport Programs (direct) | 80% of students will earn 80% or higher. | n=67 | n=55 | 82.1% | Exceeds expectation |
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| Measure 3: Research Project: Introduction and literature review sections: ES 3743 Research | 80% of students will earn 80% or higher on project rubric | n=123 | n=98 | 80% | Meets expectation |
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& Statistics
(direct)

SLO 2 Students will effectively communicate.

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| Volunteer report: Communication sections of personal ethics paper: PE 4843 Philosophy & Ethics (direct) | 80% of students will score at least 15 points combined on both class sections | n=66 | 60 | 90.9% | Exceeds expectation |
| Internship Supervisor Evaluation: Oral Communications item (indirect) | 90% of students will score a 4.5 on a 1-5 scale | n=9 | n=9 | 100% | Exceeds expectation |
| Internship Supervisor Evaluation: Written Communications item (indirect) | All students will score at least a 4.5 on a 1-5 scale | n=9 | n=9 | 100% | Exceeds expectation |

SLO 3 Students will demonstrate expectations of ethical conduct in the sport industry.

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| Measure 1: Ethical principles assignment- | | | | | |
| Ethical conduct section in activities description: PE 4843 Philosophy and Ethics in Sport (direct) | 80% of students will score at least 30 points combined | n=66 | n=60 | 90.9% | Exceeds expectation |
| Measure 2: Internship Supervisor Evaluation: Judgment item (indirect) | | | | | |
| | All students will score at least a 4.5 on a 1-5 scale | n=9 | n=9 | 100% | Exceeds expectation |

Student Learning Outcomes Matrix Narrative:

Which areas met or exceeded expectations? Why?

Even with the internship benchmarks raised from the previous years, all measures met or exceeded expectations. Undergraduate interns were observed as very competent during 2024-25. These students appeared to be very resourceful and responsible in their internship duties. The

same measures will remain in place for next year. Per site team recommendation during the last site visit, portions of assignments are recommended for SLOs to view the evaluated content with precise scrutiny. This was accomplished in SLO 1, measures 2-3, as well as SLO 3, measure 1. For SLO 1, faculty will discuss about possibly adding another measure from a different course to help gauge student's content knowledge.

Which areas do we not meet expectations? Why?

None. However, based on the recommendations from the site team, higher benchmarks were established so the program may strive for greater standards. One example was the internship supervisor evaluations where 90% of students were expected to earn a 5 (out of 5) on the supervisor evaluations in the various evaluative areas (e.g. judgment, communications, responsibility). This updated, slightly more rigorous benchmark is very reasonable given the students have regularly exceeded expectations in past years. These benchmarks were exceeded this year.

How does this data drive curricular decisions?

This data provides an accurate pulse of the level of understanding of our students. While the data resulted in all benchmarks showing met or exceeded, it proved to program faculty that their teaching methods are effective. Additionally, students are meeting the courses' academic standards. Benchmark changes in the internship evaluations also have been influenced by the data. Some benchmarks (internship evaluations) increased by 10% of students achieving or obtaining a full rubric point value increase (20%).

Undergraduate Sport Management OEGs

Program-Level Operational Effectiveness Goals Matrix – Academic Year 2024-25

| Identify Each Operational Goal and Measurement Tool(s) | Identify Benchmarks | Data Summary | Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
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OEG 1 Provide experiential learning opportunities for students.

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| Measure 1 | Relevant program-approved internships | 9 students participated in work internships in sport organizations | Meets expectation |
| Measure 2 | Video calls in class with industry professionals | Eight industry professionals (e.g. A-State Athletics, Atlanta Dream, Memphis Grizzlies, EA | Exceeds expectation |

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| | | Sports) participated as guest speakers | |
| Measure 3 | Student academic engagement: Presentation of research activities | 8 students participated research presentation at academic conferences (e.g. Create@State) | Exceeds expectation |

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| Measure 4 | SM student volunteer club engagement activities | 10 students participated in faculty-led local and regional sport activities | Exceeds expectation |
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OEG 2 Ensure program curriculum relevance to the sport industry.

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| Measure 1 | Obtain input from SM alumni and advisory board members | Three external industry professionals provided SM program input | Meets expectation |
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| Measure 2 | Implementation of new technology in SM and innovative pedagogical techniques | Four SM faculty employed 18 new strategies with various classroom innovations | Exceeds expectation |
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| Measure 3 | SM faculty review of curricula during each semester | SM faculty meets each semester to review program curricula and discuss any proposed changes. | Exceeds expectation |
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OEG 3 Faculty excellence in scholarly and service activities.

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| Measure 1 | SM faculty with scholarly journal productivity | 0 peer-reviewed journal publications | Does not meet expectation |
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| Measure 2 | SM faculty acceptance for presentation at national conferences | 1 presentation at national conference | Meets expectation |
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| Measure 3 | SM faculty engaged in community and sport management field service | 1 (Youth sports league volunteer, reviewer training, COSMA) | Meets expectation |
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OEG 4 Sustain national leadership in sport management education

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| Measure 1 | Sustain program exposure of on-campus and online presence | <p>Market program at various <i>on-campus</i> events: Volunteer@State, Learn@State, Community and Club Fair, Pack Support, Junior and Senior Preview Days. Individual student recruiting visits, athletics recruiting events.</p> <p><i>Online</i> exposure: Risepoint, department social media, A-State website, program national rankings sites, COSMA website</p> | Exceeds expectation |
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| Measure 2 | Retain COSMA accreditation | Re-affirmation of accreditation | Meets expectation |
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| Measure 3 | Faculty scholarly activities | Presentations at national conferences | Exceeds expectation |
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OEG 5 Institutional effectiveness

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| Measure 1 | Undergraduate enrollment (100) | 126 | Exceeds expectation |
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| Measure 2 | Retain '80% of undergraduate students | 84% retention | Exceeds expectation |
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Note¹: University-wide retention stretch goal is 80%.

Narrative:

As a reminder, three program full-time faculty departed in May 2024. They were highly engaged in scholarly activity. During 2024-25, there were two full-time faculty, thus total productivity decreased. We anticipate that scholarly activity (OEG 3, measure 1) will increase with the addition of two new faculty members for Fall 2025. Program exposure appeared positive and outward. There was an uptick in enrollment by 8%. Also, program retention is above the university goal of 80%. We also anticipate that the new faculty will be engaged in service activities both within the sport management academic field, as well as locally with sport organizations. Seeking local opportunities to serve may also help gain program exposure locally.