

## 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: 2026

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

BS Sport Management (Residence): <http://www.astate.edu/info/academics/degrees/degree-details.dot?mid=6c41514d-ab9a-4c64-b09c-6f72f8580706>

MS Sport Administration (Hybrid): <http://www.astate.edu/info/academics/degrees/degree-details.dot?mid=c5e26c52-3d9e-420c-b8a8-ffd49594df9c>

MS Sport Administration (Online): <http://degree.astate.edu/programs/master-of-science-in-sport-administration.aspx>

### Program Context and Mission

Program Mission: B.S., Sport Management prepares future professionals with the needed knowledge, skill and experiences expected in the sport industry and graduate school.

Program Goals: 1) Provide international experiences for students and faculty; 2) Increase recruitment, enrollment and retention of underrepresented students; 3) Provide students with experiential learning; and 4) Adapt course content to reflect field's needs.

Brief Description of Student Population: Demographics of undergraduate students: There were 69 students undergraduates enrolled in the 2019-2020 school year. 81.16% male, 18.84% female. White 63.77%, African American 20.29%, Hispanic, 2.90%, Hawaiian 1.45%, and two or more races 4.35%. There were 268 graduate level students enrolled in the 2019-2020 school year. 7.46% were in the traditional program, and 92.54% in the online program. Of those 69.03% male, female 30.97%. The racial breakdown includes 64.18% White, 21.64% African American, 4.85% Hispanics, 2.99% of two or more races, 0.37% Asian-American, and 4.48% reported as unknown.

Admissions Requirements: Minimum 2.0 GPA and good standing for admissions to undergraduate program. Graduate program admissions requires 3.0 GPA, resume, reference letters, statement of purpose, official transcripts.

### Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: 2019-20 # 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: 2019-20 # of Transfers: 10 Transfer Rate: 14.49%
5. Graduates Entering Graduate School  
Year: 2019-20 # of Graduates: 23 # Entering Graduate School: 15
6. Job Placement (if appropriate)  
Year: 2019-20 # of Graduates: 23 # Employed: 7
7. Licensure/Certification Examination Results: N/A
8. Additional Indicators, if any: N/A

**Program-Level Student Learning Outcomes Matrix  
B.S. Sport Management 2019-20**

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 ES 3743 Research & Statistics: Final Research Project (Direct)	80% of students will score a C or better	9	9	100%	3	
Measure 2 PE 4843 Philosophy & Ethics in Sport: Volunteer project: Supervisor evaluation (Indirect)	At least 80% of the class will receive scores (3 or higher) in the knowledge and understanding item as scored by their volunteer activity supervisor	9	7	77.8%	1	
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	9	7	100%	1	
Measure 2 PE 3873 Sport Facility & Event Management: Facility Assessment Project (Direct)	80% of class will score a C or better	27	27	100%	3	
Measure 3 PE 4843 Philosophy & Ethics in Sport: Final volunteer project	80% of the students will score B (80%) or higher	23	23	100%	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	21	21	100%	3
Measure 2 Internship supervisor evaluation, Responsibility items (Indirect)	90% of interns will score 4 or higher on the responsibility item from the site supervisor evaluation	21	21	100%	3
Measure 3 PE 4843 Philosophy and Ethics in Sport: Paper 1 (Direct)	80% of class will score a B or better	22	19	86.3%	3

**Program-Level Operational Effectiveness Outcomes Matrix- B.S. Sport Management 2019-20**

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	0 (Note: All study abroad programs were canceled during Summer 2020 due to COVID-19)	4
Measure 2 International student enrollment	10% international students in the program	5.79%	1
OEG 2 Increase recruitment, enrollment, and retention of underrepresented students			
Measure 1 Program enrollment rates	Increase student enrollment 3% annually	14.81% decrease	1
Measure 2 Student demographic data	Increase female student enrollment 10% annually	18.75 % decrease	1
OEG 3 Increase students' experiential learning			
Measure 1 Internship supervisor evaluations	90% positive supervisor evaluations	100% positive intern evaluations	3
Measure 2 Student volunteer participation	50% of Sport Management Club participation	70% club participation from majors	3
OEG 4 Increase opportunities for faculty professional development			
Measure 1 Faculty professional development funding	2 fully funded conferences/workshops per school year	4 fully funded conferences approved	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 2 suggestions from advisory board	1

Measure 2 Attendance conferences/workshops	2 fully funded conferences/workshops per school year	3 fully funded	3
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