

Undergraduate Program-Level Intended Outcomes Matrix 2017-2018

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
SLO1: Demonstrate understanding of sport management principles and fundamentals					
Measure 1 Portfolio submitted in the senior year in SM 570	Portfolio Rubric: 75% of students will score an average score of 4 or higher across all sport management competency categories.	Mean = 3.77	N= 14 n=7	50%	Does not meet expectations
Measure 2 Organizational Analysis Paper submitted at the end of the Internship in senior year.	The Organizational Analysis Paper Rubric: 75% of students will score an average score of 4 or higher across all sport management competency categories.	Mean = 4.49	N=15 n=13	86.67%	Meet expectations
Measure 3 Evaluation by Site Supervisor of Internship Student's Professional Preparation.	Evaluation Form: 80% of students will be rated 4 or higher on appropriate knowledge in sport management related to the area in which the student worked.	Mean = 4.75	N=16 n=16	100%	Exceeds expectation
Measure 4 Exit Survey completed at end of the internship in the student's senior year.	80% student evaluation of the quality of their academic preparation in their major is 4 or above on 5 point scale.	Mean = 4.00	N=15 n=10	67%	Does not meet expectations
<p>**Explanation of course action for intended outcomes not realized: <i>Four measures were used to assess SLO1. The intended outcomes were realized. Organizational analysis paper scores for students completing SM 470 between their junior and senior year continue to</i></p>					

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
<p><i>be lower than scores of students who complete all academic requirements prior to taking SM 470. The CPC areas below 4 were: socio-cultural, sport marketing, finance, economics, legal aspects and sport communications. Three factors impacted portfolio data: (1) a new faculty member learning to require students to submit a portfolio, (2) a higher number of students had not yet completed all sport management courses prior to taking SM 570, particularly Sport Marketing and Legal Aspects. A Strategic Sport Communications course will be required beginning in 2018-2019 which will allow for greater emphasis on sport communications, sport finance and sport economics. . A change to the prerequisites for the Sport Management Internship so that students take it after completing all other requirements will allow us to change our assessment plan to collect final portfolios when students have completed all sport management courses. We expect another 4 years before the change will begin to impact portfolio scores. Will closely monitor exit survey data to determine any trends.</i></p>					
<p>SLO 2 Demonstrate ability to use critical thinking skills to analyze problems and propose solutions to sport management situations</p>					
<p>Measure 1 Organizational Analysis Paper submitted at the end of the Internship in senior year</p>	<p>75% of students score of 4 out of 5 or higher in critical thinking skills section of the organizational analysis paper rubric.</p>	<p>Mean = 4.31</p>	<p>N=16 n=13</p>	<p>81.25%</p>	<p>Meets expectations</p>
<p>Measure 2 SM 570 case study analysis papers evaluated with rubric.</p>	<p>75% of students must average 75% or higher on the four case studies to be considered proficient in critical thinking skills.</p>	<p>Mean = 84.41</p>	<p>N= 14 n=13</p>	<p>93%</p>	<p>Exceeds expectations</p>
<p>Measure 3 Portfolio submitted in</p>	<p>75% of students will have a score of 4 or higher on</p>	<p>Mean = 4.36</p>	<p>N=14 n=13</p>	<p>93%</p>	<p>Exceeds Expectation</p>

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
the senior year in SM 570	critical thinking skills item.				
Measure 4 MAPP 2 scores assessed by the University, after the student has completed 90 credit hours.	Mean MAPP2 scores will be above the mean of the College of Health and Human Services.	Sport Management Mean = College Mean = University Mean =	N/A The Sport Management mean is ____ than the College mean.	N/A	
Measure 5 Internship Final Evaluation Report.	80% of students will score 4 out of 5 or higher on critical thinking skills item.	Mean = 4.31	N=16 n=16	100%	Exceeds expectation
**Explanation of course action for intended outcomes not realized: Five measures were used to assess SLO2. Outcomes were realized for four measures. Continue to monitor. Students in SM 570 were required to revise and improve their first case study which increased the proportion of students in the course meeting the expected outcome for case studies.					
SLO 3 Utilize effective oral and written communication skills in the professional context of sport management					
Measure 1 Portfolio submitted in the senior year in SM 570.	Portfolio rubric: 75% of students will have a written communication skills score of 4 out of 5 or higher.	Mean = 4.14	N=14 n=13	93%	Exceeds expectation
Measure 2 Organizational Analysis paper submitted at the end of the	75% of students will score of 4 out of 5 or higher in written communication	Mean = 4.06	N=16 n=12	75%	Meets expectations

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Internships in senior year	skills section of the organizational analysis paper rubric				
Measure 3 WP003 scores	Sport management pass rate will be above 80%	Mean = Pass Rate =	N/A Mean was above mean of the College and the University	N/A	
Measure 4 Internship Final Evaluation Report	80% of students will have a score of 4 out of 5 or higher on written and oral communication item.	Mean = 4.19	N=16 n=15	94%	Exceeds expectation
**Explanation of course action for intended outcomes not realized: Five measures were used to assess SLO3. Intended outcomes were realized in all measures.					
SLO 4: Demonstrate proficiency in using technology for analysis and communication.					
Measure 1 Portfolio submitted in the senior year in SM 570 (development of flyers, presentations, financial reports, data entry into spreadsheet or database)	Portfolio Rubric: 75% of students will score 4 out of 5 or higher in Technology Skills section.	Mean = 4.36	N=14 n=12	86%	Exceeds expectation

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
software, website work, etc.)					
Measure 2 Technological proficiency is demonstrated through professional presentation of the organizational analysis paper and including visual displays such as tables, charts, graphics, and appendices verifying projects students completed during the internship.	75% of students will achieve a mean score of 4 or higher on the technological proficiency section.	Mean = 4.44	N=15 n=13	86.67%	Meets expectations
Measure 3 Score of 75% or higher on standard test of MS Office 2007 in 4 software areas administered in the course AD 101.	Students earn a "C" or higher in AD 101.				Meet expectation

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 4 Evaluation by Site Supervisor of Internship Student's Professional Preparation.	Evaluation Form: 80% of students will achieve a mean score of 4 or higher on use of basic office technology	Mean = 4.00	N=14 n=10	71%	Does not meet expectations
Measure 5 Internship Site Supervisor Final Evaluation	Evaluation Form: 80% of students will achieve a mean score of 4 or higher on use of basic office technology	Mean = 4.6	N = 15 n=14	93%	Meets expectation
<p>**Explanation of course action for intended outcomes not realized: <i>Four measures were used to assess SLO4. Intended outcome was realized. Site supervisors in evaluating intern's professional preparation often make comments about specific technology required for the specific job such as "Photoshop" or ticketing software. Faculty have discussed an introduction to "Photoshop" in assignments for SM 360 or SM 455. The distinction between student proficiency in basic office software and technology specific to the area of a student's internship is tracked in the internship final evaluation. One student comment on the exit survey was that the student found the work in the required course AD101 was not sufficient. Most students take the course as freshmen, they also take a Management Information Systems course (MI 375) and two courses in Business Statistics and two accounting courses which all involve extensive use of MS Excel. MI 375 involves work with databases also.</i></p>					

Graduate MBA Program-Level Intended Outcomes Matrix 2017-2018

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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 Evaluate sport management principles and theories.					
Measure 1 Research Paper MBA: Applied Research Project BA 657 <i>Direct Measure</i>	80% Applied Research Paper Grade above 80% (B).	Grade = 94	N=2 n=2	100%	Insufficient data
Measure 2 Case Studies MBA: Case studies in SM 610 <i>Direct Measure</i>	75% of students with average grade above 80%.	SM 610 was not offered in 2017-2018. It will be offered in fall 2018.			Insufficient data
Measure 3 Supervising Instructor Evaluation of Student <i>Indirect Measure</i>	80% of students score proficient (2) or higher.	M = 3	N=2 n=2	100%	Insufficient data
Measure 4 Exit survey <i>Indirect Measure</i>	80% of students score 4 or higher.	M= 5	N = 1 n = 1	100%	Insufficient data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 5 Portfolio <i>Direct Measure</i>	80% of students have rating above average (4 out of 5 or higher)	N = 2 M = 5	2	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 4 measures used to assess SLO1. The data is limited and inconclusive. However, since they are only completing an option in sport management there are gaps if the CPC would be applied as they are to undergraduate students. Students only take 3 courses in sport management. Monitor for trends and make adjustments as needed.					
SLO 2 Evaluate sport management problems and justify solutions from multiple alternatives using advanced critical thinking skills.					
Measure 1 Applied Research Paper BA 657 <i>Direct Measure</i>	Grade above 80% (2.4 is 80% of 3, the highest score) in overall critical thinking	Grade = 94	2 N=2	100%	Insufficient data
Measure 2 Case studies in SM 610 Graduate Rubric for case studies <i>Direct measure</i>	75% of students with average grade of 80% or higher.	SM 610 was not offered in 2017-2018			Insufficient data
Measure 3 Portfolio <i>Direct Measure</i>	80% of students score 4 or higher.	N = 2 M = 5	2	100%	Meets expectation
Measure 4 Exit survey <i>Indirect Measure</i>	80% of students score 4 or higher.	N = 1 M = 5	1	100%	Insufficient data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 5 Supervising Instructor Evaluation <i>Indirect Measure</i>	80% of students score proficient (2) or higher	Score = 3 N = 2	2	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 5 measures used to assess SLO2. The data is limited and inconclusive. Students completing the program appear to meet the student learning outcome. MBA students tend to have stronger analytic skills than MAHE students as a general rule.					
SLO 3 Compose professional documents and presentations using effective written and oral communication skills.					
Measure 1 Applied Research Paper BA 657 <i>Direct Measure</i>	80% of students have overall written communication mean score above 80%. (2.4 out of 3)	Grade = 94	N=2 n=2	100%	Insufficient data
Measure 2 Case studies in SM 610 <i>Direct Measure</i>	75% of students have average grade above 80%.	Course was not offered in 2017-2018			Insufficient data
Measure 3 Supervising Instructor Evaluation of Student <i>Indirect Measure</i>	80% of students score proficient (2) or higher.	N = 2 M = 3	2	100%	Insufficient data
Measure 4 Exit survey <i>Indirect Measure</i>	80% of students with score of 4 or higher.	N = 1 M = 5	1	100%	Insufficient data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 5 Portfolio	80% of students score 4 or higher.	N = 2 M = 5	2	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 5 measures used to assess SLO3. The data is limited and inconclusive. MBA students demonstrate effective written communication skills.					
SLO 4 Use technology for analysis and communication with advanced skill.					
Measure 1 Applied Research Paper BA 657	80% of students score grade of 80% or higher.	Grade = 94 Score on overall executive application of technology = 3	2	100%	Insufficient data
Measure 2 Case studies in SM 610	75% of students with average grade of 80% or higher.	SM 610 was not offered in 2017-2018			Insufficient data
Measure 3 Supervising Instructor Evaluation of Student	80% of students score proficient (2) or higher.	N = 2 Score = 2.5	1	50%	Insufficient data
Measure 4 Exit survey	80% of students score 4 or higher	M = 5	N = 1 n = 1	100%	Insufficient data
Measure 5 Portfolio	80% of students score 4 or higher	N= 2 M = 5	2	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 5 measures used to assess SLO4. The data is limited and inconclusive. Student learning outcomes show students have technological skills needed in sport business. Monitor for trends and make adjustments as needed.					
SLO 5 Find and apply empirical research in sport management.					

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 1 Applied Research Paper BA 657 <i>Direct Measure</i>	Grade above 80% (2.4 out of 3) in overall research skills on Faculty chair evaluation form	Overall research skills score = 3 N = 2	2	100%	Insufficient data
Measure 2 SM 610 case studies: Graduate Case Study Rubric <i>Direct Measure</i>	75% of student with grade of 80% or higher.	SM 610 was not offered in 2017-2018			Insufficient data
Measure 3 Supervising Instructor Evaluation of Student	80% of students score 2 (proficient) or higher.	N = 2 Score = 2.5	1	50%	Insufficient data
Measure 4 Exit survey	80% of students score 4 or higher	N = 1 M = 5	1	100%	Insufficient data
Measure 5 Portfolio	80% of students score rating above average (4 out of 5 or higher)	N = 2 M = 5	2	100%	Insufficient data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
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****Explanation of course action for intended outcomes not realized:**

There were 5 measures used to assess SLO5. The data is limited and inconclusive. Students graduating in spring 2018 both completed the Applied Business Research project, BA 657. MBA students are no longer required to complete BA 657 due to changes made in the College of Business, but students in the sport management option do not have an elective in sport management that is offered online so to complete the degree with the sport management option online, they must complete BA 657. This may keep the number of students electing to complete the sport management option low.

Graduate MA in Higher Ed Admin Program-Level Intended Outcomes Matrix 2017-2018

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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 Evaluate sport management principles and theories.					
Measure 1 Portfolio	80% of students with score of 4 or higher	N = 3 M = 4.67	3	100%	Insufficient data
Measure 2 Graduate Case Study Rubric for SM 570 and SM 610	75% of students with average grade above 80%.	SM 610 = N = 0 (SM 610 was not offered in 2017-2018) SM 570 = 78.33 N=1	0	0	Insufficient Data Does not meet expectation
Measure 3 Internship Supervisor Evaluation	80% of students with score of 4 or higher	N = 3 M = 5	3	100%	Insufficient data
Measure 4 Exit survey	80% of students score of 4 or higher	N = 3 M = 5	3	100%	Insufficient data
Measure 5 Comprehensive Exam	75% of students score 2 or higher	N = 3 M = 3	3	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: <i>There were 5 measures used to assess SLO1. Few students enrolled mean data is limited. Trends are not yet discernable. Continue to monitor.</i>					
SLO 2 Evaluate sport management problems and justify solutions from multiple alternatives using advanced critical thinking skills.					

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 1 Portfolio	80% of students with score of 4 or higher.	N = 3 M = 5	3	100%	Insufficient data
Measure 2 Graduate Case Study Rubric in SM 570 and SM 610	75% of students with grade above 80%.	SM 610 = N = 0 (SM 610 was not offered in 2017-2018) SM 570 = 78.33 N=1	0	0	Insufficient Data Does not meet expectation
Measure 3 Internship Supervisor Evaluation	80% of students with score of 4 or higher.	N = 3 M = 5	3	100%	Insufficient data
Measure 4 Exit survey	Mean score of 4 out of 5 or higher	N = 3 M = 4.67	3	100%	Insufficient data
Measure 5 Comprehensive Exam	75% of students score 2 or higher	N = 3 M = 3	3	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 5 measures used to assess SLO2. Few students enrolled mean data is limited. Trends are not yet discernable. Continue to monitor.					
SLO 3 Compose professional documents and presentations using effective written and oral communication skills.					
Measure 1 Portfolio	80% of students with score of 4 or higher	N = 3 M = 4.67	3	100%	Insufficient data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
Measure 2 Case studies in SM 570 and SM 610	75% of students with average grade above 80%	SM 610 = N = 0 (SM 610 was not offered in 2017-2018) SM 570 = 78.33 N=1	0	0	Insufficient Data Does not meet expectation
Measure 3 Internship supervisor evaluation	80% of students with score of 4 or higher.	N = 3 M = 5	3	100%	Insufficient data
Measure 4 Exit survey	80% of students score 4 or higher	N = 3 M = 5	3	100%	Insufficient data
Measure 5 Comprehensive Exam	75% of students score 2 or higher.	N = 3 M = 3	3	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 5 measures used to assess SLO3. Few students enrolled so data is limited. Trends are not yet discernable. Continue to monitor.					
SLO 4 Use technology for analysis and communication with advanced skill.					
Measure 1 Portfolio	80% of students with score of 4 or higher	N = 3 M = 4	3	100%	Insufficient data
Measure 2 Case studies in SM 570 and SM 610	75% of students with average grade above 80%	SM 610 = N = 0 (SM 610 was not offered in 2017-2018)			Insufficient Data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
		SM 570 = 78.33 N=1	0	0	Does not meet expectation
Measure 3 Internship supervisor evaluation	80% of students with score of 4 or higher.	N = 3 M = 5	3	100%	Insufficient data
Measure 4 Exit survey	Mean score of 4 out of 5 or higher	N = 3 M = 4.67	3	100%	Insufficient data
**Explanation of course action for intended outcomes not realized: There were 4 measures used to assess SLO4. Few students enrolled mean data is limited. Trends are not yet discernable. Continue to monitor.					
SLO 5 Find and apply empirical research in sport management.					
Measure 1 Portfolio	80% of students with score of 4 or higher	N = 3 M = 4.67	3	100%	Insufficient data
Measure 2 Case studies in SM 570 and SM 610	Grade above 80% Rubric for case studies	SM 610 = N = 0 (SM 610 was not offered in 2017-2018) SM 570 = 78.33 N=1	0	0	Insufficient Data Does not meet expectation
Measure 3 Internship supervisor evaluation	80% of students with score of 4 or higher.	N = 3 M = 5	3	100%	Insufficient data
Measure 4 Exit survey	Mean score of 4 out of 5 or higher	N = 3 M = 4.67	3	100%	Insufficient data

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
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****Explanation of course action for intended outcomes not realized:**

There were 4 measures used to assess SLO5. Few students enrolled so data is limited. It appears that there continue to be students who begin the program but do not complete the emphasis in sport management. Continue to monitor.

Undergraduate Program-Level Operational Effectiveness Outcomes Matrix

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: To maintain optimal enrollment and student retention and graduation rates in sport management.			
Measure 1 Graduation rates; Freshmen to Sophomore retention rates	Graduation rate equal to or higher than the University's rate; Freshmen to sophomore retention rate equal to or higher than the University's rate	<p>6 year university graduation rate for 2011 cohort = 48.8%</p> <p>University's freshman to sophomore retention rate was 75.1% from 2016-2017.</p> <p>Pre-Sport Management 6 year graduation rate = 18.2%</p> <p>Pre-Sport Management freshman to sophomore retention rate = 48.1%</p> <p>1 year retention rate for cohort formally admitted to BSSM in AY 2017 =79.3%</p> <p>BSSM 2015 cohort 70.6% graduated by 2017 AY.</p>	<p>Retention rate for cohort formally admitted to BSSM meets expectation.</p> <p>Graduation rate for cohort formally admitted to BSSM meets expectation.</p> <p>Pre-Sport Management Major retention rate meets expectation.</p> <p>Pre-Sport Management Major graduation rate does not meet expectation.</p>
Measure 2 Student Exit Survey:	80% of students report a score of 4 or higher on "overall quality of the major" exceeds expectations.	3.818 73% report score of 4 or higher	Does not meet expectation

OEG 2: To establish and maintain relationships with key stakeholder groups (students, alumni, campus departments, regional sport organizations).			
Measure 1 Advisory Board Minutes	Advisory board met fall 2018, actions taken with curricular changes based on recommendations		Meets expectation
Measure 2 Student Exit Survey:	75% of students report a score of 4 or higher on “quality of knowledge content in major”, “quality of instructors” and “quality of advisement”	67% on quality of knowledge content; 67% on quality of instructors; 87% on quality of advisement	Does not meet expectations for knowledge content or quality of instructors.
Measure 3 Site Supervisor Evaluation of Student Intern’s Professional Preparation	80% of site supervisors score effectiveness of curriculum 4 or higher.	M = 4.29 79% of internship supervisors rated curriculum effectiveness a 4 or higher.	Marginally meets expectation (3 of 14 site supervisors rated curriculum effectiveness as 3).
OEG 3: To grow in providing effective teaching and learning and commitment to the teacher scholar model.			
Measure 1 Attendance at Professional Conferences, Presentations, Peer Reviewed Journal Publications	Number of conferences attended, professional memberships, state/national/international presentations, peer reviewed journal publications and books or monographs for the year > than number of full-time sport management faculty	Conferences = 6 Memberships = 6 Presentations = 2 Publications = 0 Work in Progress = 2	Meets expectation in all areas except presentations and publications.
Measure 2 Professional Development Seminar Attendance	Each faculty member will attend more than 2 per year. (There are 2 faculty development days annually).	Faculty member A = 3 Faculty member B = 3 Faculty member C = 4	Meets expectation
<p>**Explanation of course action for intended outcomes not realized: Change in faculty and the necessity of using a part-time instructor in 2016-2017 had a big impact on measures of operational effectiveness. In 2017-2018 we had a new tenure track faculty member making the transition from being an instructor and doctoral student to being a junior faculty member. The good news is that advisory board members are actively engaged and students feel they receive excellent advising. This year advisory board members and some internship supervisors will be involved in our strategic planning. The changes in operations due to University-wide restructuring may have some impact on student perceptions. However, state legislature directed changes to the general education core may help transfer students from other Missouri institutions to have a better experience due to greater consistency in the number of general education hours required and content areas required. Changes in Mathematics course offerings will continue to cause confusion and anxiety for students (College Algebra will no longer be offered and the Business Administration minor requires Pre-Calculus so Sport Management will also).</p>			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.

Graduate Program-Level Operational Effectiveness Outcomes Matrix

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: To maintain optimal enrollment and student retention and graduation rates in sport management.			
Measure 1 Graduation rates; 1 year retention rates	Graduation rate equal to or higher than the University's rate; One year retention rate equal to or higher than the University's rate	University does not track retention rates and graduation rates for graduate students.	Insufficient data
Measure 2 Student Exit Survey:	80% of students report a score of 4 or higher on "overall quality of the academic preparation in the sport management option" exceeds expectations.	MBA = 100% with score of 4 or higher MAHE 67% with score of 4 or higher	MBA meets expectation MAHE does not meet expectation
OEG 2: To establish and maintain relationships with key stakeholder groups (students, alumni, campus departments, regional sport organizations).			
Measure 1 Advisory Board Minutes	Advisory board met fall 2018, actions taken with curricular changes based on recommendations		Meets expectation
Measure 2 Student Exit Survey:	75% of students report a score of 4 or higher on "quality of knowledge content in sport management option", "quality of instructors"	MBA = 100% MAHE = 100%; MBA = 100% MAHE = 100%	Exceeds expectation
Measure 3 Supervisor's Internship Evaluation	80% of site supervisors score effectiveness of curriculum 4 or higher.	100%	Exceeds expectation
OEG 3: To grow in providing effective teaching and learning and commitment to the teacher scholar model.			
Measure 1 Attendance at Professional Conferences, Presentations, Peer	Number of conferences attended, professional memberships, state/national/international presentations, peer reviewed journal	Conferences = 6 Memberships = 6 Presentations = 2	Meets expectation in all areas except presentations and publications.

Reviewed Journal Publications	publications and books or monographs for the year > than number of full-time sport management faculty	Publications = 0 Work in Progress = 2	
Measure 2 Professional Development Seminar Attendance	Each faculty member will attend more than 2 per year. (there are 2 faculty development days annually).	Faculty member A = 3 Faculty member B = 3 Faculty member C = 4	Meets expectation
<p>**Explanation of course action for intended outcomes not realized: There was one MAHE student who rated the quality of academic preparation in the sport management option as what the student expected (3 out of 5) since 100% of the students rated the content presented in courses and the instructors highly, the issue may have been the student's expectation or the internship. When the Athletic Training Education program becomes a graduate level program, athletic trainers with graduate assistantships will no longer be students in the MAHE program. Currently MAHE athletic trainer graduate assistants often choose the MAHE program. They have a strong background in science and understand collegiate athletics, but lack any background in business. As new tenure track faculty member gains confidence on the job, productivity in professional development will improve. The number of works in progress signifies potential for improvement. The number of students continues to be low. Some graduate students complete only 1 or 2 of the sport management courses as electives for their degree program.</p>			

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: Southeast Missouri State University

Program Accreditor: Commission on Sport Management Accreditation (COSMA)

Institutional Accreditor: Higher Learning Commission through Academic Quality Improvement Program (AQUIP)

Date of Next Comprehensive Program Accreditation Review: October 2020

Date of Next Comprehensive Institutional Accreditation Review: 2019-2020

To learn more about the accredited status of the program, click here: <http://www.semo.edu/pdf/HHPR-AccreditationStatus.pdf>

Program Context and Mission

Program Mission: The mission of the Sport Management program is to provide undergraduate and graduate students with professional education in the sport industry by emphasizing both theoretical and experiential learning as the twin pillars for success in a challenging and personal atmosphere

Program Goals: _____ Learning Goals:

• To provide undergraduate and graduate students with a supportive environment and challenging educational experiences. • To prepare undergraduate and graduate students to communicate professionally and effectively both orally and in writing using multiple forms of media. • To prepare undergraduate and graduate students to utilize technology with proficiency to aide in analysis and communication. • To equip undergraduate and graduate students with knowledge and skills necessary to work in and serve sport organizations in our multistate region. • To facilitate collaboration among students, faculty, and regional professionals in application of sport theory.

Brief Description of Student Population: The student population at the University is 58% female and 42% male. The multicultural population percentage is 13% excluding international students. There were 742 international students from 52 countries at the University. Most undergraduate students are from Missouri (80%) though there are students from all 50 states. The average age of undergraduate students is 21 and about 3,000 undergraduates live on campus. The average ACT score is 23 for full-time freshmen. The student to faculty ratio is 20 to 1 and most freshmen are in classes of 30-35 students. In the fall of 2017 there were 112 declared Sport Management majors.

Admissions Requirements: Admission to B.S. in Sport Management requires (1) Cumulative 2.5 GPA, (2) Complete a minimum 20 semester degree credit hours, (3) Complete the following courses with a grade of "C" or better: AD 101, MA 134, SC 105, EN 140, and SM 220 Admission requirements for MBA and MA in higher education are available in the Graduate Bulletin located at <http://www.semo.edu/gradschool/bulletin.html>

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: AY 2017 # of Graduates: 14 (AY 2017) Graduation Rate: 18.2%
(pre-sport management) 70.6% of those formally admitted to BSSM degree

2. Completion of Educational Goal (other than certificate or degree – if data collected)

of Students Surveyed: # Completing Goal:

3. Average Time to Certificate or Degree
1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: _____
4. Annual Transfer Activity
Year: ____ # of Transfers: _____ Transfer Rate: _____
5. Graduates Entering Graduate School
Year: 2017 # of Graduates: 14 # Entering Graduate School: 2 (14.3%)
6. Job Placement (if appropriate)
Year: 2017 # of Graduates: 14 # Employed: 12 (85.7%) 6 (42.9%)
employed in sport
7. Licensure/Certification Examination Results: _____
8. Additional Indicators, if any: _____