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

Undergraduate Sport Management SLOs
Student Learning Outcomes Matrix – Academic Year 2023-2024

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

SLO 1 Students possess sport management concepts and skills related to the COSMA CPC content areas.

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
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=5	n=5	100%	Exceeds expectation
Sport organization analysis- group presentation portion: PE 4773 Organization & Management of Sport Programs (direct)	80% of students will earn 80% or higher.	n=13	n=13	100%	Exceeds expectation
Research Project: Introduction and literature review sections: ES 3743 Research & Statistics (direct)	80% of students will earn 80% or higher on project rubric	n=11	n=11	100%	Exceeds expectation

SLO 2 Students will effectively communicate.

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 sections	n=5	5	100%	Exceeds expectation
Internship Supervisor Evaluation: Oral Communications item (indirect)	90% of students will score a 4.5 on a 1-5 scale	n=12	n=12	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=12	n=12	100%	Exceeds expectation

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

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=5	n-5	100%	Exceeds expectation
Measure 2: Judgment item on the Internship Supervisor Evaluation (indirect)	All students will score at least a 4.5 on a 1-5 scale	n=12	n=12	100%	Meets expectation

Student Learning Outcomes Matrix Narrative:
Which areas met or exceeded expectations? Why?
All measures were met. The following considerations have been discussed by program faculty that may provide additional measures to gauge program academic progression:
Within SLO 1, considering adding an additional measure from other CPC SM courses to assess student learning and meeting professor rigorous expectations. Such courses could include PE 4763 Sport Analytics (a relatively newer course in the curriculum that could be evaluated in its early development), PE 3853 Sport Promotion & Sales, or PE 3863 Economic and Financial Management in Sport. Sections of any professor-chosen assignment will be described in the

SLO. Per site team recommendation, portions of assignments are recommended for SLOs to view the evaluated content with precise scrutiny.

Which areas do we not meet expectations? Why?
None. However, based on the recommendations from the site team, higher benchmarks will be implemented so the program may strive for greater standards. One example is the internship supervisor evaluations where we will expect 90% of students 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.

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, it proved to program faculty that their teaching methods are effective. Additionally, students are meeting the courses' academic standards. Other measurements discussed above will be explored so we have an additional measure(s) to assess. Benchmark changes also have been influenced by the data. Some of the benchmarks 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 2023-2024

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

OEG 1 Provide experiential learning opportunities for students.

Measure 1	Relevant program-approved internships	12 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, Memphis Grizzlies, EA Sports) participated as guest speakers	Exceeds expectation

Measure 3	Student academic engagement: Presentation of research activities	13 students participated research presentation at academic conferences (e.g. Create@State, NASSS)	Exceeds expectation
Measure 4	SM student volunteer club engagement activities	10 students participated in faculty-led NCAA Final Four trip (Dallas)	Exceeds expectation

OEG 2 Ensure program curriculum relevance to the sport industry.

Measure 1	Obtain input from SM alumni and advisory board members	Three external industry professionals provided SM program input	Meets expectation
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
Measure 3	SM faculty review of curricula during each semester	SM faculty meets each semester to review program curricula and discuss any proposed changes. Proposals for Esports certificate was approved by university curriculum meeting for 2023-24. New online BS degree proposal approved for 2023-24.	Exceeds expectation

OEG 3 Faculty excellence in scholarly and service activities.

Measure 1	SM faculty with scholarly journal productivity	3 peer-reviewed journal publications (Journal of Sport Management, International Journal of Sports Marketing and Sponsorship, etc.)	Exceeds expectation

Measure 2	SM faculty acceptance for presentations at national conferences	10 presentations at national conferences (NASSS, SRLA, SMA)	Exceeds expectation
Measure 3	SM faculty engaged in community and sport management field service	4 (Youth sports league volunteer, Jonesboro Miracle League, Special Olympics, COSMA reviewer)	Does not meet expectation

OEG 4 Sustain national leadership in sport management education

Measure 1	Sustain program exposure of on-campus and online presence	Market program at various *on-campus* events: Volunteer@State, Learn@State, Community and Club Fair, Pack Support, Junior and Senior Preview Days. Individual student recruiting visits, Athletics recruiting events, Recognition of faculty at ASU athletic events *Online* exposure: Academic Partnernship, department social media, A-State website, program national rankings sites, COSMA website.	Exceeds expectation
Measure 2	Retain COSMA accreditation	Under review	
Measure 3	Faculty scholarly activities	Multiple publications and presentations at national conferences	Exceeds expectation

OEG 5 Institutional effectiveness

Measure 1	Undergraduate enrollment of at least 100	114 enrolled Fall 2022	Exceeds expectation
Measure 2	Retain [1]80% of undergraduate students	84% retention	Exceeds expectation

Note[1]: University-wide retention stretch goal is 80%.

Narrative:

Program faculty were highly engaged in scholarly activity during the self-study year. There were several publications and presentations at the national level. From OEG data, this is shown to be a principal strength to the program.

Program exposure appeared positive and outward. There was an uptick in enrollment by 17%. Also, program retention is above the university goal of 80%.

One area of improvement for faculty is additional service activities both within the sport management academic field, as well as locally with sport organizations. The expectation gaol is not one of significant difference, but to seek local opportunities to help increase in number of activities. In turn, this may cast a positive light on the program and encourage continued enrollment.

PROGRAM INFORMATION PROFILE

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

Name of Institution: _____Arkansas State University_____

Program/Specialized Accreditor(s): _____COSMA_____

Institutional Accreditor: _____Higher Learning Commission (HLC)_____

Date of Next Comprehensive Program Accreditation Review: ___February 2031_____

Date of Next Comprehensive Institutional Accreditation Review: _____2034_____

URL where accreditation status is stated:

University (HLC): https://www.astate.edu/a/assessment/Accreditation/

B.S. Sport Management: https://www.astate.edu/degrees/bs-sport-management

M.S. Sport Administration: https://www.astate.edu/degrees/ms-sport-administration

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: _2024_____ # of Graduates: 25_____ Graduation Rate: _45%___
2. Average Time to Degree: 4-Year Degree: __5 years___ 5-year Degree _____
3. Annual Transfer Activity (into Program): Year: _2023-24_____
   # of Transfers: __11___ Transfer Rate: _9%____
4. Graduates Entering Graduate School: Year: _2023-24____
   # of Graduates: __25___ # Entering Graduate School: __13___
5. Job Placement (if appropriate): Year: _____
   # of Graduates: __n/a___ # Employed: __n/a___

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