Sport Management Program Assessment 2015-16

Sport Management Program Level Learning Goals
(Adopted January 2016)

1. Achieve competency in the ability to understand managerial and leadership competencies utilized in effectively in domestic and international sport organizations
2. Achieve competency in sport marketing including fundamental aspects of sport products, markets, consumer research, sponsorship, promotion and digital/social media
3. Achieve competency in the finance of sport organizations including key elements of budgeting, accounting, public/private joint financing, fund raising and revenue development
4. Achieve competency in legal aspects of sport including state/federal legislation, liability, risk management, contracts, and collective bargaining
5. Achieve competency in the economics of sport including fundamental concepts of supply and demand, economic forecasting, and economic impact assessment
6. Achieve competency in the management of sport facilities including fundamental concepts of planning, design, construction and both front of house and back of house operations

Assessment Schedule - Sport Management Learning Goals

<table>
<thead>
<tr>
<th>Sport Management B.S.B.A.</th>
<th>Year 1 2015-16</th>
<th>Year 2 2016-17</th>
<th>Year 3 2017-18</th>
<th>Year 4 2018-19</th>
<th>Year 5 2019-20</th>
<th>Year 6 2020-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Managerial/Leadership</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Marketing</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Finance</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Law/Legal Aspects</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Economics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Facility Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify Each Student Learning Outcome and Measurement Tool(s)</td>
<td>Identify the Benchmark</td>
<td>Total Number of Students Observed</td>
<td>Total Number of Students Meeting Expectation</td>
<td>Assessment Results: Percentage of Students Meeting Expectation</td>
<td>Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>------------------------</td>
<td>----------------------------------</td>
<td>--------------------------------------------</td>
<td>-------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>SLO 3 – Sport Finance Competencies</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Measure 1 (Direct) Capstone Project                           | 75% meet or exceed expectation (receives scores of 2 or 3) | 33                               | 32                                         | 97%                                             | #1 = 1  
#2 = 19  
#3 = 13  
#4 = 0 |
| Measure 2 (Direct) RealTest Sport (Completed by assessment trained Sport Industry Executives Team) | 75% meet or exceed expectation (receives scores of 2 or 3) | 33                               | 33                                         | 100%                                            | #1 = 0  
#2 = 22  
#3 = 11  
#4 = 0 |
| **SLO 3 – Sport Finance Competencies**                        |                        |                                  |                                            |                                                 |                                                                                                                                 |
| Measure 3 (Indirect) Sport Industry Experience Papers (LBC, Internship Supervisor Evaluations) | 75% meet or exceed expectation (receives scores of 2 or 3) | 12                               | 11                                         | 92%                                             | #1 = 1  
#2 = 11  
#3 = 0  
#4 = 0 |
| Measure 4 (Indirect) Senior Survey/Focus Group                | 75% meet or exceed expectation (receives scores of 2 or 3) | 33                               | 30                                         | 91%                                             | #1 = 3  
#2 = 25  
#3 = 5  
#4 = 0 |
| **SLO 4 – Sport Law and Labor Relations Competencies**        |                        |                                  |                                            |                                                 |                                                                                                                                 |
| Measure 1  | 75% meet or exceed expectation (receives scores of 2 or 3) | 33 | 27 | 82% | #1 = 6  
| Direct |  |  |  |  | #2 = 18  
| Capstone Project |  |  |  |  | #3 = 9  
|  |  |  |  |  | #4 = 0  
| Measure 2  | 75% meet or exceed expectation (receives scores of 2 or 3) | 33 | 25 | 76% | #1 = 8  
| Direct |  |  |  |  | #2 = 20  
| RealTest Sport |  |  |  |  | #3 = 5  
| (Completed by assessment trained Sport Industry Executives Team) |  |  |  |  | #4 = 0  
| SLO 4 – Sport Law and Labor Relations Competencies |  |  |  |  |  
| Measure 3  | 75% meet or exceed expectation (receives scores of 2 or 3) | 12 | 10 | 83% | #1 = 2  
| Indirect |  |  |  |  | #2 = 10  
| Sport Industry Experience Papers | Some students completed internship during junior year or elected not to do an internship for credit. Only internship and LBC experiences that pertained to this competency were selected for inclusion in the assessment sample. |  |  |  | #3 = 0  
| (LBC, Internship Supervisor Evaluations) |  |  |  |  | #4 = 0  
| Measure 4  | 75% meet or exceed expectation (receives scores of 2 or 3) | 33 | 32 | 97% | #1 = 1  
| Indirect |  |  |  |  | #2 = 12  
| Senior Survey/Focus Group |  |  |  |  | #3 = 20  
|  |  |  |  |  | #4 = 0  
| SLO 6 – Facility Management Competencies |  |  |  |  |  
| Measure 1  | 75% meet or exceed expectation (receives scores of 2 or 3) | 33 | 29 | 87% | #1 = 4  
| Direct |  |  |  |  | #2 = 10  
| Capstone Project |  |  |  |  | #3 = 19  
|  |  |  |  |  | #4 = 0  
| Measure 2  | 75% meet or exceed expectation (receives scores of 2 or 3) | 33 | 30 | 90% | #1 = 3  
| Direct |  |  |  |  | #2 = 10  
| RealTest Sport |  |  |  |  | #3 = 20  
| (Completed by assessment trained Sport Industry Executives Team) |  |  |  |  | #4 = 0  
| SLO 6 – Facility Management Competencies |  |  |  |  |  

The College of Business has set a standard goal for undergraduate programs of 75% of students meeting or exceeding expectations for a particular learning goal.

**Learning Goal #3: Achieve competency in finance of sport organizations**

*Achieve competency in the finance of sport organizations including key elements of budgeting, accounting, public/private joint financing, fund raising and revenue development*

(97% - 100%) of students have met or exceeded expectations based on direct assessment measures.

(92% - 91%) of students met or exceeded expectations based on indirect measures. No change needed.

Since all percentages exceed the 75% standard, no curricular action is required.

**Learning Goal #4: Achieve competency in legal aspects of sport organizations**

*Achieve competency in legal aspects of sport including state/federal legislation, liability, risk management, contracts, and collective bargaining*

(82% - 76%) of students have met or exceeded expectations based on direct assessment measures.

(83% - 97%) of students met or exceeded expectations based on indirect measures.

Since all percentages exceed the 75% standard, no curricular action is warranted. We will need to continue to look at refining the assessment tool for collective bargaining. The department faculty will address this in the coming year.

**Learning Goal #6: Achieve competency in sport facility management**

*Achieve competency in the management of sport facilities including fundamental concepts of planning, design, construction and both front of house and back of house operations*

(87% - 90%) of students have met or exceeded expectations based on direct assessment measures.

(75% - 94%) of students have met or exceeded expectations based on indirect assessment measures.

Since all percentages exceed or meet the 75% standard, no curricular action is warranted. The one area of concern is differentiation between front and back of house operations. It is important to recognize, however, that this issue was only observed in one indirect measure of this competency. While students met the expectation, this is an area where further competency may be achieved. An additional reading and quiz on this topic will be added to the appropriate course to assure that students have further opportunity for instruction, practice and feedback on this topic.

Note: Students performed exceptionally well this year on each of these learning goals. Examination of assessment results proved that there were no performance gaps on any of the criteria measures or rubric standards for LG #3, LG #4 or LG #6. While there is no corrective action warranted at this time, faculty will continue to seek to make improvements in curriculum delivery in these areas as part of the College of Business’s commitment to continuous improvement, curriculum relevancy and effective pedagogy.
## Program-Level Operational Effectiveness Outcomes Matrix

<table>
<thead>
<tr>
<th>Identify Each Operational Effectiveness Goal and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Data Summary</th>
<th>Assessment Results:</th>
</tr>
</thead>
</table>
| **OEG 1:** To provide high quality relevant undergraduate sport management education that emphasizes the business of sport. The sport management curriculum will provide depth and breadth of educational opportunity. | | | 1. Does not meet expectation  
2. Meets expectation  
3. Exceeds expectation  
4. Insufficient data |
| **Measure 1 Faculty Annual Review Report/Syllabi** | 100% of faculty | All faculty document on-going review of course curriculum and continuous improvement activities; incorporation of a wide range of industry-based projects, cases and readings; relevant, current and meaningful sport business learning activities; all courses utilize relevant and current text books w/supplemental readings. (Two new text adoptions reported.) Social media and analytics components were added to several courses. A new events management course was offered this year. | 3 |
| **Measure 2 Sport Management Senior Survey** | 75% of students | 89% of students evaluate curriculum and learning activities to be relevant, current and meaningful to sport business  
97% completed more than 3 Learning Beyond the Classroom field experiences and/or internships; practica or other related course related field experiences | 3 |
**OEG 2: To identify, develop and promote meaningful learning opportunities and activities both within and beyond the classroom in support of the sport management curriculum and particularly in the established sport management programmatic areas of distinction (1.) International sport business and the Center for International Sport Business and (2.) Sport Law.**

**Measure 1  Center for International Sport Business (CISB) Report**
- Minimum of 2 annual CISB Speakers Series programs
- 75% of graduating seniors participated in some CISB or Sport Management Dept. international programming or learning activity during their years at Western New England University
- 6 CISB speakers were offered. International sport travel practicum course offered and full.
- 100% of graduating seniors participated in international programming; international sport travel course, internship, international study or learning activity

**Measure 2  Faculty Reviews**
- 100% of faculty integrate international content, learning opportunities and/or perspectives in courses
- 100% of faculty integrate sport law content, learning opportunities and/or perspectives in courses
- All faculty provide both international and legal (sport law) perspectives, content and promote international and sport law learning opportunities in their courses
- Sport Management Association was active in providing student facility tours; career fair participation; members participated in case study competition; continued new student-driven industry speakers program

**OEG 3: To identify, attract, recruit and retain quality undergraduate sport management students in support of the University and College’s established standards for academic, service and leadership excellence and who contribute to the diversity and richness of the campus and broader communities.**
<p>| Measure 1 Faculty Reviews | 100% of faculty participate in Admissions/Recruitment related activities | All faculty members participate in calling prospective students nights, meetings with prospective students and families, hosting prospective students in class, work with Athletic Department staff and coaches to meet recruits and parents; offered two separate Careers in Sports programs; utilized alumni to assist with prospect calling; attend New promotional video complete. Career placement brochure updated. Sophomore sport management major retention luncheon planned and executed with external funding secured for this event. | 3 |
| Measure 2 Admissions Reports | Secure a class of 45 incoming freshmen that contribute to diversity and richness of campus community | 62 incoming freshmen Several new initiatives designed to target gender diversity were implemented during the year. Gender diversity increased to 35%, 20% racial, ethnic, other reported diversity metrics met. | 3 Continue to work to enhance diversity. |
| OEG 4: To cultivate and maintain relationships with sport industry partners for the purpose of enhancing sport management education at Western New England University. |  |
| Measure 1 Faculty Annual Review Reports | 100% faculty engagement | All faculty report engagement with sport industry partners through class projects, class speakers, internship and LBC sponsorships, and industry assessment teams. Faculty utilized four new industry partners for class projects. | 3 |
| Measure 2 Alumni Advisory Board/Alumni Activity | Minimum of 10 Alumni or Alumni Advisory Board Members participate in department programs or learning activities | 6 alumni sponsored class projects 3 alumni served as assessment members for RealTest Sport | 3 |</p>
<table>
<thead>
<tr>
<th>Measure 1 Faculty Annual Review Reports</th>
<th>OEG 5: To contribute to the College, University, broader community, and Sport Management discipline through excellent teaching, appropriate research and service.</th>
</tr>
</thead>
<tbody>
<tr>
<td>All faculty remain academically qualified under AACSB standards. Faculty receive acceptable or meritorious standard for service as rated by Dean. Faculty receive acceptable or meritorious standard for teaching as rated by Dean.</td>
<td>All faculty members maintained qualification status. All faculty received acceptable, or meritorious ratings for service by Dean. Faculty serve on a wide variety of campus committees – four faculty members were appointed to service on key working committees as part of the President's year-long athletic department self-study and strategic envisioning process. All faculty received acceptable or meritorious standard for teaching as rated by Dean.</td>
</tr>
<tr>
<td>Measure 2 Course Evaluations</td>
<td>2. Faculty members will need to continue to stay on track with intellectual contribution/research plan to retain appropriate status.</td>
</tr>
<tr>
<td>All faculty meet 3.0 teaching rating on student evaluations.</td>
<td>All faculty received a minimum of 3.3 teaching rating on student evaluations.</td>
</tr>
<tr>
<td>OEG 6: To participate fully in on-going operational and strategic activities as they relate to the University and College mission and in support of maintenance of various accreditations.</td>
<td>3. Faculty worked well to revise learning goals this year and to contribute to admissions efforts to meet target goals.</td>
</tr>
<tr>
<td>All faculty report activity related to operational and strategic activities. All faculty participate in AACSB and COSMA maintenance activities.</td>
<td>All faculty members participated in department meetings and related activities including strategic planning and operational activities related to admissions, curriculum and sport industry networking/relationship.</td>
</tr>
</tbody>
</table>
Building, faculty worked together to update and revise learning goals.

| Measure 2 College of Business Report/Accreditation Maintenance | College of Business Report notes that accreditation maintenance activities continue in support of AACSB and COSMA accreditation. | AACSB maintenance activities were detailed in the annual COB report. COSMA annual report filed. Learning goal and assessment cycle revised. | 3 |

**Explanation of course action for intended outcomes not realized:**

None required. Department Chair will work with Admissions to continue to reach admissions targets. Individual faculty will continue to work to identify secure industry speakers and to assure curriculum, pedagogy and learning experiences are relevant. Faculty will continue to work to assure that research/intellectual plans are successfully executed.