

**Arkansas State University
M.S. Sport Administration
Outcomes Assessment Plan**

Graduate Program Sport Administration 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 |
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SLO 1 Students will synthesize and apply advanced sport management concepts.

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| Sport and Exercise Paper- Content and research rubric section: ESPE 6643 Current Readings (direct) | 90% of students will score at least 4.0 points on 1-5 scale rubric | n=129 | n=117 | 90.7% | Exceeds expectation |
| Research proposal assignment: ESPE 6673 Research Design (direct) | 90% of students will score at least 80% | n=133 | n=122 | 91.7% | Exceeds expectation |
| Internship Supervisor Evaluation- Knowledge and Understanding item: ESPE 681V Internship (indirect) | 90% of students score at least 5.0 on a 1-5 scale | n=116 | n=111 | 95.7% | Exceeds expectation |
| Sport organization project: SWOT Financial analysis section- ESPE 6133 Sport Finance (direct) | 80% of students score 4.0 on 5.0 rubric | n=136 | n=106 | 78.0% | Does not meet expectations |

SLO 2 Students will demonstrate effective communication skills.

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| Comprehensive exam- Sport Communication portion (direct) | 90% of students will score at least 4.0 on a 1-5 scale | n=119 | n=117 | 98.3% | Exceeds expectation |
| Internship Supervisor Evaluation- Oral Communications item (indirect) | 90% of students score at least 5.0 on a 1-5 scale | n=116 | n=112 | 96.6% | Exceeds expectation |
| Internship Supervisor Evaluation- Written Communications item (indirect) | 90% of students score at least 5.0 on a 1-5 scale | n=116 | n=103 | 88.8% | Does not meet expectation |

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

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| Internship Supervisor Evaluation- Judgment item: ESPE 681V Internship (indirect) | 90% of students score at least 5.0 on a 1-5 scale | n=116 | n=114 | 98.2% | Exceeds expectation |
| Internship Supervisor Evaluation- Responsibility item: ESPE 681V Internship (indirect) | 90% of students score at least 5.0 on a 1-5 scale | n=116 | n=111 | 95.7% | Exceeds expectation |
| Ethics Development Plan- Self-Assessment portion: ESPE 6103 Ethical Issues in Sport (direct) | 90% of students will score at least 90% | n=136 | n=135 | 98.0% | Exceeds expectation |

*Student Learning Outcomes Matrix Narrative:
Which areas met or exceeded expectations? Why?*

As expected, the knowledge, oral communications, and responsibility items on the intern evaluations were met. These benchmarks have been met with regularity for several years because of the competency, knowledge and maturity of our graduate students.

Which areas do we not meet expectations? Why?

All of the benchmarks were met except the following: 1) Sport organization project: SWOT Financial analysis section- ESPE 6133 Sport Finance; and 2) Internship Supervisor Evaluation-Written Communications item.

These two measurements and benchmarks will remain in the program's SLOs. Possible explanations could be that students spend insufficient time in their SWOT analysis section. More description of the expectations for this assignment will be provided. This assignment requires significant detail.

Interns occasionally perform written work for their supervisors (i.e. beyond emails and other brief office communication). Apparently, the written skill expectation of the supervisors is higher than the perceived skill level. Could texting be a contributor to student's writing style today? Improved writing ability will provide a more skilled employee in the workplace.

How does this data drive curricular decisions?

Writing ability is an essential skill to career success. This skill will be emphasized in courses' writing assignments. Written communication skills additionally will help the students in the oral communications abilities. Ideas from faculty included a requirement to have the writing center (in-person or online) assist students with at least one assignment per course. Additionally, the new Intellwriter program available to students Canvas assists students to compose documents in this program and obtain suggestions prior to assignment submissions.

Writing assignments in program courses include grammar and organization in the rubric grading. Professors will communicate the importance of writing style and grade assignments as such.

How have we improved this year based on the data (closing the loop)?

We have seen much success with internship supervisor evaluations which assess 15 areas of competency. Our interns continually display much competence and success with our many sites. Research skills are also a facet of the students' learning that appears to be progressing. The ability to research literature and critically process concepts, findings, and strategies is vital to our student's academic success.

Lastly, our comprehensive exam also shows program success with over 98% of students passing the program's comprehensive exam. A content area is under consideration for possible SLO(s) inclusion in the future.

Graduate Sport Administration 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: |
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| | | | 1. Does not meet expectation |
| | | | 2. Meets expectation |
| | | | 3. Exceeds expectation |
| | | | 4. Insufficient data |

OEG 1 Provide Sport Management students with experiential learning opportunities.

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| Measure 1 | Engage in at least 5 external partnerships | 116 students participated in partnerships with over 75 different sport organizations across the U.S. | Meets expectation |
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| Measure 2 | Video calls with industry professionals | Eight industry professionals participated as guest speakers | Exceeds expectation |
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| Measure 3 | Student academic engagement: Presentation of research activities | 2 students participated research presentation at academic conferences (NASSS, Create at State) | Exceeds expectation |
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| Measure 4 | SMA student engagement activities | One student participated in faculty-led NCAA Final Four trip (Dallas). Another student and took an educational trip in the Arkansas Travelers | Does not meet expectation |
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OEG 2 Ensure program curriculum relevance to the sport industry.

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| Measure 1 | Faculty participation at academic conferences to ensure the latest relevant curriculum | Four SM faculty participated in 10 academic conferences (SMA, SRLA, NASSS, ALSB) | Exceeds expectation |
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| Measure 2 | Obtain input from SM alumni and advisory board members | Three external industry professionals provided SA program input | Meets expectation |
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| Measure 3 | Implementation of new technology in SM and innovative pedagogical techniques | Four SA faculty employed 18 new strategies with various classroom innovations | Exceeds expectation |
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| Measure 4 | SM faculty review of curricula at the start of each semester | SA faculty meets each semester to review program curricula and discuss any proposed changes. | Meets expectation |
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OEG 3 Faculty engagement in scholarly and service activities.

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| Measure 1 | Highly productive SA faculty with scholarly journal productivity | 4 publications in peer-reviewed academic journals (Journal of Global Sport Management, Cardozo Arts & Entertainment Law Journal, Journal of Sport Management, Journal of Sport, Journal of Applied Sport Management) | Exceeds expectation |
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| Measure 2 | Highly productive SA faculty in scholarly presentations accepted at national academic conferences | 4 national conferences (ALSB, SRLA, NASSS, SMA) | Exceeds expectation |
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| Measure 3 | SA faculty engaged in community and sport management field service | 4 (Invited review for JLAS, Contributed to the Sports Playbook Podcast, Interviewed for Sportico Article, Published in The Conversation) | Exceeds expectation |
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OEG 4 Sustain program prominence as a leader in sport management education.

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| Measure 1 | Maintain program exposure through both On-campus recruitment activities and online presence updates | Market program at various on-campus events: Volunteer@State, Learn@State, Community and Club Fair, Junior and Senior Preview Days. | Meets expectation |
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| | | Online exposure: AP, department social media, program national rankings sites | |
| Measure 2 | Retain COSMA accreditation | Under review | Insufficient data |
| Measure 3 | SM faculty engaged in community and sport management field service | 4 activities (Invited reviewer JLAS, Contributed to the Sports Playbook Podcast, Published in The Conversation) | Exceeds expectation |
| OEG 5 Institutional effectiveness | | | |
| Measure 1 | Graduate enrollment of at least 200 | 189 enrolled Fall 2022 | Does not meet expectation |
| Measure 2 | Retain 280% of graduate students | 86% retention | Exceeds expectation |

Note²: University-wide retention stretch goal is 80%.