

# **Program Outcomes Assessment**

**MA/MS in Recreation**

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## **General Information (Program Outcomes Assessment)**

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# Standing Requirements

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## Mission Statement

The Department of Recreation and Sport Management provides an exceptional undergraduate and graduate education with an emphasis on community engagement and public service; integrating teaching, research, and creative activity in an engaging, challenging, and supportive learning environment to prepare productive recreation and sport management professionals.

## Outcomes Library

### MA/MS in Recreation & Sport Management Outcome Set

#### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Outcome	Mapping
Knowledge Test Students complete a series of items to demonstrate knowledge and application of assessment concepts.	No Mapping

#### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Outcome	Mapping
Facility Design Project Student complete a needs analysis for a sport facility.	No Mapping

#### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Outcome	Mapping
Sport Development Plan Student will complete a sport development plan for a fictional small women's college.	No Mapping

#### Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

Outcome	Mapping
Business Plan Student complete a business plan for fictional sport organization.	No Mapping

#### Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

Outcome	Mapping
Risk Management Plan Working in committee, students complete a risk analysis of high school athletic facilities.	No Mapping

### Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

Outcome	Mapping
Marketing Plan Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice	No Mapping

### Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

Outcome	Mapping
Media Guide Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.	No Mapping

### Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

Outcome	Mapping
Philosophy Statement Students articulate a statement of leadership philosophy in the sport setting.	No Mapping

### Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

Outcome	Mapping
Philosophy Statement Students articulate a statement of personal and professional responsibility in the sport setting.	No Mapping

### Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

Outcome	Mapping
Analysis Paper Students complete a series of items to demonstrate knowledge and application of governance concepts.	No Mapping

### Professional Communication (GRADUATE SCHOOL)

Students demonstrate professional communication proficiencies.

Outcome	Mapping
Presentation Students deliver a professional level presentation on a topic related to the discipline.	No Mapping

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

Outcome	Mapping
Internship Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.	No Mapping

## Curriculum Map

### Active Curriculum Maps

Graduate SPM Program Curriculum Map (See appendix)

**Alignment Set:** MA/MS in Recreation & Sport Management Outcome Set

**Created:** 04/30/2011 12:26:23 pm CST

**Last Modified:** 01/25/2012 9:39:51 am CST

## Communication of Outcomes

Global program outcomes are provided to students in the following ways:

1. Listed on course syllabus & incorporate into introductory .ppt (where appropriate)
2. Posted on course blackboard site
3. Posted on department's webpage
4. Discuss connection between global outcome, course competence, and assignment in the assignment description

## Archive (This area is to be used for archiving pre-TaskStream assessment data and for current documents.)

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### Archive

#### **File Attachments:**

- 1. Recreational Sports Management** (See appendix)  
Recreational Sports Management Assessment Plan  
.....
- 2. Recreational Sports Management** (See appendix)  
Recreational Sports Management Assessment Strategy  
.....



## 2010-2011 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam


**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 RCSM 604 Final Exam (F10).pdf (Adobe Acrobat Document) (See appendix)

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.


**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Supporting Attachments:**

 620.Assignment Description.pdf (Adobe Acrobat Document) (See appendix)

 620.Rubric.pdf (Adobe Acrobat Document) (See appendix)

##### Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

##### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of


team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.


**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Supporting Attachments:**

 637 media guide grading rubric.pdf (Adobe Acrobat Document) (See appendix)

 637.Media Guide Assignment Description.pdf (Adobe Acrobat Document) (See appendix)

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Final Exam  
Direct - Exam


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each time taught: 635 (spr)

**Responsible Individual(s):** Instructor of record (K. Bodey)

**Supporting Attachments:**

 RCSM 635 Final (Sp11).pdf (Adobe Acrobat Document) (See appendix)

## Assessment Findings

### Finding per Measure

## MA/MS in Recreation & Sport Management Outcome Set

### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam


**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 RCSM 604 Final Exam (F10).pdf (Adobe Acrobat Document) (See appendix)

**Findings for Final Exam**






**Summary of Findings:** Class mean score = 49.6/100

**Results:** Target Achievement: Not Met

**Recommendations :** Continue to collect data

**Reflections/Notes :** Failed to meet 75% standard

**Substantiating Evidence:**

-  RCSM 604 Artifacts 0-39 (Adobe Acrobat Document) (See appendix)
-  RCSM 604 Artifacts 40-49 (Adobe Acrobat Document) (See appendix)
-  RCSM 604 Artifacts 50-59 (Adobe Acrobat Document) (See appendix)
-  RCSM 604 Artifacts 60-69 (Adobe Acrobat Document) (See appendix)
-  RCSM 604 Artifacts 70-79 (Adobe Acrobat Document) (See appendix)

## Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

### Facility Design Project

Student complete a needs analysis for a sport facility.

#### ▼ Measure: Facility Design Project

Direct - Student Artifact



**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Supporting Attachments:**

-  620.Assignment Description.pdf (Adobe Acrobat Document) (See appendix)
-  620.Rubric.pdf (Adobe Acrobat Document) (See appendix)

#### Findings for Facility Design Project




**Summary of Findings:** Summer 2011: Ave grade 83%

**Results:** Target Achievement: Met

**Recommendations :** Continue to collect data.

**Reflections/Notes :**

**Substantiating Evidence:**

-  620\_Final\_Presentation\_1.pdf (Adobe Acrobat Document) (See appendix)
-  SPM 620- Project 1 (Met Expectations).pdf (Adobe Acrobat Document) (See appendix)
-  SPM 620- Project 2 (Met Expectations).pdf (Adobe Acrobat Document) (See appendix)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

#### ▼ Measure: Media Guide

Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual


imagery to include action photographs and/or positive marketing attributes of the organization.


**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Supporting Attachments:**

 637 media guide grading rubric.pdf (Adobe Acrobat Document) (See appendix)

 637.Media Guide Assignment Description.pdf (Adobe Acrobat Document) (See appendix)

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### Findings for Media Guide


**Summary of Findings:** Spring 2011: Ave grade 84%

**Results:** Target Achievement: Met

**Recommendations :** Continue to collect data

**Reflections/Notes :**

**Substantiating Evidence:**

 Cross Country Media Guide.pdf (Adobe Acrobat Document) (See appendix)

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

#### ▼ Measure: Final Exam

Direct - Exam


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each time taught: 635 (spr)

**Responsible Individual(s):** Instructor of record (K. Bodey)

**Supporting Attachments:**

 RCSM 635 Final (Sp11).pdf (Adobe Acrobat Document) (See appendix)

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### Findings for Final Exam

*No Findings Added*

## Overall Recommendations

*No text specified*

## Overall Reflection

*No text specified*

## 2011-2012 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

Note: There is no rubric for this assignment - rather the exam and exam scores are the artifacts.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

##### Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

##### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

#### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide

Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

#### Philosophy Statement

*No measures specified*

Students articulate a statement of personal and professional responsibility in the sport setting.

### Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

#### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper

Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

#### Internship

*No measures specified*

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

## Assessment Findings

### Finding per Measure

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## MA/MS in Recreation & Sport Management Outcome Set

### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

#### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

Note: There is no rubric for this assignment - rather the exam and exam scores are the artifacts.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Final Exam


**Summary of Findings:** N=18; Class mean:  $77.2/100 = 77.2\%$


**Results:** Target Achievement: Met

**Recommendations :**

**Reflections/Notes :**

**Substantiating Evidence:**

 SPM604Fa11 Below Expectations.pdf (Adobe Acrobat Document) (See appendix)

 SPM604Fa11 Exceed Expectations.pdf (Adobe Acrobat Document) (See appendix)

**These Findings are associated with the following Actions:**

**Advising- New course structure**  
(Action Plan; 2011-2012 Assessment Cycle)

### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

#### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

#### Findings for Facility Design Project




**Summary of Findings:** There were 17 students in the class and the average score on the rubric was 87.5. They only issue that surfaced was finding a user friendly piece of software to design a 3D model.

**Results:** Target Achievement: Exceeded

**Recommendations :** Add a module to the course that provides a step by step facility development plan and a user friendly piece of software for the development of a 3D model..

**Reflections/Notes :** The students did a better-than-average job on the project.

**Substantiating Evidence:**

-  Facility Master Plan (Adobe Acrobat Document) (See appendix)
-  Facility Planning and Design Rubric (Word Document (Open XML)) (See appendix)
-  Sample student project (Word Document (Open XML)) (See appendix)

**These Findings are associated with the following Actions:**

**Monitor & Collect more data**  
(Action Plan; 2011-2012 Assessment Cycle)

**Course Restructured**  
(Action Plan; 2013-2014 Assessment Cycle)

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

#### Findings for Marketing Plan





**Summary of Findings:** There were 15 students in this class. The students did a better-than-average job on the marketing plans. The average grade for the plans was 88.5.

**Results:** Target Achievement: Exceeded

**Recommendations :** Add an additional module outlining in greater detail the needs for a marketing plan and the composition of the plan.

**Reflections/Notes :** Overall the students did well in the class and learned a great deal about the area of sport marketing.

**Substantiating Evidence:**

-  Sample Student Sport Marketing Plan (Word Document (Open XML)) (See appendix)
-  Sample Student Sport Marketing Plan (Word Document (Open XML)) (See appendix)
-  Sample Student Sport Marketing Plan (Word Document (Open XML)) (See appendix)
-  Sport Marketing Plan Rubric (Word Document (Open XML)) (See appendix)

**These Findings are associated with the following Actions:**

**Monitor & collect more data**  
(Action Plan; 2011-2012 Assessment Cycle)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.



## Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

### ▼ Measure: Media Guide Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Findings for Media Guide




**Summary of Findings:** There were 18 students in this class. They were very successful in completing a media guide and crisis communication plan. The average grade for the class on these projects was 91%.

**Results:** Target Achievement: Exceeded

**Recommendations :** Continue the project assignments and add a general communication plan to the project.

**Reflections/Notes :** I was very impressed by the results of these projects.

#### Substantiating Evidence:

-  Sample student Crisis communication plan (Word Document (Open XML)) (See appendix)
-  Sample Student Media Guide (Word Document (Open XML)) (See appendix)
-  Student Crisis Communication Plan and Media Guide (Word Document (Open XML)) (See appendix)

#### These Findings are associated with the following Actions:

**Monitor & Collect more data**  
(Action Plan; 2011-2012 Assessment Cycle)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement *No measures specified*

Students articulate a statement of personal and professional responsibility in the sport setting.

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

## Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

### ▼ Measure: Policy Analysis Paper Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Supporting Attachments:

-  Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

### Findings for Policy Analysis Paper


**Summary of Findings:** N=2; Class Mean = 12.5/20.0 (62.5%)


**Results:** Target Achievement: Not Met

**Recommendations :** Small sample; continue to collect data.

**Reflections/Notes :**

**Substantiating Evidence:**

 Governance.BelowExpectations.Spr12.pdf (Adobe Acrobat Document) (See appendix)

 Governance.MetExpectations.Spr12.pdf (Adobe Acrobat Document) (See appendix)

**These Findings are associated with the following Actions:**

**Monitor & Collect more data**

(Action Plan; 2011-2012 Assessment Cycle)

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

#### Internship

*No measures specified*

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

### Overall Recommendations

*No text specified*

### Overall Reflection

*No text specified*

## Action Plan

### Actions

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

##### ▼ Action: Advising- New course structure

##### This Action is associated with the following Findings

##### Findings for Final Exam

(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** N=18; Class mean: 77.2/100 = 77.2%

**Action Details:** Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622

**Implementation Plan (timeline):** Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Action:** Monitor & Collect more data

**This Action is associated with the following Findings**

**Findings for Facility Design Project**

(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** There were 17 students in the class and the average score on the rubric was 87.5. They only issue that surfaced was finding a user friendly piece of software to design a 3D model.

**Action Details:** Small n, therefore we would like to monitor this outcomes and collect more data to ensure appropriate actions take place.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Action:** Advising- Course offerings restructure

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs

**Implementation Plan (timeline):** Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Action:** Monitor & collect more data

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Action:** Monitor & Collect more data

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop

▼ **Action:** Monitor & collect more data

a detailed marketing plan for an innovative sport-related product/service of their choice

### This Action is associated with the following Findings

#### Findings for Marketing Plan

(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** There were 15 students in this class. The students did a better-than-average job on the marketing plans. The average grade for the plans was 88.5.

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

#### ▼ Action: Monitor & Collect more data

### This Action is associated with the following Findings

#### Findings for Media Guide

(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** There were 18 students in this class. They were very successful in completing a media guide and crisis communication plan. The average grade for the class on these projects was 91%.

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

#### ▼ Action: Monitor & Collect more data

### This Action is associated with the following Findings

#### Findings for Leadership Philosophy

(Assessment Plan and Assessment Findings; 2012-2013 Assessment Cycle)

**Summary of Findings:** N=16  
Average = 80%

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Action:** Monitor & Collect more data

#### This Action is associated with the following Findings

##### Findings for Ethical Philosophy Paper

(Assessment Plan and Assessment Findings; 2012-2013 Assessment Cycle)

**Summary of Findings:** Paper combined with leadership philosophy

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Action:** Monitor & Collect more data

#### This Action is associated with the following Findings

##### Findings for Policy Analysis Paper

(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** N=2; Class Mean = 12.5/20.0 (62.5%)

**Action Details:**

**Implementation Plan (timeline):** Spring 2013

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

### Professional Communication (GRADUATE SCHOOL)

Students demonstrate professional communication proficiencies.

#### Presentation

Students deliver a professional level presentation on a topic related to the discipline.

▼ **Action:** Monitor & Collect more data

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

#### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

*No actions specified*

## 📄 Status Report

### Action Statuses

### MA/MS in Recreation & Sport Management Outcome Set

#### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

#### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Action:** Advising- New course structure

**Action Details:** Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622

**Implementation Plan (timeline):** Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

**Status** for Advising- New course structure

**Current Status:** In Progress

**Resource Allocation(s) Status:** Currently enrolled & newly enrolled students being advised of new recommend advisement plan

**Next Steps/Additional Information:**

**Facility Planning & Design**

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

**Facility Design Project**

Student complete a needs analysis for a sport facility.

▼ **Action:** Monitor & Collect more data

**Action Details:** Small n, therefore we would like to monitor this outcomes and collect more data to ensure appropriate actions take place.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

**Status** for Monitor & Collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** As this is a continue to monitor, we will continue to collect data through the next year of the course offering

**Next Steps/Additional Information:**

**Administrative Theory & Management Practice**

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

**Sport Development Plan**

Student will complete a sport development plan for a fictional small women's college.

▼ **Action:** Advising- Course offerings restructure

**Action Details:** Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs



**Implementation Plan (timeline):** Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

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**Status** for Advising- Course offerings restructure

**Current Status:** In Progress

**Resource Allocation(s) Status:** Currently enrolled & newly enrolled students being advised of new recommend advisement plan

**Next Steps/Additional Information:**

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Action:** Monitor & collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

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**Status** for Monitor & collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** We have continued to collect data on this and plan to continue data collection for this outcome. Initial findings were mixed.

**Next Steps/Additional Information:**

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

#### ▼ Action: Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

#### Implementation Plan (timeline):

#### Key/Responsible Personnel:

#### Measures:

#### Resource Allocations:

#### Priority:

#### Status for Monitor & Collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** Additional data collected in Fall 2013...results pending

#### Next Steps/Additional Information:

### Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

#### ▼ Action: Monitor & collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

#### Implementation Plan (timeline):

#### Key/Responsible Personnel:

#### Measures:

#### Resource Allocations:

#### Priority:

#### Status for Monitor & collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** Determined we needed more evidence to either support outcome measure or revisit outcome. Continuing to collect more data

#### Next Steps/Additional Information:

### Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

#### ▼ Action: Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

#### **Implementation Plan (timeline):**

#### **Key/Responsible Personnel:**

#### **Measures:**

#### **Resource Allocations:**

#### **Priority:**

#### **Status** for Monitor & Collect more data

**Current Status:** Completed

**Resource Allocation(s) Status:** Additional data collected during summer 2013

**Next Steps/Additional Information:** Findings suggest acceptable levels of accomplishment towards outcome measure

### Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

#### ▼ Action: Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

#### **Implementation Plan (timeline):**

#### **Key/Responsible Personnel:**

#### **Measures:**

#### **Resource Allocations:**

#### **Priority:**

#### **Status** for Monitor & Collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** Additonal data collected during Fall 2013 semester

**Next Steps/Additional Information:**

### Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

#### ▼ Action: Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

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**Status** for Monitor & Collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** Additional data being collected Fall 2013

**Next Steps/Additional Information:**

### Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

#### ▼ Action: Monitor & Collect more data

**Action Details:**

**Implementation Plan (timeline):** Spring 2013

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

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**Status** for Monitor & Collect more data

**Current Status:** Completed

**Resource Allocation(s) Status:** Data collected from Spring 2013 suggest outcome measure is meeting/exceeding expectations

**Next Steps/Additional Information:**

### Professional Communication (GRADUATE SCHOOL)

Students demonstrate professional communication proficiencies.

### Presentation

Students deliver a professional level presentation on a topic related to the discipline.

#### ▼ Action: Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

#### Implementation Plan (timeline):

#### Key/Responsible Personnel:

#### Measures:

#### Resource Allocations:

#### Priority:

#### Status for Monitor & Collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** Too few of presentations examined...additional data being collected 2013-2014 terms

#### Next Steps/Additional Information:

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

#### Internship

*No actions specified*

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

### Status Summary

*No text specified*

### Summary of Next Steps

*No text specified*

## 2012-2013 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

##### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Sawyer)

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

▼ **Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.



**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

## 📄 Assessment Findings

### Finding per Measure

## MA/MS in Recreation & Sport Management Outcome Set

### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

#### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

#### ▼ Measure: Final Exam Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Final Exam


**Summary of Findings:** N=27  
Average = 77.2@


**Results:** Target Achievement: Met

**Recommendations :** Add additional supplemental materials to blackboard.

**Reflections/Notes :**

**Substantiating Evidence:**

 SPM604.F12 Below Expectations.pdf (Adobe Acrobat Document) (See appendix)

 SPM604.F12 Exceeds Expectations.pdf (Adobe Acrobat Document) (See appendix)

### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

#### Facility Design Project

Student complete a needs analysis for a sport facility.

#### ▼ Measure: Facility Design Project Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Findings for Facility Design Project

*No Findings Added*

## Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% of higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Findings for Sport Development Plan for a fictitious small college

*No Findings Added*

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

### Findings for Business Plan for a fictional sport organization.

*No Findings Added*

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term  
**Responsible Individual(s):** Instructor of record (Sawyer)

**Findings** for Students will complete a risk management audit and plan for a sport organization and a legal research

*No Findings Added*

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

**Findings** for Marketing Plan

*No Findings Added*

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

**Findings** for Media Guide

**Summary of Findings:** n = 22


AVG Score = 90%

**Results:** Target Achievement: Met

**Recommendations :** Improve project guidelines provided to students to be more specific about about grading rubric and expectations for final artifact.

**Reflections/Notes :**

**Substantiating Evidence:**

 Media Guide Grading Rubric (Adobe Acrobat Document) (See appendix)

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

#### ▼ Measure: Leadership Philosophy Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Leadership Philosophy

**Summary of Findings:** N=16





Average = 80%

**Results:** Target Achievement: Met

**Recommendations :** Separate philosophy & ethics statements

**Reflections/Notes :**

**Substantiating Evidence:**

-  SPM 631 Assignment.LPPE Statement (rev. Jul11).pdf (Adobe Acrobat Document) (See appendix)
-  SPM 631 LPPE Grading Matrix (rev. Jul11).pdf (Adobe Acrobat Document) (See appendix)
-  SPM631.F12.Below Expectations.pdf (Adobe Acrobat Document) (See appendix)
-  SPM631.F12.Meets Expectations.pdf (Adobe Acrobat Document) (See appendix)

**These Findings are associated with the following Actions:**

**Monitor & Collect more data**

(Action Plan; 2011-2012 Assessment Cycle)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

#### ▼ Measure: Ethical Philosophy Paper Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Ethical Philosophy Paper

**Summary of Findings:** Paper combined with leadership philosophy

**Results:** Target Achievement: Met

**Recommendations :**

**Reflections/Notes :**

**These Findings are associated with the following Actions:**

**Monitor & Collect more data**  
(Action Plan; 2011-2012 Assessment Cycle)

**Governance**

Demonstrate understanding of policy analysis and the implications for sport governance.

**Analysis Paper**

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

**Findings for Policy Analysis Paper**


**Summary of Findings:** N=33; Ave = 82.25/100; 31 students achieved 70 (of 100) on the assignment.

**Results:** Target Achievement: Met

**Recommendations :**

**Reflections/Notes :** Students appear to have difficulty outlining the associated causal model.

**Substantiating Evidence:**

 635 Below Expectations.pdf (Adobe Acrobat Document) (See appendix)

 635 Met Expectations.pdf (Adobe Acrobat Document) (See appendix)

**Engagement (GRADUATE SCHOOL)**

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

**Internship**

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Findings for Supervisor Evaluation**

*No Findings Added*

## Overall Recommendations

*No text specified*

## Overall Reflection

*No text specified*

## Action Plan

### Actions

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Action Plan:

*No actions specified*

Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622

Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

##### Action Plan

*No actions specified*

Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs

Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

## Status Report

### Action Statuses

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

**Action Plan:** *No actions specified*

Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622

Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

**Action Plan** *No actions specified*

Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs

Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

### Status Summary

Action Strategy #1: SPM 604 was moved to students first semester (assuming they begin in Fall) and course content was structured to match action strategy, however; no noticeable difference was discovered in student success for SPM 622. We will continue to monitor and collect data to ensure student success in SPM 622

Action Strategy #2: Course offerings were changed to establish a more even workload for students. However due to revolving admittance and deployment constrains, not all students can follow the same program of study. Therefore we have again not seen a noticeable change in student success based on this action strategy. We will continue to monitor and collect more data.

## Summary of Next Steps

*No text specified*



## 2013-2014 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

##### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Sawyer)

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

▼ **Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

## 📄 Assessment Findings

### Finding per Measure

## MA/MS in Recreation & Sport Management Outcome Set

### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

#### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Final Exam

**Summary of Findings:** Aggregate Mean = 78.4%  
N=34

**Results:** Target Achievement: Met

**Recommendations :** Continue to add ancillary resources. Encourage students to utilize these recommended resources.

**Reflections/Notes :** Additional online resources (help videos, internet resources, etc.) linked to course blackboard site. Typically, less than 30% of students viewed a given resource.

**Substantiating Evidence:**

 Artifact - SPM 604 (Adobe Acrobat Document) (See appendix)

### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

#### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Findings for Facility Design Project

*No Findings Added*

## Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% of higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Sawyer)

### Findings for Sport Development Plan for a fictitious small college

**Summary of Findings:** Class average was 87%

**Results:** Target Achievement: Met

**Recommendations :** Continue as planned

**Reflections/Notes :** Class average exceeding the minimum expectations of 75%

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

### Findings for Business Plan for a fictional sport organization.


**Summary of Findings:** Class average was 84%


**Results:** Target Achievement: Met

**Recommendations :** Continue as planned

**Reflections/Notes :** Class average exceeding the minimum expectations of 75%

**Substantiating Evidence:**

 SPM 622 - Business Plan Artifact.pdf (Adobe Acrobat Document) (See appendix)

 SPM 622 - Business Plan Instructions.docx (Word Document (Open XML)) (See appendix)

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Findings** for Students will complete a risk management audit and plan for a sport organization and a legal research

**Summary of Findings:** Data not collected - course instructor changed and course assignments changed.

**Recommendations :** Outcome measure(s) need to be revised.

**Reflections/Notes :**

**These Findings are associated with the following Actions:**

**New artifact required**

(Action Plan; 2013-2014 Assessment Cycle)

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

**Findings** for Marketing Plan

**Summary of Findings:** Class average was 89%


**Results:** Target Achievement: Met

**Recommendations :** Continue as planned

**Reflections/Notes :** Class averaging exceeding the minimum expectations of 75%

**Substantiating Evidence:**

 SPM 624 - Sport Marketing Plan Instructions.pdf (Adobe Acrobat Document) (See appendix)

 SPM 624 - Sport Marketing Plan Artifact.pdf (Adobe Acrobat Document) (See appendix)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

#### ▼ Measure: Media Guide Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

#### Findings for Media Guide

**Summary of Findings:** Avg 89%

**Results:** Target Achievement: Met

**Recommendations :** Continue as planned

**Reflections/Notes :** Class average exceeded minimum expectations

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

#### ▼ Measure: Leadership Philosophy Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Leadership Philosophy


**Summary of Findings:** Mean score: 25.83/30.00 (86.1%); N=24


**Results:** Target Achievement: Exceeded

**Recommendations :** Continue as planned.

**Reflections/Notes :**

**Substantiating Evidence:**

 SPM 631 Below Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)

 SPM 631 Met Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Ethical Philosophy Paper


**Summary of Findings:** Mean score: 25.83/30.00 (86.1%); N=24


**Results:** Target Achievement: Exceeded

**Recommendations :** Continue as planned.

**Reflections/Notes :**

**Substantiating Evidence:**

 SPM 631 Below Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)

 SPM 631 Met Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)

### Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

#### Findings for Policy Analysis Paper

**Summary of Findings:** Course moved to summer term, data to be posted in future.

**Recommendations :**

**Reflections/Notes :**

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions

▼ **Measure:** Supervisor Evaluation  
Direct - Other



gained through program of study in sport management setting.

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

#### Findings for Supervisor Evaluation


**Summary of Findings:** Class average was 93.5%

**Results:** Target Achievement: Met

**Recommendations :** Continue as planned

**Reflections/Notes :** Class average exceeding the minimum expectations of 80%

**Substantiating Evidence:**

 SPM 629 - FINAL Supervisor Evaluation .docx (Word Document (Open XML)) (See appendix)

**These Findings are associated with the following Actions:**

**Course Restructuring**

(Action Plan; 2013-2014 Assessment Cycle)

### Overall Recommendations

*No text specified*

### Overall Reflection

*No text specified*

## Action Plan

### Actions

#### MA/MS in Recreation & Sport Management Outcome Set

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Under new instruction. Outcome to be re-assessed and updated for next assessment cycle (Once every 3rd year) this course is measured. New measure will be created in Spring 2015 and data will be collected. In order to properly ensure we are meeting expected standards, SPM faculty will devise a 5-6 item questionnaire to send to students to obtain feedback on value,

##### ▼ Action: Course Restructured

**This Action is associated with the following Findings**

##### Findings for Facility Design Project

(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** There were 17 students in the class and the average score on the rubric was 87.5. The only issue that surfaced was finding a user friendly piece of software to design a 3D model.

**Action Details:** Previous instructor on record responsible for this outcome measure did not supply findings for 2012-2013. Despite this lack of information this course is not taught by a new full time SPM faculty member. Therefore, this course that directly relates to this outcomes measure is being restructured by the new instructor. A new artifact will be determined and data collected Spring 2015

purpose, and execution of this course.

**Implementation Plan (timeline):** May 2015

**Key/Responsible Personnel:** Dr. Blaszk

**Measures:**

**Resource Allocations:**

**Priority:** High

## Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Action Plan

Course content was restructured Fall 2014 as previous material did not meet the expectations of landing foundational knowledge in administrative theory. New materials included examination of 8 administrative theories from the general business industry and were applied to the sport industry. Course content will need to be updated again in Fall 2015 to include a final comprehensive exam to ensure students adequately obtain knowledge on administrative theory.

#### ▼ Action: Course Restructure

##### **This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** Course was restructured in Fall 2014 due to a new instructor. Previous material was found to be irrelevant toward administrative theory and practices and therefore a change was warranted. New artifacts were developed for Fall 2014 and moving forward into Fall 2015 a final artifact will be created in the form of a final exam to determine students individual comprehension of content related to this outcome measure.

**Implementation Plan (timeline):** Fall 2015 completion

**Key/Responsible Personnel:** Dr. Witkemper

**Measures:**

**Resource Allocations:**

**Priority:** High

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Course under new instruction therefore content is being reviewed to generate a proper outcome measure for Fall 2015.

#### ▼ Action: New artifact required

##### **This Action is associated with the following Findings**

##### **Findings for Students will complete a risk management audit and plan for a sport organization and a legal research**

(Assessment Plan and Assessment Findings; 2013-2014 Assessment Cycle)

**Summary of Findings:** Data not collected - course instructor changed and course assignments changed.

**Action Details:** Course instructor has changed and therefore the action to be taken for this outcome measure is to be evaluated and restructured to meet the new criteria for the changes in course content.

**Implementation Plan (timeline):** SPM Faculty are devising questionnaire to send students the semester that follows this course. This measurement will allow for the creation of a new assessment outcome which is more closely related to new instructors content and more applicable to advancing student knowledge in sport management

**Key/Responsible Personnel:** SPM faculty as a whole will create survey

**Measures:** Survey

**Resource Allocations:**

**Priority:** High

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

#### Internship

Currently under revision due to International complication to Internship requirements

#### ▼ Action: Course Restructuring

##### This Action is associated with the following Findings

##### Findings for Supervisor Evaluation

(Assessment Plan and Assessment Findings; 2013-2014 Assessment Cycle)

**Summary of Findings:** Class average was 93.5%

**Action Details:** Due to current issues requiring an Internship for international students this assessment outcomes will need to be revised. Despite the fact students are currently exceeding expectation for this outcome measure action is still needed.

**Implementation Plan (timeline):** Courses that directly relate to this outcome measure are being restructured with a completion date of May 2015.

**Key/Responsible Personnel:** Dr. Strigas

**Measures:**

**Resource Allocations:**

**Priority:** High

## 📄 Status Report

### Action Statuses

## MA/MS in Recreation & Sport Management Outcome Set

### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

#### Facility Design Project

Under new instruction. Outcome to be re-assessed and updated for next assessment cycle (Once every 3rd year) this course is measured. New measure will be created in Spring 2015 and data will be collected. In order to properly ensure we are meeting expected standards, SPM faculty will devise a 5-6 item questionnaire to send to students to obtain feedback on vaule,

#### ▼ Action: Course Restructured

**Action Details:** Previous instructor on record responsible for this outcome measure did not supply findings for 2012-2013. Despite this lack of information this course is not taught by a new full time SPM faculty member. Therefore, this course that directly relates to this outcomes measure is being restructured by the new instructor. A new artifcat will be determined and data collected Spring 2015

**Implementation Plan (timeline):** May 2015

**Key/Responsible Personnel:** Dr. Blaszkza

**Measures:**

**Resource Allocations:**

purpose, and execution of this course.

**Priority:** High

**Status for Course Restructured**

**Current Status:** In Progress

**Resource Allocation(s) Status:** Current course instructor is finalizing artifact that will be used going forward. Instructor just finished teaching this course for first time in Spring 2015.

**Next Steps/Additional Information:** Further analysis of project needs to be completed to ensure meets student success specific to this topic. Further, instructor is working with Quality Matters to have the course meet all requirements to be endorsed as a QM course.

### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

#### Action Plan

Course content was restructured Fall 2014 as previous material did not meet the expectations of landing foundational knowledge in administrative theory. New materials included examination of 8 administrative theories from the general business industry and were applied to the sport industry. Course content will need to be updated again in Fall 2015 to include a final comprehensive exam to ensure students adequately obtain knowledge on administrative theory.

▼ **Action:** Course Restructure

**Action Details:** Course was restructured in Fall 2014 due to a new instructor. Previous material was found to be irrelevant toward administrative theory and practices and therefore a change was warranted. New artifacts were developed for Fall 2014 and moving forward into Fall 2015 a final artifact will be created in the form of a final exam to determine students individual comprehension of content related to this outcome measure.

**Implementation Plan (timeline):** Fall 2015 completion

**Key/Responsible Personnel:** Dr. Witkemper

**Measures:**

**Resource Allocations:**

**Priority:** High

**Status for Course Restructure**

**Current Status:** In Progress

**Resource Allocation(s) Status:** Final Exam over administrative theories has been partially developed but has not yet been implemented into the course.

**Next Steps/Additional Information:** Implement new artifact Fall 2015. Also, Instructor is working with Quality Matters in an effort to have the course QM certified.

**Substantiating Evidence:**

 SPM 621 Final Exam.docx (Word Document (Open XML)) (See appendix)

### Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

#### Risk Management Plan

Course under new

▼ **Action:** New artifact required

instruction therefore content is being reviewed to generate a proper outcome measure for Fall 2015.

**Action Details:** Course instructor has changed and therefore the action to be taken for this outcome measure is to be evaluated and restructured to meet the new criteria for the changes in course content.

**Implementation Plan (timeline):** SPM Faculty are devising questionnaire to send students the semester that follows this course. This measurement will allow for the creation of a new assessment outcome which is more closely related to new instructors content and more applicable to advancing student knowledge in sport management

**Key/Responsible Personnel:** SPM faculty as a whole will create survey

**Measures:** Survey

**Resource Allocations:**

**Priority:** High

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**Status** for New artifact required

**Current Status:** In Progress

**Resource Allocation(s) Status:** Instructor still finalizing data after first semester teaching this course to determine if the desired artifact will be a viable option going forward to reflect this measure.

**Next Steps/Additional Information:** Instructor is working on having this course become QM certified through Quality Matters.

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Currently under revision due to International complication to Internship requirements

▼ **Action:** Course Restructuring

**Action Details:** Due to current issues requiring an Internship for international students this assessment outcomes will need to be revised. Despite the fact students are currently exceeding expectation for this outcome measure action is still needed.

**Implementation Plan (timeline):** Courses that directly relate to this outcome measure are being restructured with a completion date of May 2015.

**Key/Responsible Personnel:** Dr. Strigas

**Measures:**

**Resource Allocations:**

**Priority:** High

---

**Status** for Course Restructuring

**Current Status:** Completed

**Resource Allocation(s) Status:** This course is being removed as a requirement due to regulations of monitoring international student internships

**Next Steps/Additional Information:** Finalize language in program removing course as a requirement

**Status Summary**

*No text specified*

**Summary of Next Steps**

*No text specified*

## 2014-2015 Assessment Cycle

### Assessment Plan

#### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Blaszka)

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

##### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Witkemper)

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term



**Responsible Individual(s):** Instructor of record (Witkemper)

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

▼ **Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Strigas)

## Assessment Findings

### Finding per Measure

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Findings for Final Exam

**Summary of Findings:** Data was not collected in AY14-15.

**Recommendations :** Collect data in Fall 2015

**Reflections/Notes :**

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Blaszka)

##### Findings for Facility Design Project

**Summary of Findings:** Mean score on student project surpassed minimum expectations of 75%

M = 84%

**Results:** Target Achievement: Met

**Recommendations :** Current instructor is not satisfied with artifact for assessment. Will likely change artifact for upcoming Spring 2016 semester

**Reflections/Notes :**

## Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Witkemper)

#### Findings for Sport Development Plan for a fictitious small college

**Summary of Findings:** Findings can't be set at this time. Instructor of record changed the artifact to reflect administrative theory which is the premise of the course. Previous artifact did not reflect theory.

Class mean on current course projects:  
M = 88%

**Results:** Target Achievement: Met

**Recommendations :** Current course is being redeveloped to meet Quality Matters standards. New artifact are being created for this course.

**Reflections/Notes :**

## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

#### Findings for Business Plan for a fictional sport organization.

**Summary of Findings:** Instructor of record has not provided findings to SPM assessment coordinator at this time. I will continue to work with the instructor to discover and report this information.

**Results:** Target Achievement: Not Met

**Recommendations :** Teach instructor of record how to input own data.

**Reflections/Notes :**

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

**Findings** for Students will complete a risk management audit and plan for a sport organization and a legal research

**Summary of Findings:** No data collected in AY14-15.

**Recommendations :** Collect data in Spring 2016.

**Reflections/Notes :**

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

**Findings** for Marketing Plan

**Summary of Findings:** No data collected. Data will be collected and reported in next cycle.

**Results:** Target Achievement: Not Met

**Recommendations :**

**Reflections/Notes :**

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

#### Findings for Media Guide

**Summary of Findings:** Students surpassed expectations

M = 89%

**Results:** Target Achievement: Exceeded

**Recommendations :**

**Reflections/Notes :**

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

▼ **Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Leadership Philosophy

**Summary of Findings:** No data collected in AY14-15

**Recommendations :**

**Reflections/Notes :**

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

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**Findings for Ethical Philosophy Paper**

**Summary of Findings:** No data collected for AY 14-15

**Recommendations :**

**Reflections/Notes :**

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

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**Findings for Policy Analysis Paper**

**Summary of Findings:** Grading in process.

**Recommendations :**

**Reflections/Notes :**

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Strigas)

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**Findings for Supervisor Evaluation**

**Summary of Findings:** Data being collected in next assessment cycle

**Results:** Target Achievement: Not Met

**Recommendations :**

**Reflections/Notes :**

### Overall Recommendations

*No text specified*

### Overall Reflection

*No text specified*

### Action Plan

#### Actions

### Status Report

#### Action Statuses

#### Status Summary

*No text specified*

#### Summary of Next Steps

*No text specified*

## 2015-2016 Assessment Cycle

### Assessment Plan

#### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Blaszka)

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

##### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Witkemper)



## Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

## Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

▼ **Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Strigas)

## Assessment Findings

### Finding per Measure

#### MA/MS in Recreation & Sport Management Outcome Set

##### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

##### Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

▼ **Measure:** Final Exam  
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

##### Findings for Final Exam

*No Findings Added*

##### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

##### Facility Design Project

Student complete a needs analysis for a sport facility.

▼ **Measure:** Facility Design Project  
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Blaszka)

##### Findings for Facility Design Project

*No Findings Added*

##### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Sport Development Plan

Student will complete a sport development plan for a fictional small women's college.

▼ **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Witkemper)

**Findings** for Sport Development Plan for a fictitious small college

*No Findings Added*

### Finance

Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

#### Business Plan

Student complete a business plan for fictional sport organization.

▼ **Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

**Findings** for Business Plan for a fictional sport organization.

*No Findings Added*

### Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

#### Risk Management Plan

Working in committee, students complete a risk analysis of high school athletic facilities.

▼ **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

**Findings** for Students will complete a risk management audit and plan for a sport organization and a legal research

*No Findings Added*

## Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

### Marketing Plan

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

▼ **Measure:** Marketing Plan  
Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

**Findings for Marketing Plan**

*No Findings Added*

## Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

### Media Guide

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

▼ **Measure:** Media Guide  
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Witkemper)

**Findings for Media Guide**

*No Findings Added*

## Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

### Philosophy Statement

Students articulate a statement of leadership philosophy in the sport setting.

▼ **Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

**Findings for Leadership Philosophy**

*No Findings Added*

## Ethics

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

### Philosophy Statement

Students articulate a statement of personal and professional responsibility in the sport setting.

▼ **Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

#### Findings for Ethical Philosophy Paper

*No Findings Added*

## Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

▼ **Measure:** Policy Analysis Paper  
Direct - Student Artifact


**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

#### Supporting Attachments:

 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

#### Findings for Policy Analysis Paper

*No Findings Added*

## Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

▼ **Measure:** Supervisor Evaluation  
Direct - Other


**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Strigas)

#### Findings for Supervisor Evaluation

 *No Findings Added*

### **Overall Recommendations**

*No text specified*

### **Overall Reflection**

*No text specified*

### **Action Plan**

### **Status Report**

## 2016-2017 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**



## 2017-2018 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**

## 2018-2019 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**

## 2019-2020 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**

# Appendix

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- A. **Graduate SPM Program Curriculum Map** (Curriculum Map)
  - B. **Recreational Sports Management** (Adobe Acrobat Document)
  - C. **Recreational Sports Management** (Adobe Acrobat Document)
  - D. **620.Assignment Description.pdf** (Adobe Acrobat Document)
  - E. **620.Rubric.pdf** (Adobe Acrobat Document)
  - F. **637 media guide grading rubric.pdf** (Adobe Acrobat Document)
  - G. **637.Media Guide Assignment Description.pdf** (Adobe Acrobat Document)
  - H. **RCSM 604 Final Exam (F10).pdf** (Adobe Acrobat Document)
  - I. **RCSM 635 Final (Sp11).pdf** (Adobe Acrobat Document)
  - J. **620\_Final\_Presentation\_1.pdf** (Adobe Acrobat Document)
  - K. **Cross Country Media Guide.pdf** (Adobe Acrobat Document)
  - L. **RCSM 604 Artifacts 0-39** (Adobe Acrobat Document)
  - M. **RCSM 604 Artifacts 40-49** (Adobe Acrobat Document)
  - N. **RCSM 604 Artifacts 50-59** (Adobe Acrobat Document)
  - O. **RCSM 604 Artifacts 60-69** (Adobe Acrobat Document)
  - P. **RCSM 604 Artifacts 70-79** (Adobe Acrobat Document)
  - Q. **SPM 620- Project 1 (Met Expectations).pdf** (Adobe Acrobat Document)
  - R. **SPM 620- Project 2 (Met Expectations).pdf** (Adobe Acrobat Document)
  - S. **Governance Rubric&Assignment.043012.pdf** (Adobe Acrobat Document)
  - T. **Facility Master Plan** (Adobe Acrobat Document)
  - U. **Facility Planning and Design Rubric** (Word Document (Open XML))
  - V. **Governance.BelowExpectations.Spr12.pdf** (Adobe Acrobat Document)
  - W. **Governance.MetExpectations.Spr12.pdf** (Adobe Acrobat Document)
  - X. **Sample student Crisis communication plan** (Word Document (Open XML))
  - Y. **Sample Student Media Guide** (Word Document (Open XML))

- Z. **Sample student project** (Word Document (Open XML))
  - AA. **Sample Student Sport Marketing Plan** (Word Document (Open XML))
  - AB. **Sample Student Sport Marketing Plan** (Word Document (Open XML))
  - AC. **Sample Student Sport Marketing Plan** (Word Document (Open XML))
  - AD. **SPM604Fa11 Below Expectations.pdf** (Adobe Acrobat Document)
  - AE. **SPM604Fa11 Exceed Expectations.pdf** (Adobe Acrobat Document)
  - AF. **Sport Marketing Plan Rubric** (Word Document (Open XML))
  - AG. **Student Crisis Communication Plan and Media Guide** (Word Document (Open XML))
  - AH. **Governance Rubric&Assignment.043012.pdf** (Adobe Acrobat Document)
  - AI. **635 Below Expectations.pdf** (Adobe Acrobat Document)
  - AJ. **635 Met Expectations.pdf** (Adobe Acrobat Document)
  - AK. **Media Guide Grading Rubric** (Adobe Acrobat Document)
  - AL. **SPM 631 Assignment.LPPE Statement (rev. Jul11).pdf** (Adobe Acrobat Document)
  - AM. **SPM 631 LPPE Grading Matrix (rev. Jul11).pdf** (Adobe Acrobat Document)
  - AN. **SPM604.F12 Below Expectations.pdf** (Adobe Acrobat Document)
  - AO. **SPM604.F12 Exceeds Expectations.pdf** (Adobe Acrobat Document)
  - AP. **SPM631.F12.Below Expectations.pdf** (Adobe Acrobat Document)
  - AQ. **SPM631.F12.Meets Expectations.pdf** (Adobe Acrobat Document)
  - AR. **Governance Rubric&Assignment.043012.pdf** (Adobe Acrobat Document)
  - AS. **Artifact - SPM 604** (Adobe Acrobat Document)
  - AT. **SPM 622 - Business Plan Artifact.pdf** (Adobe Acrobat Document)
  - AU. **SPM 622 - Business Plan Instructions.docx** (Word Document (Open XML))
  - AV. **SPM 624 - Sport Marketing Plan Instructions.pdf** (Adobe Acrobat Document)
  - AW. **SPM 624 - Sport Marketing Plan Artifact.pdf** (Adobe Acrobat Document)
  - AX. **SPM 629 - FINAL Supervisor Evaluation .docx** (Word Document (Open XML))
  - AY. **SPM 631 Below Expectations (Fa13).pdf** (Adobe Acrobat Document)
  - AZ. **SPM 631 Below Expectations (Fa13).pdf** (Adobe Acrobat Document)
  - BA. **SPM 631 Met Expectations (Fa13).pdf** (Adobe Acrobat Document)
  - BB. **SPM 631 Met Expectations (Fa13).pdf** (Adobe Acrobat Document)
  - BC. **SPM 621 Final Exam.docx** (Word Document (Open XML))
  - BD. **Governance Rubric&Assignment.043012.pdf** (Adobe Acrobat Document)
  - BE. **Governance Rubric&Assignment.043012.pdf** (Adobe Acrobat Document)
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**If Program Elimination is pending you need not complete the form.)**

	Question	Type of Answer	From Available Info	Answer
<b>By March 1</b>	Nationally Accredited	Y/N		
		Organization		
	Student Learning Outcomes Clearly Articulated	Y/N	NO E. Robbins Fall 07 Survey Response	Yes
		File (or source of information)		Program coordinator, Dean's office
	Students Know their Learning Outcomes	Y/N		In process of placing in syllabi
		File		Will be on file with program coordinator
	Program Actively Using Student Learning Outcomes	Y/N		Yes
	Does Assessment Plan Exist?	Y/N	NO E. Robbins Fall 07 Survey Response	Yes
		When Was It Adopted?		Fall 2007
		File/copy		Program coordinator, Dean's office
<b>By May 15</b>	Data Actively Collected & CBE	Data Ever Collected?	NO E. Robbins Fall 07 Survey Response	
		Data Recently/ Actively Collected?	NO E. Robbins Fall 07 Survey Response	
		Evidence		
	Data Systematically Analyzed & CBE	Data Analyzed?	NO E. Robbins Fall 07 Survey Response	
		Evidence		
	Analysis Discussed in Depts & CBE	Analysis Discussed?	NO E. Robbins Fall 07 Survey Response	
		Evidence		
	Analysis Impacts Curriculum for Pgm & CBE	Any Changes to Pgm Curriculum Since 2000	NO E. Robbins Fall 07 Survey Response	
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Assessment Plan Adjustments Discussed & CBE	Has the Assessment Plan been modified since 2001		
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Adjustments Implemented & CBE	Has the adjusted plan been implemented		
		Evidence		

Completed by: \_\_\_\_\_

**If Program Elimination is pending you need not complete the form.)**

	<b>Question</b>	<b>Type of Answer</b>	<b>From Available Info</b>	<b>Answer</b>
<b>By March 1</b>	Nationally Accredited	Y/N		
		Organization		
	Student Learning Outcomes Clearly Articulated	Y/N	NO E. Robbins Fall 07 Survey Response	Yes
		File (or source of information)		Program coordinator, Dean's office
	Students Know their Learning Outcomes	Y/N		In process of placing in syllabi
		File		Will be on file with program coordinator
	Program Actively Using Student Learning Outcomes	Y/N		Yes
	Does Assessment Plan Exist?	Y/N	NO E. Robbins Fall 07 Survey Response	Yes
		When Was It Adopted?		Fall 2007
		File/copy		Program coordinator, Dean's office
<b>By May 15</b>	Data Actively Collected & CBE	Data Ever Collected?	NO E. Robbins Fall 07 Survey Response	
		Data Recently/ Actively Collected?	NO E. Robbins Fall 07 Survey Response	
		Evidence		
	Data Systematically Analyzed & CBE	Data Analyzed?	NO E. Robbins Fall 07 Survey Response	
		Evidence		
	Analysis Discussed in Depts & CBE	Analysis Discussed?	NO E. Robbins Fall 07 Survey Response	
		Evidence		
	Analysis Impacts Curriculum for Pgm & CBE	Any Changes to Pgm Curriculum Since 2000	NO E. Robbins Fall 07 Survey Response	
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Assessment Plan Adjustments Discussed & CBE	Has the Assessment Plan been modified since 2001		
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Adjustments Implemented & CBE	Has the adjusted plan been implemented		
		Evidence		

Completed by: \_\_\_\_\_

If Program Elimination is pending you need not complete the form.)

	Question	Type of Answer	From Available Info	Answer
<b>By March 1</b>	Nationally Accredited	Y/N	Y	
		Organization	National Association for Sport and Physical Education North American Society of Sport Managers	
	Student Learning Outcomes Clearly Articulated	Y/N	E. Robbins Fall 07 Survey Answer:Y	Yes
		File (or source of information)		Program coordinator, Dean's office
	Students Know their Learning Outcomes	Y/N		In process of placing in syllabi
		File		Will be on file with program coordinator
	Program Actively Using Student Learning Outcomes	Y/N		Yes
	Does Assessment Plan Exist?	Y/N	E. Robbins Fall 07 Survey Answer:N	Yes
		When Was It Adopted?		Fall 2007
		File/copy		Program coordinator, Dean's office
<b>By May 15</b>	Data Actively Collected & CBE	Data Ever Collected?	E. Robbins Fall 07 Survey Answer:N	
		Data Recently/ Actively Collected?	E. Robbins Fall 07 Survey Answer:N	
		Evidence		
	Data Systematically Analyzed & CBE	Data Analyzed?	E. Robbins Fall 07 Survey Answer:N	
		Evidence		
	Analysis Discussed in Depts & CBE	Analysis Discussed?	E. Robbins Fall 07 Survey Answer:N	
		Evidence		
	Analysis Impacts Curriculum for P gm & CBE	Any Changes to Pgm Curriculum Since 2000	E. Robbins Fall 07 Survey Answer:N	
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Assessment Plan Adjustments Discussed &CBE	Has the Assessment Plan been modified since 2001		
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Adjustments Implemented & CBE	Has the adjusted plan been implemented		
		Evidence		

Completed by: \_\_\_\_\_



If **Program Elimination** is pending you need not complete the form.)

	Question	Type of Answer	From Available Info	Answer
<b>By March 1</b>	Nationally Accredited	Y/N	Y	
		Organization	National Recreation and Park Association American Association for Leisure and Recreation	
	Student Learning Outcomes Clearly Articulated	Y/N	E. Robbins Fall 07 Survey Answer:Y	
		File (or source of information)		Program coordinator, Dean's office
	Students Know their Learning Outcomes	Y/N		In process of placing in syllabi
		File		Will be on file with program coordinator
	Program Actively Using Student Learning Outcomes	Y/N		Yes
	Does Assessment Plan Exist?	Y/N	E. Robbins Fall 07 Survey Answer:N	Yes
		When Was It Adopted?		Fall 2007
		File/copy		Program coordinator, Dean's office
<b>By May 15</b>	Data Actively Collected & CBE	Data Ever Collected?	E. Robbins Fall 07 Survey Answer:N	
		Data Recently/ Actively Collected?	E. Robbins Fall 07 Survey Answer:N	
		Evidence		
	Data Systematically Analyzed & CBE	Data Analyzed?	E. Robbins Fall 07 Survey Answer:N	
		Evidence		
	Analysis Discussed in Depts & CBE	Analysis Discussed?	E. Robbins Fall 07 Survey Answer:N	
		Evidence		
	Analysis Impacts Curriculum for Pgm & CBE	Any Changes to Pgm Curriculum Since 2000	E. Robbins Fall 07 Survey Answer:N	
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Assessment Plan Adjustments Discussed & CBE	Has the Assessment Plan been modified since 2001		
		Were changes as a result of SLO, Data, Analysis?		
		Evidence		
	Adjustments Implemented & CBE	Has the adjusted plan been implemented		
		Evidence		

Completed by: \_\_\_\_\_

INDIANA STATE UNIVERSITY  
COLLEGE OF NURSING, HEALTH AND HUMAN SERVICES  
DEPARTMENT OF RECREATION AND SPORT MANAGEMENT

**SPORTS MANAGEMENT PROGRAM**

Learning Outcomes For The Sport Management Specializations (B.A., B.S., M.A., M.S.):

The specific learning outcomes listed below are directly related to the Sport Management Program Standards and Review Protocol published by the Sport Management Program Review Council (SMPRC, 2000). SMPRC is associated with the National Association for Sport and Physical Education (NASPE; [www.aahperd.naspe.org](http://www.aahperd.naspe.org))/North American Society for Sport Management (NASSM; [www.nassm.org](http://www.nassm.org)), the professional (NASPE) and scholarly (NASSM) societies that approve (i.e., accredit) United States sport management programs.

1. **Socio-Cultural:** Students will understand that sport is a microcosm of society influenced by cultural traditions, social values, and psychosocial experiences -- and that sport managers are immersed in the socio-cultural milieu with sport as the focus.
2. **Management and Leadership:** Students will understand concepts of management and leadership by describing the various skills, roles, and functions of sport managers -- and concepts of leadership theory/practices related to sport managerial responsibilities.
3. **Ethics:** Students will analyze moral issues related to sport in its intrinsic and extrinsic dimensions -- and develop a personal philosophy regarding social responsibility in the sport management setting.
4. **Marketing:** Students will apply fundamental marketing concepts to the sport industry -- and understand the unique sport product and consumer markets.
5. **Communication:** Students will understand the principles of interpersonal and mass communication and understand interaction with internal and external sport publics.
6. **Budget and Finance:** Students will understand budget/finance as a critical component of all sport industries -- and analyze financial control methods and principles.
7. **Legal Aspects:** Students will understand legal concepts in areas that they are most likely to encounter within the sport management environment.
8. **Economics:** Students will understand sport economic principles as they fit

into national economy -- and understand that sport economics are shaped by external influences.

9. **Governance:** Students will understand the various agencies that govern sport and identify their authority, organizational structure, and functions.

#### Assessment Strategies

1. Learning (Or Service) Outcomes Assessed:

All learning outcomes are assessed annually as a strategy for aggressively appraising sport management curriculum and course content. Revisions are implemented as needed.

2. Assessment Methods And Procedures:

Assessment is related to a set of values established by the sport management academic field. Assessment is multi-dimensional, based on integrated learning experiences, and involves an on-going linked series of activities. Internal and external assessments are conducted regularly.

##### Internal Assessments:

Learning outcomes are evaluated throughout a student's sport management academic program. Assessment involves an overall evaluation of academic performance, as well as individual evaluations related to the learning outcomes.

3. Individual Evaluations Related To The Learning Outcomes:

##### Project Assessments

Students are assessed through oral and written projects, case studies, examinations, as well as service- and active-learning.

#### DESCRIPTION OF EXAMPLE PROJECTS USED FOR INTERNAL ASSESSMENTS

- **Management Observation:** An observation of a BGSU Athletics Department administrator (e.g., marketing/promotions, game management, media relations). A personal reflection paper summarizing experiences is required (COURSE: RCSM 264 - Introduction to Sport Management).
- **Applied Sport Marketing Research:** A project where students analyze demographic and psychographic data for season ticket holders in either football, men's basketball, or women's basketball. This project involves the profiling of ticket holders as well as the evaluation of several aspects of fans'

overall game experiences (COURSE: RCSM 420 - Sport Marketing).

- **Event Management Report**: A project addressing a sport and event manager's leadership style, focusing on communication methods and suggesting techniques for more efficient communication/event management. (COURSE: RCSM 450 – Venue and Event Design and Management).
- **A Sociological Analysis of Sport in American Society**: A project where teams of students construct a “sociology of sport jeopardy game” with 12 key categories and five questions in each category as well as a final jeopardy category and question (COURSE: RCSM 355 – Communications and Media Relations)
- **Venue Design and Analysis**: A project where each student critiques a sport venue, including risk assessment and risk reduction methods, and renovates that venue to allow the venue manager to have a more efficient, profitable facility (COURSE: RCSM 450 – Venue and Event Design and Management).
- **Risk Management Assessment**: A project addressing the legal risks associated with students and their chosen careers in recreation and sport management and a strategic risk management plan to help alleviate those legal risks (COURSE: RCSM 435 – Legal Aspects of Recreation and Sport Management).
- **Ethical Issue Assignment**: A group project addressing an issue related to sport and ethics in which students apply ethical principles to sport situations (COURSE: RCSM 340 – Governance and Standards of American Sport).
- **Community and Media Relations Assignments**: A project in which students select a high school and a sport and develop a detailed media guide that can be used by the high school and a community relations guide for the high school athletic program (COURSE: RCSM 355 – Communications and Media Relations)
- **Budget Development**: Student teams develop and justify a budget for a fictitious sport organization. The budget includes detail revenue and expenditure projections (COURSE: RCSM 334 – Financial Aspects of Recreation and Sport Management).
- **Sport Organization Analysis Project**: A project involving analysis of a selected sport organization's history of the organization, mission statement,

core purpose/values, organizational structure, internal/external analysis (SWOT), product(s), target customers, financial performance and other performance indicators (e.g., ratings), leadership/major players, future performance predictions, and employment opportunities (COURSE: RSCM 420 – Sport Marketing).

- **Practicum and Internship:** Each student completes 280 hours of practicum prior to completing a 600 hour internship in the field. The students are evaluated by the host and the hosts are requested to provide input into the level of preparation each student has based on the learning objectives outlined above (COURSES: RSCM 390 – Practicum; RSCM 491 – Internship).