

COSMA Annual Report Data AY 2020-2021
Undergraduate Program-Level Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total # Observed	Total # Meeting Expectations	Assessment Results: % Meeting Expectations	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Students will utilize critical thinking and decision making techniques to address issues and challenges in sport management.					
Measure 1: AACU Values Problem Solving Rubric: Issues paper in Sport Governance and Policy (SM365) Direct Measure	Eighty-five percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Problem Solving Rubric.	n = 35	n = 30	85.71%	Exceeds expectation
Measure 2: Internship Supervisor Evaluation Form Indirect measure	Eighty-five percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form	n = 41	n = 39	95.12%	Exceeds expectation
SLO 2: Students will communicate effectively in oral and written forms within the conventions of sport management					
Measure 1: AACU Values Oral Presentation Rubric: presentation of final thesis project: Senior Thesis II (SM490) Direct Measure	Eighty-five percent of the students will reach the milestone mark of a 3 or higher on the AACU Value Oral Presentation Rubric	n = 39	n = 34	87.17	Exceeds expectation
Measure 2: AACU Values Inquiry and Analysis Rubric: Thesis collected in Senior Thesis II (SM490) Direct Measure	Eighty-five percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Inquiry and Analysis Rubric	n = 39	n = 31	79.5%	Meets expectation
Measure 3: Internship Supervisor Evaluation Form Indirect Measure	Eighty-five percent of the students will score a 3 or higher on questions B1 and B2 on the Internship Supervisor Evaluation Form	n = 41	n = 40	97.6%	Exceeds expectation
SLO 3: Students will demonstrate their knowledge base of sport management through best practices in a professional environment.					
Measure 1: Exit Surveys Graduating Seniors Indirect Measure	Eighty-five percent of the students should express at least satisfactory experience (agree rating) in categories under Didactic Education	n = 26	n = 24	92.3%	Exceeds expectation
SLO 4: Students will value the importance of ethical behavior and conduct in their professional lives.					
Measure 1: Post-Internship Survey (Semester Internship:480) Indirect Measure	Eighty-five percent of the students agree ethical behavior is important through responses for questions 11 and 12 with a score of 3 or higher	n = 39	n = 39	100%	Exceeds expectation

COSMA Annual Report Data AY 2020-2021
Undergraduate Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 Build community through shared values that are expressed within the institutional mission and the mission of the sport management program.			
Measure 1 Community partnerships and collaborations	3 new relationships with individual(s) and/or site(s)	Faculty and staff this year worked hard on a strategic approach to scheduling remote/virtual opportunities for student development and remote/virtual networking opportunities, as well as several opportunities for students to complete their internship in a "distance"/work-from-home setting. Several new relationships were formed as a result.	Meets expectation
Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment	20% junior standing eligibility, average GPA=3.50	19 students; 3.60 GPA	Exceeds expectation
OEG 2 Create learning opportunities for students to gain knowledge in areas related to theoretical and practical sport management.			
Measure 1 Opportunities "Beyond the classroom"	Identify 1 fully funded outing for SM student participation	Faculty and staff this year worked hard on a strategic approach to scheduling remote/virtual opportunities for student development and remote/virtual networking opportunities.	Meets expectations
Measure 2 Study abroad participation	The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad	FA20=0 SP21=3	Meets expectation
OEG 3 Continually evaluate the demands of industry as related to entry level sport management professionals and re-align the curriculum to meet the identified needs.			
Measure 1 Excellence in education/curriculum e.g. COSMA Accreditation	Full accreditation by COSMA	Accreditation maintained	Meets expectation
Measure 2 Faculty and staff professional development	1 fully funded conference/workshop per year	All full-time SM faculty applied and were awarded their AY stipend	Meets expectation
Measure 3 Curriculum	Research and evidence based programmatic changes	Newly developed a new outcomes assessment plan as a result of 2020-2021 self-study	Exceeds expectation

COSMA Annual Report Data AY 2020-2021
Graduate Program-Level Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Articulate a leadership theory for application in the professional world.					
SLD505 Leadership Theory Paper & Rubric Direct Measure	85% of students will reach the milestone mark on the rubric.	n=31	n=27	87.09%	Meets expectation
SLO 2: Summarize the components involved with managing a sport facility.					
SLD580 Detailed facility design/operations project & rubric. Direct Measure	85% of students will reach the milestone mark on the rubric.	n=27	n=24	88.89%	Meets expectations
SLO 3: Identify the value of performing risk assessment.					
SLD586 Security assignment & risk assessment rubric Direct Measure	85% of students will reach the milestone mark on the rubric.	n=21	n=19	90.50%	Meets expectations
SLO 4: Promote deeper understanding of the essential elements of the athletic administration industry at the secondary and higher education levels					
Exit survey Indirect Measure	85% of students will express at least satisfactory experiences regarding their didactic education	n=23	n=23	100%	Exceeds expectation
SLO 5: Elevate student preparation for positions of management in athletic departments and our society.					
Survey with select alumni Indirect Measure	85% of alumni report that their academic experience were relevant/prepared them for employment				*IP - Insufficient data.

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Graduate Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 - Build community through shared values that are expressed within the institutional mission and the mission of the sport leadership graduate program.			
Measure: SWOT Analysis: Event registration records	Hosts 3 events a year with at least 20 in attendance.	7 events from-July 2019 to June 30, 2021 Attendance per event approx. 30	Exceeds expectation
OEG 2 - Prepare professionals who can lead and manage effectively in the specialized industry.			
Measure: Job placement rates	85% of graduates secure a job in a sport-related field.		*IP – Insufficient data.
OEG 3: Evaluate the demands of industry as related to athletic administration professionals and re-align the curriculum to meet the identified needs.			
Measure: SWOT Analysis; meeting notes from External Advisory Board	Consult a minimum of 2 times a year with an external advisory board: relevant of the current curriculum.	Consulted with an external advisory board each semester to ensure curriculum aligned with industry needs.	Meets expectation
OEG 4 Continuously seek to improve teaching and learning.			
Measure: SWOT Analysis: Faculty Meetings	Host minimum of 2 faculty meetings a year to discuss teaching & program content issues.	Hosted faculty meetings to address teaching and program-related concerns	Meets expectation
Measure: Course Evaluation Data	85% of students strongly agreed/agreed that the instructor provided a positive learning experience.	85+% of students strongly agreed/agreed that the instructor was available for questions and clarification 85+% of students strongly agreed/agreed that the instructor provided meaningful feedback on course assignments 85+% of students strongly agreed/agreed that the instructor encourage students to ask questions, participate and express ideas. 85+% of students strongly agree/agree that the instructor helped the student understand the core course concepts.	Meets/exceeds expectations
OEG 5: Optimize enrollment and retention			
Measure: persistence rate (aka-Retention rates)	85% of students return to the program in a subsequent semester within one year.	Persistence Rate - 90%	Exceeds expectation
Measure: completions rate (aka-Graduation rate).	85% of students complete their intended degree.	Completion Rate - *IP	*IP

PROGRAM INFORMATION PROFILE

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

Name of Institution

Institution: Endicott College

Program/Specialized Accreditor(s): Commission of Sport Management Accreditation

Institutional Accreditor: New England Association of Schools and Colleges

Date of Next Comprehensive Program Accreditation Review: 2022

Date of Next Comprehensive Institutional Accreditation Review: 2027

URL where accreditation status is stated: <https://www.cosmaweb.org/directory-of-accredited-programs.html>

Program Context and Mission

Program Mission: The Sport Management Program at Endicott College provides our students with combined theoretical and practical experiences that allow individuals the opportunity to foster an understanding of and appreciation for the sport industry. We will provide each student an academically rigorous experience within a student-centered learning environment that promotes professionalism, collegiality, and scholarship.

Program Goals: (a) Provide students with a knowledge base and competencies related to critical thinking, decision making, research, and oral and written communication (b) Prepare students for leadership roles within the campus, workplace, and society (c) Promote deeper understanding and appreciation for the sport industry and its professional/career opportunities

Brief Description of Student Population: Total undergraduate enrollment for the College is made up of 2,857 men and women from throughout the United States and around the world.

Admissions Requirements: Endicott demonstrates a commitment to enrolling students from a wide geographic range as well as from all ethnic and racial heritages. When considering candidates for admission, the Admission Review Committee looks at the entire individual. In addition to reviewing the application and the student essay, the Committee concentrates on a student's academic record, recommendations, extra-curricular activities, and test scores. Note: A maximum of 85 credits may be transferred from accredited colleges into the Bachelor programs. For more information, please see: <http://www.endicott.edu/Admission/Undergrad-Admission/Endicott-Facts.aspx>

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: 2020-2021 # of Graduates: *52 Graduation Rate: *IP
2. Completion of Educational Goal (other than degree – if data collected)
of Students Surveyed: n/a # Completing Goal: n/a
3. Average Time to Degree
4-Year Degree: n/a 5-year Degree n/a
4. Annual Transfer Activity (into Program):
Year: 2020-2021 # of Transfers: *IP (7) Transfer Rate: *IP
5. Graduates Entering Graduate School
Year: 2020-2021 # of Graduates: *52 #Entering Graduate School: *43% reported
6. Job Placement (if appropriate)
Year: 2020-2021 # of Graduates: *52 # Employed: *60% reported
7. Additional Indicators, if any: ****School-wide percentages of graduates are typically reported as those who are employed full-time part-time, volunteering, serving in the armed forces and/or and continuing their education.**