

# COMSA Annual Report Data AY 2021-2022

## Undergraduate 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
<b>SLO 1: Students will utilize critical thinking and decision-making techniques to address issues and challenges in sport management.</b>					
Measure 1: AACU Values Problem Solving Rubric: Issues paper in Sport Governance and Policy (SM365)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Problem Solving Rubric.	n = 45	n = 37	82%	Meets expectations
Measure 2: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM101)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric	n = 51	n = 44	86%	Meets expectations
Measure 3:  AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM102)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric	n = 36	n = 30	83%	Meets expectations
Measure 4: Internship Supervisor Evaluation Form 100 & 200  Indirect measure	Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form	n = 90	n = 88	97%	Exceeds expectations
Measure 5: Internship Supervisor Evaluation Form 480  Indirect measure	Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form	n = 37	n = 36	97%	Exceeds expectations
<b>SLO 2: Students will communicate effectively in oral and written forms within the conventions of sport management</b>					
Measure 1: AACU Values Oral Presentation Rubric: presentation of final thesis project: Senior Thesis II (SM490)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Value Oral Presentation Rubric	n = 38	n = 33	86%	Meets expectations
Measure 2: AACU Values Inquiry and Analysis Rubric: Thesis collected in Senior Thesis II (SM490)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Inquiry and Analysis Rubric	n = 38	n = 31	81%	Meets expectations
Measure 3: Internship Supervisor Evaluation Form 100 & 200  Indirect Measure	Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form	n = 90	n = 89	98%	Exceeds expectations
Measure 4: Internship Supervisor Evaluation Form 480  Indirect Measure	Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form	n = 37	n = 36	97%	Exceeds expectations
<b>SLO 3: Students will demonstrate their knowledge base of sport management through best practices in a professional environment.</b>					
Measure 1: Internship Supervisor Evaluation Form 480  Indirect Measure	Eighty percent of the students will score a 3 or higher on questions J1, J2, and J3 on the Internship Supervisor Evaluation Form	n = 37	n = 35	94%	Meets expectations
Measure 2: Exit Surveys Graduating Seniors  Indirect Measure	Eighty percent of the students should express at least satisfactory experience (agree rating) in categories under Didactic Education	n = 19 (34)	n = 17	89%	Meets expectations

<b>SLO 4: Students will synthesize concepts of diversity, equity, and inclusion and apply these to local, regional, national, and global 21st century community sport contexts.</b>					
Measure 1:  Adapted AACU Ethical Reasoning Values Rubric: Paper in (SM218)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Rubric.	$n = 43$  Note: 142 students were enrolled over 3 sections, 43 of which were SM students.	$n = 36$	83%	Meets expectations
Measure 2:  Adapted AACU Ethical Reasoning Values Rubric: Assignment in (SM303)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Rubric	$n = 38$	$n = 31$	82%	Meets expectations
<b>SLO 5: Students will illustrate [apply] current issues, basic principles, policies and procedures of administration of athletics and sport.</b>					
Measure 1:  Abbreviated scoring rubric designed for assessment purposes: Comprehensive Binder Assignment in (SM215)  Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 (“meets expectations”) or higher on the abbreviated scoring rubric designed for assessment purposes	$n = 46$	$n = 41$	89%	Meets expectations

# COMSA Annual Report Data AY 2021-2022

## AY 2021-2022 Graduate 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
<b>SLO #1: Apply fundamental knowledge and practical understanding of leadership sport marketing, communication, and event management principles</b>					
Measure 1  Rubric: SLD 505 Leadership Theory Paper  Direct Measure	85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric.	n=34	n=30	88%	Meets expectations
Measure 2  Rubric: SLD511 Detailed Sport Marketing Plan and Promotional Campaign  Direct Measure	85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric.	n=30	IP	IP	Insufficient data
<b>SLO #2: Apply ethical and legal principles and evidence-based decision making to solve dilemmas.</b>					
Measure 1  AACU Ethical Reasoning Values Rubric: Assignment in SLD521  Direct Measure	75% of students will reach the capstone (4) mark on the rubric.	n=29	n=23	79%	Meets expectations
<b>SLO #3: Promote a deeper understanding of the essential elements of the industry.</b>					
Measure 1  Exit survey  Indirect Measure	85% of students will express at least satisfactory experiences regarding their didactic education	n=20	n=20	100%	Exceeds expectations
<b>SLO #4: Articulate and address critical issues in students' field of study.</b>					
Measure 1  Adapted AACU Problem Solving Rubric: SLD599 Final Case Study Assignment  Direct Measure	75% of students will reach the capstone (4) mark on the rubric.	n=28	n=22	78%	Meets expectations
<b>SLO #5: Elevate student preparation for positions of management while developing self-awareness and adaptability, flexibility, and curiosity in pursuit of personal and professional growth.</b>					
Measure 1  AACU Integrated Learning Rubric: SLD507 Portfolio Assignment  Direct Measure	75% of students will reach the capstone (4) mark on the rubric.	n=37	n=31	83%	Meets expectations
Measure 1 + 2  Survey with select alumni  Indirect Measure	85% of alumni report that their academic experience were relevant/prepared them for employment	n= 15	n=15	100%	Exceeds expectations
<b>SLO #6: Students will synthesize concepts of diversity, equity, and inclusion and apply these to local, regional, national, and global 21st century community sport contexts.</b>					
Measure 1  TBD  Direct Measure		IP	IP	IP	Insufficient data
<b>SLO #7: Communicate, at an advanced level, in oral and/or written form</b>					
Measure 1  Across the curriculum: All course assignments	85% of students will reach the milestone mark (3 and/or	n=158	IP	IP	Insufficient data

included in SLOs will be assessed Direct Measure	“Satisfactory Standards/Competent”) on Grammar & Mechanics and Citations & References columns.				
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# COMSA Annual Report Data AY 2021-2022

## AY 2021-2022 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
<b>OEG 1 Build community through shared values that are expressed within the institutional mission and the mission of the sport management program.</b>			
Measure 1 Community partnerships and collaborations	3 new relationships with individual(s) and/or site(s)	Several new partnerships were formed both internally and externally.	Meets expectation
Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment	20% junior standing eligibility, average GPA=3.50	20 students; 3.76 GPA	Exceeds expectation
<b>OEG 2 Create learning opportunities for students to gain knowledge in areas related to theoretical and practical sport management.</b>			
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 expectation
Measure 2 Study abroad participation	The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad	FA21= 3 SP22= 4 Additionally, we had 3 students complete international semester long internships last AY.	Meets expectation
<b>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.</b>			
Measure 1 Excellence in education/curriculum e.g. COSMA Accreditation	Full accreditation by COSMA	Reaffirmation of accreditation 2/2022 thru 2/2029	Exceeds expectation
Measure 2 Faculty and staff professional development	1 fully funded conference/workshop per year per faculty	All full-time SM faculty applied and were awarded their AY stipend(s)	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, site-visit and rejoinder/response process; College-wide and school review of adding a “capstone” option as an alternative to Thesis I and II.	Meets expectation
<b>OEG 4 Ensure a technology rich culture in which administrators, students, faculty, and staff work together to pursue innovation and excellence, promote intellectual exploration, and enhance learning.</b>			
Measure 1 Faculty statements	Identifying actions taken and opportunities for innovation across the curriculum	Faculty were asked this year to identify action taken and opportunities for technology inclusion across the curriculum.	Meets expectation

# COMSA Annual Report Data AY 2021-2022

## AY 2021-2022 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
<b>OEG 1 Build community through shared values that are expressed within the institutional mission and the mission of the sport leadership graduate program.</b>			
Measure: SWOT Analysis: Event registration records	Hosts 3 events a year with at least 20 in attendance.	7 events from-July 2021 to June 30, 2022 Attendance per event approx. 30	Exceeds expectation
<b>OEG 2 Prepare professionals who can lead and manage effectively in the specialized industry.</b>			
Measure: Job placement rates	85% of graduates secure a job in a sport-related field.	IP	Insufficient data
<b>OEG 3 Evaluate the demands of industry as related to athletic administration professionals and re-align the curriculum to meet the identified needs.</b>			
Measure: SWOT Analysis; meeting notes from External Advisory Board	Consult a minimum of 2 times a year with an external advisory board: relevance of the current curriculum.	Consulted with an external advisory board each semester to ensure curriculum aligned with industry needs.	Meets expectation
<b>OEG 4 Continuously seek to improve teaching and learning.</b>			
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 expectation
<b>OEG 5 Optimize enrollment and retention</b>			
Measure: persistence rate (aka-Retention rates)	85% of students return to the program in a subsequent semester within one year.	90%	Meets expectations
Measure: completions rate (aka-Graduation rate).	85% of students complete their intended degree.	IP	Insufficient data

## PROGRAM INFORMATION PROFILE

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

**Name of Institution:** Endicott College

Program/Specialized Accrerator(s): Commission on Sport Management Accreditation

Institutional Accrerator: New England Association of Schools and Colleges

Date of Next Comprehensive Program Accreditation Review: 2029

Date of Next Comprehensive Institutional Accreditation Review: 2027

*URL where accreditation status is stated:*

<https://www.endicott.edu/academics/schools/sport-science/undergraduate-programs/sport-management-program>

<https://www.endicott.edu/academics/schools/sport-science/graduate-programs/sport-leadership-program>

<https://www.cosmaweb.org/directory-of-accredited-programs.html>

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

1. Graduation Year: 2021-2022 #of Graduates: 34 Graduation Rate: IP
2. Average Time to Degree: 4-Year Degree: IP 5-year Degree: IP  
*\*Six-Year Baccalaureate / 2015 Admits : 78% college-wide*
3. Annual Transfer Activity (into Program): Year: 2021-2022  
# of Transfers: IP Transfer Rate: IP
4. Graduates Entering Graduate School: Year: IP  
# of Graduates: IP # Entering Graduate School: IP
5. Job Placement (if appropriate): Year: 2021  
# of Graduates: IP # Employed: 2020-2021 98% college-wide

*Form developed by the Council for Higher Education Accreditation. © updated 2020*