

Academic Year 2018-2019

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.	<i>n</i> =47	42	89%	Exceeds expectations
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	<i>n</i> =49	49	100%	Exceeds expectations
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	<i>n</i> =57	50	88%	Exceeds expectations
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	<i>n</i> =57	48	85%	Meets expectations
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	<i>n</i> =49	48	98%	Exceeds expectations
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	<i>n</i> =23	23	100%	Exceeds expectations
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	<i>n</i> =23	20	87%	Exceeds expectations
**Explanation of course action for intended outcomes not realized:					

Academic Year 2018-2019

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)	WISE, Chapter talks; Regional focus AY18/19: Octagon, Tough Mudder, CSM LeadDog, MSG	Meets expectation
Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment	20% junior standing eligibility, average GPA=3.50	59.62% junior standing eligibility, average GPA=3.70	Exceeds expectations
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	A group of students traveled and participated in school sponsored "NY City Sport Industry Trek."	Meets expectation
Measure 2 Study abroad participation	The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad	FA18= 13 SP19= 3 (1 enrolled in SM480, internship abroad)	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 eg 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	A ESM minor was designed and approved for SP18.	Meets expectation
**Explanation of course action for intended outcomes not realized:			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.

Academic Year 2018-2019
Graduate Program-Level Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the 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					
MAA505 Leadership Theory Paper & Rubric <i>(direct)</i>	85% of students will reach the milestone mark on the rubric.	<i>n=14</i>	12	86%	Exceeds
SLO 2: Summarize the components involved with managing a sport facility.					
MAA580 Detailed facility design/operations project & rubric <i>(direct)</i>	85% of students will reach the milestone mark on the rubric.	<i>n=9</i>	9	100%	Exceeds
SLO 3: Identify the value of performing risk assessment.					
MAA586 Security assignment & risk assessment rubric <i>(direct)</i>	85% of students will reach the milestone mark on the rubric.	<i>n=23</i>	20	86.9%	Exceeds
SLO 4: Promote deeper understanding of the essential elements of the athletic administration industry at the secondary and higher education levels					
Exit survey <i>(indirect)</i>	85% of students will express at least satisfactory experiences regarding their didactic education	<i>n=20</i>	20	100%	Exceeds
SLO 5: Elevate student preparation for positions of management in athletic departments and our society.					
Interviews with select alumni <i>(indirect)</i>	85% of alumni report that their academic experiences were relevant/prepared them for employment	<i>n=10</i>	10	100%	Exceeds
**Explanation of course action for intended outcomes not realized:					

Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.

Academic Year 2018-2019

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 athletic administration graduate program.			
Measure: SWOT Analysis; Event Registration Records	Hosts 3 events a year with at least 20 in attendance.	Twelve events from -July 1, 2018 to June 30, 2019 Attendance per event: approx 30	Exceeds
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	95% of graduates have secured a job in a sport-related field.	Exceeds
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	Consults with external advisory board twice a year re: relevancy of the current curriculum	Consults with external advisory board once a semester to ensure curriculum is current and aligned with industry needs.	Meets
OEG 4: Continuously seek to improve teaching and learning.			
Measure: SWOT Analysis; Faculty Meetings	Hosts faculty meetings twice a year to discuss teaching and program-related concerns.	Hosts faculty meetings every semester to address teaching and program-related concerns	Meets
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 88% of students strongly agreed/agreed that the instructor provided meaningful feedback on course assignments 90% of students strongly agreed/agreed that the instructor encourage students to ask questions, participate and express ideas. 90% of students strongly agreed/agreed that the instructor was well organized and prepared for each class session	Meets/Exceeds
OEG 5: Optimize enrollment and retention			
Measure: Persistence Rate (aka. Retention rate)	85% of students return to the program in a subsequent semester within one year.	100%	Exceeds
Measure: Completion Rate (aka. Graduation Rate)	85% of students complete their intended degree.	95%	Exceeds
**Explanation of course action for intended outcomes not realized:			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.

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 Accreditor: 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

To learn more about the accredited status of the program, click here: <https://www.cosmaweb.org/list-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: 2018-2019 # Graduates: *IP Graduation Rate: IP*
2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: n/a # Completing Goal: n/a
3. Average Time to Certificate or Degree
1-Year Certificate: n/a 2-Year Degree: n/a 4-Year Degree: n/a
4. Annual Transfer Activity
Year: 2018-2019 # of Transfers: IP* Transfer Rate: IP*
5. Graduates Entering Graduate School
Year: 2018-2019 # of Graduates: *IP # Entering Graduate School: approx. 29% (17-18)
6. Job Placement (if appropriate)
Year: 2018-2019 # of Graduates: X # Employed: 98% (17-18)**
7. Licensure/Certification Examination Results: n/a
8. Additional Indicators, if any: **School-wide percentages of graduates who are employed full-time part-time, volunteering, serving in the armed forces and/or and continuing their education.