

2017-18 Assessment Cycle

Assessment Findings

Finding per Measure

Sport Management Program (AS) Outcome Set

Outcome

Outcome : 1. Recognize the primary theories within the principle functional areas of business and sport management.(IL)

Recognize the primary theories within the principle functional areas of business and sport management including: Accounting, Economics, Law, Management, and Marketing.

▼ **Measure:** End of Program Exam
Program level ; Direct - Exam

Details/Description:	The students will take their End of Program Exam in SPMG 4123 Sport Facility Management and Features.
Acceptable Target:	50% of students will correctly answer 70% or more of the multiple choice questions.
Ideal Target:	70% of students will correctly answer 70% or more of the multiple choice questions.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	SPMG 4123 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[AS Sport Management End of Program Exam \(Adobe Acrobat Document\)](#)


Findings for End of Program Exam

Summary of Findings: 0% of students achieved the target of 70% correct.

Results : Acceptable Target Achievement: Not Met;
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

 Sport Management, AS End of Program Exam Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

End of Program Exam
Action Plan
(Continuous Improvement
Action; 2017-18 Assessment
Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description: All students will take the AS in Sport Management Exit Survey administered through Blackboard.

Acceptable Target: 70% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Ideal Target: 80% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.


Implementation Plan (timeline): The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for

graduating students.

Key/Responsible
Personnel:

Jeff Lokey
Danielle Green
Mark Bloxsom
AS in Sport Management Curriculum Coordinator

Supporting Attachments:

 AS Sport Management Exit Survey (Adobe Acrobat Document)


Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Exceeded;
Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Sport Management, AS Student Exit Surveys (Adobe Acrobat Document)

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


PSLO 1 - Indirect
Measure
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

Outcome : 2. Demonstrate professional business communication.(WO)

▼ **Measure:** Business Communication Project
Program level ; Direct - Student Artifact


Details/Description:	Students will research a business topic and write a formal report. This topic must be approved by the instructor. A Powerpoint presentation will be created from this report and presented to the class.
Acceptable Target:	50% of students will achieve a rating of "Meets" or above on the AS in Sport Management Rubric.
Ideal Target:	70% of students will achieve a rating of "Meets" or above on the AS in Sport Management Rubric.
Implementation Plan (timeline):	The Business Communication Project will be implemented in BUAD 2033 Business Communications in the 2017-2018 academic year and administered every year.
Key/Responsible Personnel:	BUAD 2033 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

 AS Sport Management Communication Project (Adobe Acrobat Document)

Findings for Business Communication Project

Summary of Findings:	67% of students either met or exceeded the standard on the business communication project.
Results :	Acceptable Target Achievement: Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

 Sport Management, AS Business Communications Evidence Documents (Adobe Acrobat Document)

🔗 Sport Management, AS Business Communications Project (Adobe Acrobat Document)

These Findings are associated with the following Actions:

Communication Project
Action Plan
(Continuous Improvement
Action; 2017-18 Assessment
Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the AS in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom AS in Sport Management Curriculum Coordinator

Supporting Attachments:

 AS Sport Management Exit Survey (Adobe Acrobat Document)


Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Exceeded;
Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Sport Management, AS Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 2 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome : 3. Illustrate critical thinking and effective decision-making within the principle functional areas of sport management. (CT)

▼ **Measure:** End of Program Exam (Essay)
Program level ; Direct - Exam

Details/Description:	The students will take their End of Program Exam in SPMG 4123 Sport Facility Management and Features.
Acceptable Target:	50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AS in Sport Management Rubric.
Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AS in Sport Management Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	SPMG 4123 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

[AS Sport Management Essay Questions \(Adobe Acrobat Document\)](#)

Findings for End of Program Exam (Essay)

Summary of Findings: 0% of students either met or exceeded the standard on the related essay questions.

Results : Acceptable Target Achievement: Not Met;
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

[Sport Management, AS End of Program Essay Results \(Adobe Acrobat Document\)](#)

These Findings are associated with the following Actions:


End of Program Exam
Action Plan
(Continuous Improvement
Action; 2017-18 Assessment

Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the AS in Sport Management Exit Survey administered through Blackboard.
Acceptable Target:	70% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom AS in Sport Management Curriculum Coordinator


Supporting Attachments:

 AS Sport Management Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:	86% of students indicated "agree" or higher in achieving each of the program student learning outcomes
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded
Reflections/Notes:	

Substantiating Evidence:

 Sport Management, AS Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 3 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome : 4. Identify ethical issues within sport management.

▼ **Measure:** End of Program Exam (Essay)
Program level ; Direct - Exam

Details/Description:	The students will take their End of Program Exam in SPMG 4123 Sport Facility Management and Features.
Acceptable Target:	50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AS in Sport Management Rubric.
Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AS in Sport Management Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible	SPMG 4123 Instructor

Personnel: Danielle Green
Mark Bloxson

Supporting Attachments:

[AS Sport Management Essay Questions \(Adobe Acrobat Document\)](#)

Findings for End of Program Exam (Essay)

Summary of Findings: 0% of students either met or exceeded the standard on the related essay questions.

Results : Acceptable Target Achievement: Not Met;
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

[Sport Management, AS End of Program Essay Results \(Adobe Acrobat Document\)](#)

These Findings are associated with the following Actions:

End of Program Exam
Action Plan
(Continuous Improvement
Action; 2017-18 Assessment
Cycle)


▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description: All students will take the AS in Sport Management Exit Survey administered through Blackboard.

Acceptable Target: 70% of graduating students will indicate "Agree" or

Ideal Target:	higher in achieving each of the program student learning outcomes. 80% of graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The AS in Sport Management Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom AS in Sport Management Curriculum Coordinator

Supporting Attachments:

 AS Sport Management Exit Survey (Adobe Acrobat Document)


Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Exceeded;
Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Sport Management, AS Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 4 - Indirect Measure
(Continuous Improvement Action; 2017-18

Assessment Cycle)

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