

## Program-Level Student Learning Outcomes Matrix – Academic Year 2019 – 2020

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 – Recognize and understand sociocultural influences in a sport management setting.</b>					
<b>Measure 1 (Direct)</b> Sociological Assessment of Sport -Related Event	Rubric – See Appendix A: “Sociological Assessment of Sport Related Event”: At least 75% of students will achieve a score indicating meeting or exceeding expectations.	14	14	100%	1. 0 2. 9 3. 5 4. N/A
<b>Measure 2 (Direct)</b> Media Project	Rubric – See Appendix B: “Pre-Game Media Materials” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	19	17	89%	1. 2 2. 5 3. 12 4. N/A
<b>Measure 3 (Direct)</b> Marketing Plan Research Project	Rubric – See Appendix C: “Marketing Plan Research Project” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	22	22	100%	1. 0 2. 12 3. 10 4. N/A
<b>Measure 4 (Indirect)</b> Final Supervisor Evaluation	Item 12 on Final Supervisor Evaluation – See Appendix D: “Final Supervisor Evaluation” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	F19 – 12 S20 - 9	F19 – 12 S20 - 9	F19 - 92% S20 – 100%	<u><b>F19</b></u> 1. 1 2. 1 3. 10 4. N/A <u><b>S20</b></u> 1. 0 2. 0 3. 9 4. N/A *See Appendix S: COVID-19 Revised Course Expectations

<b>Measure 5 (Indirect)</b> Senior Exit Survey	Items 1 and 2 on Senior Exit Survey See Appendix E: “Senior Exit Survey” And Appendix T: “Senior Exit Survey Results” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	5	5	100%	1. 0 2. 5 3. 0 4. N/A
<b>SLO 2 – Plan, manage, &amp; evaluate events in a sport management setting.</b>					
<b>Measure 1 (Direct)</b> SWOT Analysis of Sport-Related Event	Rubric- See Appendix F: “Event Observation SWOT Analysis” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	F19- Section 90i - 22  F19- Section 91i - 13  S20 - 21	F19-Section 90i – 12  F19-Section 91i - 4  S20 - 18	F19-Section 90i – 54%  F19-Section 91i – 30%  S20 – 86%	<b>F19-90i</b> 1. 10 2. 6 3. 6 4. N/A <b>F19-91i</b> 1. 9 2. 1 3. 3 4. N/A <b>S20</b> 1. 3 2. 3 3. 15 4. N/A
<b>Measure 2 (Direct)</b> Complete an event-related assignment (related to planning, managing, and/or evaluation)	Rubric- See Appendix G: “Event Planning Assignment” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	22	21	95%	1. 1 2. 6 3. 15 4. N/A
<b>Measure 3 (Direct)</b> Written assignment assessing management and leadership planning in a sport-related event	Rubric- See Appendix H: “Leadership Assignment” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	25	25	100%	1. 0 2. 14 3. 11 4. N/A
<b>Measure 4 (Indirect)</b> Final Supervisor Evaluation	Item 21 on Final Supervisor Evaluation	F19 – 12  S20 - 9	F19 – 12  S20 - 9	F19 - 92%  S20 – 100%	<b>F19</b> 1. 1 2. 1 3. 10 4. N/A

	See Appendix D: “Final Supervisor Evaluation” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale				<u><b>S20</b></u> 1. 0 2. 0 3. 9 4. N/A *See Appendix S: COVID-19 Revised Course Expectations
<b>Measure 5 (Indirect)</b> Senior Exit Survey	Items 3 and 4 on Senior Exit Survey See Appendix E: “Senior Exit Survey” And Appendix T: “Senior Exit Survey Results” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	5	5	100%	1. 0 2. 5 3. 0 4. N/A
<b>SLO 3 – Recognize and understand Legal and Ethical Issues as they relate to a sport management setting</b>					
<b>Measure 1 (Direct)</b> Assessment of a sport-related facility from the standpoint of potential negligence.	Rubric – See Appendix I: “Negligence Case Assignment” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	F19 – 28 S20 - 16	F19 – 28 S20 - 15	F19 - 100% S20 – 94%	<u><b>F19</b></u> 1. 0 2. 3 3. 25 4. N/A <u><b>S20</b></u> 1. 1 2. 1 3. 14 4. N/A
<b>Measure 2 (Direct)</b> Assessing ethical dilemmas in a sport-related setting	Rubric- See Appendix J: “Ethical Debates” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	F19 – 28 S20 –16	F19 – 28 S20-15	94%	<u><b>F19</b></u> 1. 0 2. 4 3. 24 4. N/A <u><b>S20</b></u> 1. 1 2. 1 3. 14 4. N/A
<b>Measure 3 (Direct)</b> Assessment of a sport-related facility from the standpoint of ADA compliance and security issues	Rubric- See Appendix K: “Sport Facility ADA Assessment” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	22	20	90%	<u><b>S20</b></u> 1. 2 2. 3 3. 17 4. N/A

<b>Measure 4 (Indirect)</b> Final Supervisor Evaluation	Item 19 on Final Supervisor Evaluation See Appendix D: "Final Supervisor Evaluation" At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	F19 – 12 S20 - 9	F19 – 12 S20 - 9	F19 - 92% S20 – 100%	<b>F19</b> 1. 1 2. 1 3. 10 4. N/A <b>S20</b> 1. 0 2. 0 3. 9 4. N/A *See Appendix S: COVID-19 Revised Course Expectations
<b>Measure 5 (Indirect)</b> Senior Exit Survey	Item 5 and 6 on Senior Exit Survey See Appendix E: "Senior Exit Survey" And Appendix T: "Senior Exit Survey Results" At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	5	5	100%	1. 0 2. 5 3. 0 4. N/A
<b>SLO 4: Implement theory into practice and perform as a professional in a sport management setting</b>					
<b>Measure 1 (Direct)</b> Complete required educational objectives of a 400+ hours at approved internship site and successfully document/present about internship experiences (portfolio and presentation.)	KIN 490 (Senior Internship); Rubric- See Appendix L: "Portfolio Summary" At least 75% of students will achieve a score indicating meeting or exceeding expectations. 400+ hours; Scored as complete/incomplete; 100% of students will complete	F19 - 12 S20 - 9	F19 - 12 S20 - 9	F19-92% S20 -100%	<b>F19</b> 1. 1 2. 11 3. N/A 4. N/A <b>S20</b> 1. 0 2. 0 3. 9 4. N/A *See Appendix S: COVID-19 Revised Course Expectations
<b>Measure 2 (Indirect)</b> Supervisor evaluations of student performance during internship	KIN 490 (Senior Internship); Rubric- See Appendix D: "Final Supervisor Evaluation" At least 75% of students will achieve a mean score of 4.	F19 – 12 S20 - 9	F19 – 12 S20 - 9	F19 - 92% S20 – 100%	<b>F19</b> 1. 1 2. 1 3. 10 4. N/A <b>S20</b> 1. 0 2. 0 3. 9 4. N/A *See Appendix S: COVID-19 Revised

					Course Expectations
<b>Measure 3 (Indirect)</b> Senior Exit Survey	Items 7, 8, and 9 on Senior Exit Survey: See Appendix E: "Senior Exit Survey" And Appendix T: "Senior Exit Survey Results" At least 75% of students will achieve a score of at least 4 or higher on a 5-pt.	5	5	100%	1. 0 2. 5 3. 0

## 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: Evaluation of Program</b>			
<b>Measure 1:</b> Student evaluation of program on exit survey (specific questions)	Overall rating score of at least 75%	See Appendix T: "Senior Exit Survey Results"	2. Meets expectation
<b>Measure 2:</b> Evaluation of program by advisory board/external partners	Favorable qualitative assessments of advisory board (benchmark still in progress)	We have formed an advisory board that will meet in Fall 2020. Advisory Board members have been contacted and have agreed to attend a meeting in September 2020. See Appendix M: "Advisory Board Members" Data for this measure will be provided in future reports.	1. Insufficient data
<b>OEG 2: Offer Practical Experiences</b>			
<b>Measure 1:</b> Provide practical experiences in all core sport management classes	At least 1 practical experience in each core sport management course.	KIN 232 (Intro to Sport Management): Event Volunteer Report KIN 332 (Sport Information and Media Relations): Pre-Game Materials Project KIN 333 (Governance in Sport): International Federation of Sport Project KIN 334 (Social Aspects of Sport): Sport Observation of Sport Event Project KIN 366 (Facility & Event Management): CP Mitchell "Mock" Play Day Event KIN 380 (Legal/Ethical Implications for Sport): Ethical Debate KIN 406 (Sport Promotion & Fundraising): Marketing Plan Project KIN 451 (Sport Administration): Leadership Project	2. Meets expectation
<b>Measure 2:</b> Provide and facilitate a student organization for sport management majors	-Participate in at least one club fundraiser/community event -At least one club fieldtrip to a sport-related facility/event -At least 1 meeting per month during the academic year	Club fundraisers/activities for the 2019-2020 year: -KHS T-shirt fundraiser -Kickball Tournament -Panel of Professionals Event Group met on the first Monday of every month of the Academic year; officers were elected; events were planned – they participated as a group in a Football Tailgate promoting the club and planned a Kickball Tournament (was canceled due to COVID19), job opportunities were discussed; guest speakers were planned for a Sport Management Panel of Professionals (was canceled due to COVID19)	2. Meets expectation

<b>OEG 3: Seek increasing quantity and quality partnerships</b>			
<b>Measure 1:</b> Maintain a list of sport management internship sites	List of appropriate sport management related internship sites updated annually	*See Appendix N: “Approved and New Internship Sites”	2. Meets expectation
<b>Measure 2:</b> Seek and develop new internship sites	At least 2 new internship sites are established every year	*See Appendix N: “Approved and New Internship Sites”	2. Meets expectation
<b>Measure 3:</b> Faculty/student evaluation of existing sites	At least 75% of students will rate “favorably” (at least an 8 out of 10 on a Likert-scale)	*See Appendix O: “Faculty/student evaluation of existing sites”	2. Meets expectation
<b>OEG 4: Connect with and track alumni</b>			
<b>Measure 1:</b> Seek recent alumni contact and career information/develop alumni database	Will connect with at least 75% of our graduates from each academic year	*See Appendix P: “Recent Alumni”	2. Meets expectation
<b>Measure 2:</b> Identify significant alumni (invite to campus, nominate for awards)	At least one “significant alumni” will be invited to campus and nominated for respective awards.	Significant Alumni are identified as recipients for the program’s Outstanding Graduate in Sport Management each year, speakers for the Annual Ask KHS Professional Development Conference, and as guest speakers for classes. Below is a list of “significant alumni” identified through these processes. -Kade Granier – Outstanding Graduate (2019) - Mary Anna Jambon-Outstanding Graduate (2020) -Sydney Servin/BREC Sports & Recreation (Guest Speaker-KIN 232 & KIN 333) -Russ Fornea – Attorney (Guest Speaker-KIN 380)	2. Meets expectation
<b>OEG 5: Faculty Annual Evaluation</b>			
<b>Measure 1:</b> Annual Evaluation	Sport management faculty will receive at least an “Adequate Overall Rating” (75%) per academic year	*See Appendix Q: “Faculty Annual Evaluations”	2. Meets expectation
<b>OEG 6: Faculty identification and engagement in professional development</b>			
<b>Measure 1:</b> Faculty identification of goals and engagement in appropriate	Sport management faculty will score at least an “Adequate” rating on annual faculty evaluation	*See Appendix Q: “Faculty Annual Evaluations” -18/19 Annual Evaluations are listed in Appendix Q -19/20 Annual Evaluations have been postponed to September due to COVID-19.	2. Meets expectation

professional development			
<b>OEG 7: Engage in recruiting activities/marketing of the program</b>			
<b>Measure 1:</b> List of recruiting/marketing activities	Sport management faculty will engage in at least 2 recruiting event per year	*See Appendix R: “List of Recruiting/Marketing Materials” Visit <a href="http://www.southeastern.edu/admin/admissions/events/faculty/">http://www.southeastern.edu/admin/admissions/events/faculty/</a> for more information about recruiting events.	2.Meets expectation
<b>OEG 8: Meet targets for enrollment and graduation</b>			
<b>Measure 1:</b> Number of majors	127 majors	Fall: 129 Spring: 124	2. Meets expectation
<b>Measure 2:</b> Number of graduates	22 graduates	Fall– 12 Spring - 10	2. Meets expectation



## 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: Southeastern Louisiana University

Program Accreditor: Commission of Sport Management Accreditation (COSMA)

Institutional Accreditor: Southern Association of Colleges and Schools Commission (SACSCOC)

Date of Next Comprehensive Program Accreditation Review: September 2027

Date of Next Comprehensive Institutional Accreditation Review: 2027

*To learn more about the accredited status of the program, click here:*

[http://www.southeastern.edu/acad\\_research/degrees/sportmgt\\_bs.html](http://www.southeastern.edu/acad_research/degrees/sportmgt_bs.html)

### Program Context and Mission

Program Mission:

The mission of the Sport Management program at Southeastern is to prepare students with the knowledge and skills to become versatile, independent, and creative learners. Students have the opportunity to engage in a variety of instructional strategies and endeavors to develop their critical thinking and problem-solving skills requisite for the global sport industry.

Program Goals:

1. Developing proficiency in core content areas such as sport media relations, sport administration, sport governance, sport sociology, sport facility and event management, sport law and ethics, and sport marketing.
2. Recognizing and appreciating the value of cultural diversity in a societal context.
3. Acquiring effective written, verbal, and interpersonal communication skills.
4. Mastering the tools to become technologically literate in a diverse and ever-changing global marketplace.
5. Demonstrating responsible ethical and professional behavior
6. Becoming a self-directed learner, exhibiting critical-thinking, problem-solving, and decision-making skills in a highly competitive and diverse environment.
7. Developing stress management skills to cope with ever-increasing responsibilities and demands of a dynamic society.
8. Cultivating professional development behaviors.

Operating Goals:

1. To adhere and commit to the University's mission and goals.
2. To adhere and commit to the mission and goals of the Sport Management Program.
3. To encourage student involvement in university and community-service.
4. To participate in professional development activities to improve teaching, research, and service.
5. To actively engage in student recruitment and retention.
6. To encourage participation in the academic community through membership in university and professional organizations, attending university and professional conferences and workshops, and staying current with professional literature related to the discipline of sport management.
7. To establish a communication link with students beyond graduation.

### Brief Description of Student Population:

In Fall 2019, Southeastern enrolled 14,260 students, 13,296 undergraduate students and 964 graduate students. 63% of our students are female and 37% are male. 32% are minorities and 65% are white, non-hispanic. The most popular undergraduate major is our BSN Nursing, followed by the BS in Biological Sciences and the BS in Kinesiology.

### Admission Requirements:

Acceptance into the Bachelor's-level sport management program at Southeastern Louisiana University is contingent upon acceptance into the institution:

a. First year students (beginning freshmen)

- Successful completion of Board of Regents High School Core Curriculum
- No more than one developmental course needed (Must have ACT Math score of 19 or higher OR Must have ACT English score of 18 or higher)
- Cumulative high school GPA of 2.35 or higher on 4.0 scale
- ACT composite score of 21 OR core GPA of 2.0 on 4.0 scale

### **Curriculum:**

[http://www.southeastern.edu/apply/assets/core\\_curriculum.pdf](http://www.southeastern.edu/apply/assets/core_curriculum.pdf)

### **Beginning Freshmen:**

<http://www.southeastern.edu/apply/freshmen/index.html>

Students who are interested in transferring from one academic discipline to another, may do so at any time, by utilizing the online student portal, "Leonet." The following link describes this process:

### **Instructions for Changing Undergraduate Major**

[http://www.southeastern.edu/resources/howdoi/leonet/quick\\_shts/change\\_major\\_online\\_student.pdf](http://www.southeastern.edu/resources/howdoi/leonet/quick_shts/change_major_online_student.pdf)

b. Transfer students with less than 18 hours

As stated in the 2019-20 General Catalogue, students with fewer than 18 transferrable hours must meet the same criteria for beginning freshmen, have a minimum of 2.0 cumulative transferrable grade point average on all college work (excluding developmental courses) and be eligible to return to the last college/university attended.

c. Transfer students with 18 hours or more

Students with a transferrable associate degree or higher from an accredited institution are eligible for admission into the sport management program. Such students must have a cumulative grade point average of 2.0 or higher on all college coursework, and completion of college-level English as well as Math credits earned with a grade of "C" or better. Such students must be in good academic standing with previous institutions attended. The Office of Admissions at Southeastern Louisiana University evaluates the official transcripts of transfer students to determine how the courses will appropriately transfer. Southeastern accepts most college-level courses from regionally accredited institutions. Southeastern does not accept technical or vocational courses nor

courses taken for varsity sports. As transcripts are evaluated, the transfer credit will be reported on the Transfer Credit Report of the student's online account.

**Transfer Student Guidelines:**

(<http://www.southeastern.edu/apply/transfer/index.html>)

Transfer students meet with an academic advisor for further evaluation of transfer credit. If transfer courses are not equivalent to courses required in the degree but are judged to be similar in content and meet the intent of the course requirement, the advisor may recommend substitutions for approval by the department head and dean.

**Indicators of Effectiveness with Undergraduates As Determined by the Program**

1. Graduation  
Year: 2019-2020                      # of Graduates: 22                      Graduation Rate: \_\_\_\_\_
2. Completion of Educational Goal (other than certificate or degree – if data collected)  
# of Students Surveyed:       # Completing Goal: \_\_\_\_\_ N/A
3. Average Time to Certificate or Degree  
1-Year Certificate: \_\_\_\_\_    2-Year Degree: \_\_\_\_\_                      4-Year Degree: \_\_\_\_\_  
4-Year Degree: Range of time to completion = 4 to 8.5 years  
Average time to completion = 5.58 years  
Mode = 4.5 years
4. Annual Transfer Activity  
Year: \_\_\_\_\_                      # of Transfers: \_\_\_\_\_                      Transfer Rate: 27.1%
5. Graduates Entering Graduate School  
Year: \_\_\_\_\_                      # of Graduates: \_\_\_\_\_ # Entering Graduate School: N/A
6. Job Placement (if appropriate)  
Year: \_\_\_\_\_                      # of Graduates: \_\_\_\_\_                      # Employed: N/A  
Licensure/Certification Examination Results: N/A
7. Additional Indicators, if any: \_\_\_\_\_