

Student Learning Outcomes Matrix - Academic Year 2021 – 2022

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: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
SLO 1 – Students will demonstrate effective leadership skills.					
Site supervisor evaluation survey (SPMA 392: field experience in sport management) (Indirect)	Students will average at least 4 out of 5 or higher on items 1, 4, 5, 6, 7, 8, and 9 of site supervisor evaluation survey for field experience (SPMA 392)	17	Item 1 (Ability to organize and carry out tasks): 4.62 Item 4 (Professional communication): 4.48 Item 5 (Dependability and responsibility): 4.45 Item 6 (Initiative and enthusiasm): 4.45 Item 7 (Ability to work with others): 4.48 Item 8 (Professional appearance and behavior): 4.62 Item 9 (Acceptance of criticism to improve performance): 4.48	100%	2
Site supervisor evaluation survey (SPMA 496: internship in sport management) (Indirect)	Students will average at least 4 out of 5 or higher on items 1, 4, 5, 6, 7, 8, and 9 of site supervisor evaluation survey for field experience (SPMA 496)	22	Item 1 (Ability to organize and carry out tasks): 4.56 Item 4 (Professional communication): 4.66 Item 5 (Dependability and responsibility): 4.55 Item 6 (Initiative and enthusiasm): 4.55 Item 7 (Ability to work with others): 4.66	100%	2

			Item 8 (Professional appearance and behavior): 4.56 Item 9 (Acceptance of criticism to improve performance): 4.56		
SLO 2 – Students will think critically to solve problems relative to current changes in sport management.					
Final project (SPMA 245: sport event management) (Direct)	Students will average at least 2.8 out of 4 or higher on item 5 of critical rubric for final project (SPMA 245)	24	3.22	100%	2
Final project (SPMA 325: global perspectives in sport) (Direct)	Students will average at least 2.8 out of 4 or higher on item 5 of critical rubric for final project (SPMA 325)	30	3.21	100%	2
SLO 3 – Students will demonstrate effective oral communication with professionalism and clarity.					
Final project presentation (SPMA 101: introduction to sport management) (Direct)	Students will average at least 2.1 out of 3 or higher on all items of oral communication rubric for presentation assignment (SPMA 101)	20	Organization: 2.40 Depth of content: 1.90 Style/Elocution/Delivery: 2.20 Grammar/Word Choice: 2.50 Verbal interaction/Delivery: 1.80 Use of communication aids: 1.70 Personal appearance/professionalism: 1.60	43%	1
Research article presentation (SPMA 490:)	Students will average at least 2.1 out of 3 or higher on all	20	Organization: 2.40 Depth of content: 2.40	100%	2

sales and promotion in sport) (Direct)	items of oral communication rubric for presentation assignment (SPMA 490)		Style/Elocution/Delivery: 2.15 Grammar/Word Choice: 2.55 Verbal interaction/Delivery: 2.40 Use of communication aids: 2.40 Personal appearance/professionalism: 2.40		
SLO 4 - Students will demonstrate effective written communication with professionalism and clarity.					
Article review assignment (SPMA 101: introduction to sport management) (Direct)	Students will average at least 2.8 out of 4 or higher on all items of written communication rubric for article review assignment (SPMA 101)	20	Context of and purpose of writing: 2.00 Content development: 1.80 Genre and disciplinary conventions: 1.80 Sources and evidence: 1.40 Control of syntax and mechanics: 1.70	0%	1
Research paper (SPMA 390: research and data analysis in sport management) (Direct)	Students will average at least 2.8 out of 4 or higher on all items of written communication rubric for research paper (SPMA 390)	20	Context of and purpose of writing: 3.20 Content development: 3.20 Genre and disciplinary conventions: 3.35 Sources and evidence: 3.25 Control of syntax and mechanics: 3.15	100%	2
SLO 5 - Students will effectively understand and appreciate ethical issues and the impact of global diversity in sports industry.					
Current events project (SPMA 325: global perspective in sport) (Direct)	Students will achieve 2.8 out of 4 or above on all categories of intercultural knowledge and	NA	NA	NA	4

	competence value rubric (SPMA 325)				
Market analysis project (SPMA 530: sport analytics) (Direct)	Students will achieve 2.8 out of 4 or above on all categories of intercultural knowledge and competence value rubric (SPMA 530)	NA	NA	NA	4

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

Student Learning Outcomes Matrix Narrative:

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you “**close the loop**” by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:

- Address ALL SLOs – those that meet or exceed expectations and those that do not.
- Explain why you have measures with insufficient data.
- Describe how this outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

COVID-19 additional explanation requirements: Discuss what modifications you made to your O/A plan, instrument changes, changes in required hours, if/how you fell short in data collection, what was difficult to measure and include how this circumstance has impacted how you are moving forward with outcomes assessment data collection.

SLO 1: Consistent with previous years, the action plan to emphasize professional communication and initiative and enthusiasm will include guest speakers presenting importance of professional communication in various courses (e.g., SPMA 101, SPMA 245, SPMA 490, etc.). Guest speakers will also drive enthusiasm of the students. There are already multiple presentation assignments throughout the curriculum. Lastly, professional communication with their instructor will continue to be enforced in majority of sport management courses after further discussion with sport management faculty during summer 2022.

SLO 2: No further action will be taken for next year. However, critical thinking based on evidence, data, and from valid resource will continue to be emphasized in every sport management courses. Further discussion will take place with sport management faculty during summer 2022.

SLO 3: Clearly, emphasis on oral communication skills were needed to be addressed at earlier stage of the program. Additional guideline, sample presentation, and other technics of oral presentation will be added to the SPMA 101 and other 200 level courses such as SPMA 200 and SPMA 245. Further discussion will take place with sport management faculty during summer 2022.

SLO 4: Clearly, emphasis on written communication skills were needed to be addressed at earlier stage of the program. Additional guideline, sample presentation, and other technics of oral presentation will be added to the SPMA 101 and other 200 level courses such as SPMA 200 and SPMA 245. Further discussion will take place with sport management faculty during summer 2022.

SLO 5: This is a new SLO based on feedback from COSMA after the site visit. New SLO was created along with new assessment methods and rubric.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2021-22

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
OEG 1 - Increase the preparedness of first- and second-year sport management students.			
GPA distribution of rising Juniors in sport management programs	Increase in GPA when the students are graduating	3.08	2
GPA distribution of rising Seniors in sport management programs	Increase in GPA when the students are graduating	3.27	2
OEG 2 - Maintain existing relationship with sport organizations in the area and regularly evaluate continuation.			
Number of existing relationships with sport organizations in the area in 2021-22 academic year that resulted in internship, field experience, volunteer opportunities along with course partnerships and guest speakers.	Maintain and continue existing relationship with sport organizations in the area.	Internships with 10 existing sport organizations Field experiences with 9 existing sport organizations Volunteer opportunities with 16 existing sport organization Course partnership with 0 existing sport organization Guest speaker from 2 existing sport organization	2
OEG 3 – Establish new relationship with sport organizations in the area that allow for a variety of experiential learning experiences for students.			

<p>Number of new relationships with sport organizations in the area in 2021-22 academic year that resulted in internship, field experience, volunteer opportunities along with course partnerships and guest speakers.</p>	<p>Continue and develop new relationship with sport organizations in the area.</p>	<p>Internships with 1 new sport organization</p> <p>Field experiences with 1 new sport organization</p> <p>Volunteer opportunities with 10 new sport organization</p> <p>Course partnership with 0 new sport organization</p> <p>Guest speaker from 0 new sport organizations</p>	<p>2</p>
<p>Sport Management advisory board survey</p>	<p>Continue and develop new relationship with sport organizations in the area.</p>	<p>From the question “Do you have any interest in partnership with Winthrop University sport management program and your organization or can you suggest other organization that would work well with our program?” that was included in the advisory board survey, the following</p>	<p>2</p>

		organizations were indicated. Satisfied with what Winthrop SPMA program offers at the moment.	
OEG 4 - Implement targeted advising and mentoring strategies that allow for support of struggling students while maintaining quality of graduates.			
Advising Survey distributed to Sophomores in SPMA 245	Establish satisfactory level of advising after second year in the program and maintain throughout the program.	From the question “How would you rate the quality of advising in sport management program so far?” that was asked at the end of SPMA 245 (Sport Event Management) course offered in spring semester, following result was drawn. M=4.42	2
Exit Survey	Establish satisfactory level of advising after second year in the program and maintain throughout the program.	From the question “How would you rate the quality of academic advising?” that was asked in the exit survey, following result was drawn. M=4.65	2
OEG 5 - Evaluate quality of sport management program in relationship to national accreditation standards.			
COSMA annual report submission and feedback from Board of Commissioner (BOC).	Continue to meet the standard of COSMA accreditation requirement and	All comments from COSMA board of commissioners were positive.	2

	receive positive feedback from the commissioner who reviews our annual report.	No further action was recommended.	
Exit survey	Receive positive feedback from our graduates to maintain a strong and competitive program.	<p>The level of rigor of the program: 4.28</p> <p>The quality of academic advising: 4.65</p> <p>The quality of instruction: 4.67</p> <p>The knowledge of the faculty: 4.77</p> <p>Preparation for a career: 4.34</p> <p>The variety of instructors: 4.29</p> <p>Assistance with internships: 4.23</p> <p>Number of sport management guest speakers: 3.88</p>	2
<p>OEG 1: Data showed that GPA increased from 3.16 (2020-21 rising juniors) to 3.27 (2021-22 rising seniors). Impact of adding 2.5 CUM GPA pre-req. may have resulted this outcome in 2021-22. We are anticipating that the students took GPA seriously and that knowledge/skills learned in 100-, 200- level sport management courses had ripple effect on courses that are 300-level and higher. In addition, effort from the advisor may have contributed to this outcome. Lastly, despite the unique situation with Covid, the learning outcome had minimal impact on our students' learning.</p> <p>OEG 2: Despite the unique situation with Covid-19, number of guest speakers, course partnerships, and volunteer opportunities was closer to pre-pandemic and met our expectation. We were able to maintain internship and field experience opportunities for our students in various sport industry sectors. We hope this will continue and/or improve in 2022-23, especially guest speaker.</p> <p>OEG 3: Despite the unique situation with Covid-19, number of guest speakers, course partnerships, and volunteer opportunities was closer to pre-pandemic and met our expectation. We were able to create new internship and field experience opportunities for our students in</p>			

various sport industry sectors. We hope this will continue and/or improve in 2022-23, especially guest speaker.

OEG 4: Consistent with previous three years, quality of advising maintained satisfied by students. Especially transition to group advising did not change the satisfactory level of our students.

OEG 5: According to the COSMA board of commissioner, no further action was needed. However, sport management program completed re-affirmation of accreditation site-visit from COSMA in March 2021. The site visit was a success and received many positive feedback. However, there were some items that needed revisions. Those revisions and feedback were addressed before the due date of 8/27/2021. All categories in exit survey were steady throughout the last five years.

PROGRAM INFORMATION PROFILE

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

Name of Institution: Winthrop University

Program/Specialized Accreditor(s): COSMA

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

Date of Next Comprehensive Program Accreditation Review: Reaffirmation Self-Study in 2027-2028

Date of Next Comprehensive Institutional Accreditation Review: 5-year review in Spring 2018- and 10-year reaffirmation Self Study due in 2019-2020 with site visit in Spring 2022

URL where accreditation status is stated: <https://www.winthrop.edu/coe/sportmanagement/the-major.aspx>

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

1. Graduation Year: 2021-22 # of Graduates: 18 Graduation Rate: 100%
2. Average Time to Degree: 4-Year Degree: No data collected 5-year Degree: No data collected
3. Annual Transfer Activity (into Program): Year: 2021-22
of Transfers: 7 Transfer Rate: NA
4. Graduates Entering Graduate School: Year: 2021-22
of Graduates: 18 # Entering Graduate School: 6
5. Job Placement (if appropriate): Year: 2021-22
of Graduates: 18 # Employed: No data available

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