



WICHITA STATE  
UNIVERSITY

**COLLEGE OF EDUCATION**

*Department of Sport Management*

## **PUBLIC DISCLOSURE INFORMATION**

The sport management degree programs at Wichita State University have received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:

- Bachelor of Arts in Sport Management
- Master of Education in Sport Management

In keeping with COSMA's policy of transparency and accountability, the following document lists the most recent statement and assessment of student learning outcomes and operational effectiveness measures. Additionally, the following document also includes a program profile, which details university and program-related information.

## **CONTACT**

If you have any questions about the student learning outcomes, operational effectiveness measures, or program profile information, then please feel free to contact the department's chair and accreditation officer:

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## Program-Level Student Learning Outcomes Matrix – B.A. – Sport Management

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
<b>SLO 1</b> – Students will display knowledge and understanding of the management, marketing, public relations, financial, psycho-social, and legal concepts relevant to effective practice for those preparing for careers in the sport management field.					
<b>Measure 1</b> SMGT 447- Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	46	97.9%	Exceeds expectations
<b>Measure 2</b> SMGT 446- Key concepts exam <b>(direct)</b>	Minimum of 80% at correct or better on exam	38	36	94.7%	Exceeds expectations
<b>Measure 3</b> Student exit survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	14	13	86.6%-100% with the following exception: Venue/Event Management (79%)	**Does not meet expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 5</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 6</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	49-57	47-56	91.1%-98.2%	Exceeds expectations
<b>SLO 2</b> – Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers					
<b>Measure 1</b> SMGT 475- Ethics writing assignment	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting

<b>(direct)</b>					until AY 2020
<b>Measure 2</b> SMGT 447- Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	46	97.9%	Exceeds expectations
<b>Measure 3</b> Student exit survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	14, 14	13, 13	92.8%	Exceeds expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 5</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 6</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	58, 58	55, 57	94.8%, 98.3%	Exceeds expectations
<b>SLO 3 – Students will display critical thinking skills related to effective decision-making in sport organizations.</b>					
<b>Measure 1</b> SMGT 461- Risk management assignment <b>(direct)</b>	Minimum of 80% at acceptable or better	69	59	85.5%	Meets expectations
<b>Measure 2</b> SMGT 447 – Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	46	97.9%	Exceeds expectations
<b>Measure 3</b> Student exit survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	14, 14	14, 14	100%	Exceeds expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 5</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 6</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	57, 58	55, 55	96.5%, 94.8%	Exceeds expectations

<b>SLO 4- Students will display and understanding of and appreciation for diversity in sport.</b>					
<b>Measure 1</b> SMGT 444- Org. diversity reflection paper and presentation <b>(direct)</b>	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 2</b> SMGT 447- Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	45	95.7%	Exceeds expectations
<b>Measure 3</b> Student exit survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	14, 14	13, 13	92.8%	Exceeds expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 5</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 6</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	56, 58	56, 57	100%, 98.3%	Exceeds expectations
<b>SLO 5- Students will demonstrate the oral, written, and interpersonal communication skills necessary for effective sport management practice.</b>					
<b>Measure 1</b> SMGT 112- Instructor interview assignment <b>(direct)</b>	Minimum of 80% at acceptable or better	58	54	93.1%	Exceeds expectations
<b>Measure 2</b> SMGT 447- Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	46	97.9%	Exceeds expectations
<b>Measure 3</b> Student exit survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	14, 14, 14	13, 13, 14	92.8%, 92.8%, 100%	Exceeds expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 5</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020

<b>Measure 6</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	53, 57, 58	51, 55, 56	96.2%, 96.5%, 96.6%	Exceeds expectations
<b>SLO 6- Students will demonstrate skills pertaining to the use of technology in sport management.</b>					
<b>Measure 1</b> SMGT 426- Social media project <b>(direct)</b>	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 2</b> SMGT 447- Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	46	97.9%	Exceeds expectations
<b>Measure 3</b> Student exit survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	14, 14	14, 14	100%	Exceeds expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 5</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 6</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	55, 51	52, 50	94.5%, 98%	Exceeds expectations
<b>SLO 7- Students will acquire more than 600 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.</b>					
<b>Measure 1</b> SMGT 447- Internship reflection report <b>(direct)</b>	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
<b>Measure 2</b> SMGT 447- Resume <b>(direct)</b>	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
<b>Measure 3</b> SMGT 447- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 90% receiving overall rating of agree or better	58, 58, 58	57, 57, 58	98.3%, 98.3%, 100%	Meets expectations
<b>Measure 4</b> Alumni survey <b>(indirect)</b>	Minimum of 80% of all responses being mostly valuable or better	NA	NA	NA	Not scheduled for reporting until AY 2019

***\*\*Explanation of course action for intended outcomes not realized:***

**SLO 1, Measure 3: while this was, technically, a “does not meet expectation” the department is confident that the lone subject matter not passing the benchmark (Venue and Event Management) was a 79%, which is one percentage point off from passing. The student exit survey, which is a self-report measure, needs to be combined with other information—such as the employer survey or alumni survey—to give a more holistic understanding of this situation. However, the department will focus on SMGT 520: Sport Tournament and Event Management to ensure students not only have the required knowledge, but also feel prepared when it comes to executing this skillset in a sport organizational setting. Department will continue to monitor faculty SPTs and other forms of student feedback regarding course instructor(s), content, and content mastery.**

**Program-Level Student Learning Outcomes Matrix –  
M.Ed. – Sport Management**

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
<b>SLO 1 – Students will display knowledge and understanding of the management, marketing, public relations, financial, psycho-social, and legal concepts relevant to effective practice for those preparing for careers in the sport management field.</b>					
<b>Measure 1</b> Comprehensive exam <b>(direct)</b>	Minimum of 95% at acceptable or better	29	28	96.6%	Meets expectations
<b>Measure 2</b> SMGT 847- Internship reflection/ integration paper <b>(direct)</b>	Minimum of 90% at acceptable or better on each section of the report	26	26	100%	Exceeds expectations
<b>Measure 3</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 4</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared, or better, or agree.	17-27	12-27	Most content areas (12/13; 92.3%) met criteria (ranging from 16/19-26/26; 84.2%-100%) except budgeting (12/17; 70.1%)	**Does not meet expectations
<b>SLO 2 – Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers</b>					
<b>Measure 1</b> SMGT 802- Ethical dilemma assignment <b>(direct)</b>	Minimum of 90% at acceptable or better	25	25	100%	Exceeds expectations
<b>Measure 2</b> SMGT 847- Internship reflection/ integration paper	Minimum of 90% at acceptable or better on each	26	26	100%	Exceeds expectations

<b>(direct)</b>	section of the report				
<b>Measure 3</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 4</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared, or better, or agree.	25, 25, 25	24, 24, 24	96%, 96%, 96%	Exceeds expectations
<b>SLO 3 – Students will display critical thinking skills related to effective decision-making in sport organizations.</b>					
<b>Measure 1</b> SMGT 801- Organizational evaluation assignment <b>(direct)</b>	Minimum of 90% at acceptable or better	31	31	100%	Exceeds expectations
<b>Measure 2</b> SMGT 847- Internship reflection/ integration paper <b>(direct)</b>	Minimum of 90% at acceptable or better on each section of the report	26	26	100%	Exceeds expectations
<b>Measure 3</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 4</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared, or better, or agree.	25, 28	23, 28	92%, 100%	Exceeds expectations
<b>SLO 4- Students will demonstrate an understanding of the foundations of effective research in sport management.</b>					
<b>Measure 1</b> SMGT 800- Research report <b>(direct)</b>	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 2</b>	Minimum of 90% at acceptable or better on each	26	26	100%	Exceeds expectations



SMGT 847- Internship reflection/ integration paper <b>(direct)</b>	section of the report				
<b>Measure 3</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 4</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared, or better, or agree.	27, 27	25, 25	92.6%, 92.6%	Exceeds expectations
<b>SLO 5-</b> Students will demonstrate an understanding of and appreciation for diversity and its impact on managerial decision-making in sport.					
<b>Measure 1</b> SMGT 847- Internship reflection/ integration paper <b>(direct)</b>	Minimum of 90% at acceptable or better on each section of the report	26	26	100%	Exceeds expectations
<b>Measure 2</b> SMGT 822- Diversity paper <b>(direct)</b>	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 3</b> Alumni survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 4</b> Employer survey <b>(indirect)</b>	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation <b>(indirect)</b>	Minimum of 80% at mostly prepared, or better, or agree.	24, 28	24, 28	100%, 100%	Exceeds expectations
<b>SLO 6-</b> Students will demonstrate advanced oral, written and interpersonal communication skills necessary for effective sport management practice.					
<b>Measure 1</b> SMGT 847- Internship reflection/ integration paper <b>(direct)</b>	Minimum of 90% at acceptable or better on each section of the report	26	26	100%	Exceeds expectations

<b>Measure 2</b> SMGT 803- Marketing plan (direct)	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 3</b> Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019
<b>Measure 4</b> Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	27, 27, 27	27, 26, 26	100%, 96.3%, 96.3%	Exceeds expectations
<b>SLO 7-</b> Students will acquire more than 800 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.					
<b>Measure 1</b> SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	26	26	100%	Meets expectations
<b>Measure 2</b> SMGT 847- Resume (direct)	Minimum of 90% at acceptable or better on each section of the report	26	25	96.1%	Meets expectations
<b>Measure 5</b> SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 95% agree on performance evaluation items	28	28	100%	Meets expectations
<b>Measure 4</b> (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2019

**\*\*Explanation of course action for intended outcomes not realized:**

**SLO 1, Measure 5:** Faculty continues to expand emphases on budgeting and financial relationships within sport across all classes. Continue to embed financial-related content in different ways in different classes. Budgeting principles, for example, are touched upon in SMGT 801: Management in Sport and SMGT 809: Technology in Sport Management. The hope is that over the next few reporting cycles students will become more comfortable with finance-related concepts and practices. Additionally, we increased discussions within our SMGT Advisory Council regarding how to better align finance content with their needs in sport organizations.

# Program-Level Operational Effectiveness Goals Matrix

## B.A. – Sport Management

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 – Recruit, hire, and retain diverse, high quality administrators, faculty, and staff</b>			
<b>Measure 1</b> Aggregated SPTE data	Median result for perceived quality index of “good” or better. All other data to be considered.	Approximately 92% of courses were rated at "good" or better. Median result was "good."	Meets expectations
<b>Measure 2</b> Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities evaluated as meeting or exceeding expectations during annual review	Meets expectations
<b>Measure 3</b> Exit survey: advising questions (Institutional exit survey)	Average score of 3 or better for each advising question on survey	Met; mean= 4.94 with 100% being "satisfied or higher" with advising. (Median=5.00)	Exceeds expectations
<b>Measure 4</b> Exit survey	Minimum of 80% of all responses being mostly prepared or better. All other data to be considered.	Most content areas (12/13; 92.3%) reported over 80% of respondents being "mostly prepared" or better (ranging from 86%-100%; 12/14-14/14) except Venue & Event management (11/14; 79%)	**Does not meet expectations
<b>Measure 5</b> Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	NA	Not scheduled for reporting until AY2019
<b>Measure 6</b> Advisory council	Annual vote of satisfied.	Approved vote (May 1, 2018)	Meets expectations
<b>Measure 7</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>OEG 2 – Recruit and retain quality students to meet local and global demands for our graduates.</b>			
<b>Measure 1</b> SCH data	Comparison of department SCH with other university data and historical department data	Data reviewed June 11, 2018. UG SCH were 2,327 (+4.4%) for fall and spring was 2,372 (+4.8%) Degree conferrals were up 58.7% and major headcounts were, on average, up about 15%. Regarding	Meets expectations

		programs with similar enrollment numbers (e.g. Marketing), we have fewer faculty resources (number of full time faculty: SMGT 4; Marketing 7) and produce similar UG majors: Marketing (226) vs. SMGT (218). Thus, indicating our small department produces a sizable number of credit hours for both the college and university.	
<b>Measure 2</b> Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data reviewed June 11, 2018. Report indicated department retention rates varied by year but were generally comparable with university levels. Undergraduate majors are up from last year (192 vs. 218 majors), thus indicating a healthy and robust undergraduate program	Meets expectations
<b>Measure 3</b> Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2020
<b>Measure 4</b> Advisory council	Annual vote of satisfied	Approved vote (May 1, 2018)	Meets expectations
<b>Measure 5</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>OEG 3 – Achieve professional recognition for programs</b>			
<b>Measure 1</b> KBOR approval	Approved status	Approved through 2020	Meets expectations
<b>Measure 2</b> COSMA accreditation	Accredited status	Review completed. Accredited through 2019	Meets expectations
<b>Measure 3</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>OEG 4 – Ensure a technology rich culture in which administrators, students, faculty, and staff work together to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning</b>			

<b>Measure 1</b> SPTE student comments: technology	Minimum of 80% of responses to technology question(s) coded as positive	88% of responses coded as positive	Meets expectations
<b>Measure 2</b> Exit surveys: technology questions	Minimum of 80% of all responses being mostly prepared or better	All related responses meet criterion (100%, 100%) (14/14, 14/14).	Exceeds expectations
<b>Measure 3</b> Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved at June 11, 2018 meeting	Meets expectations
<b>Measure 4</b> Advisory council	Annual vote of satisfied	Approved vote May 1, 2018.	Meets expectations
<b>Measure 5</b> Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>OEG 5 – Develop and maintain collaborative relationships, local and globally, that enrich the department’s mission.</b>			
<b>Measure 1</b> Faculty/staff partnership summary	Review of key partnerships established/maintained through the year	Report approved at June 11, 2018 meeting	Meets expectations
<b>Measure 2</b> Advisory council	Annual vote of satisfied	Approved vote May 1, 2018.	Meets expectations
<b>Measure 3</b> Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>**Explanation of course action for intended outcomes not realized:</b>			
<p><b>OEG 1, Measure 4:</b> while this was, technically, a “does not meet expectation” the department is confident that the lone subject matter not passing the benchmark (Venue and Event Management) was a 79%, which is one percentage point off from passing. The student exit survey, which is a self-report measure, needs to be combined with other information—such as the employer survey or alumni survey—to give a more holistic understanding of this situation. However, the department will focus on SMGT 520: Sport Tournament and Event Management to ensure students not only have the required knowledge, but also feel prepared when it comes to executing this skillset in a sport organizational setting. Department will continue to monitor faculty SPTEs and other forms of student feedback regarding course instructor(s), content, and content mastery.</p>			

## Program-Level Operational Effectiveness Goals Matrix M. Ed. – Sport Management

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 – Recruit, hire, and retain diverse, high quality administrators, faculty, and staff</b>			
<b>Measure 1</b> Aggregated SPTE data	Median result for perceived quality index of “good” or better. All other data to be considered.	Approximately 86% of courses were rated at "good" or better. Median result was "good."	Meets expectations
<b>Measure 2</b> Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities evaluated as meeting or exceeding expectations during annual review	Meets expectations
<b>Measure 3</b> Exit survey: advising questions (Institutional exit survey)	Average score of 3 or better for advising questions.	Mean= 4.36 with 78% being "satisfied or higher" with advising. (Median=5.00)	Meets expectations
<b>Measure 4</b> Exit survey (Institutional exit survey)	Minimum of 80% of all responses being 4 or 5 based on 5-point scale for items 4, 10, and 11. All other data to be considered.	Satisfied or higher: Q4= 95% (mean=4.59) Q10=86.4% (mean=4.36) Q11=90.9% (mean=4.50)	Meets expectations
<b>Measure 5</b> Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	NA	Not scheduled for reporting until AY2019
<b>Measure 6</b> Advisory council	Annual vote of satisfied.	Approved vote May 1, 2018	Meets expectations
<b>Measure 7</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education and WSU’s strategic planning templates and values. Yearly progress on the approved plan is assessed and identified.	Meets expectations
<b>OEG 2 – Recruit and retain quality students to meet local and global demands for our graduates.</b>			
<b>Measure 1</b> SCH data	Comparison of department SCH with other university data and historical department data	Per data from the Office of Planning and Analysis (OPA) here at WSU, AY 2017 SCH for our graduate program were as follows: 480 SCH (Fall); 451 (Spring); 92 (Summer) for a total SCH during AY 2017 of 1,023. The rolling 5-year	Meets expectations

		averages of SCHs from 2008-2012 was 394 SCH. SCH this year were significantly higher indicating continued growth.	
<b>Measure 2</b> Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 23 degrees conferred, which was a decrease of 37% from the previous year.	**Does not meet expectations
<b>Measure 3</b> Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2020
<b>Measure 4</b> Advisory council	Annual vote of satisfied	Approved vote May 1, 2018	Meets expectations
<b>Measure 5</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education and WSU's strategic planning templates and values. Yearly progress on the approved plan is assessed and identified.	Meets expectations
<b>OEG 3 – Achieve professional recognition for programs</b>			
<b>Measure 1</b> KBOR approval	Approved status	Approved through 2020	Meets expectations
<b>Measure 2</b> COSMA accreditation	Accredited status	Review completed. Accredited through 2019	Meets expectations
<b>Measure 3</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>OEG 4 – Strengthen the graduate program to support the University's research and grants/contracts mission components</b>			
<b>Measure 1</b> Faculty professional development report	Review data based on Faculty Activity Records	Report approved at June 11, 2018 faculty meeting.	Meets expectations
<b>Measure 2</b> Faculty grant writing report	Review data based on Faculty Activity Records	Report approved at June 11, 2018 faculty meeting.	Meets expectations
<b>Measure 3</b> Advisory council	Annual vote of satisfied	Approved vote May 1, 2018	Meets expectations
<b>Measure 4</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in	Meets expectations

		alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	
<b>OEG 5</b> – Ensure a technology rich culture in which administrators, students, faculty, and staff work together to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning			
<b>Measure 1</b> SPTE student comments: technology	Review of responses to technology question	91.2% of comments coded as positive	Meets expectations
<b>Measure 2</b> Exit survey: technology question	Minimum of 80% of all responses being 4 or 5 based on 5-point scale for question 27e. All other data considered	94.4% responded satisfied or higher, mean=4.61. <sup>1</sup>  ( <sup>1</sup> NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)	Exceeds expectations
<b>Measure 3</b> Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved at June 11, 2018 faculty meeting.	Meets expectations
<b>Measure 4</b> Advisory council	Annual vote of satisfied	Approved vote May 1, 2018	Meets expectations
<b>Measure 5</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified.	Meets expectations
<b>OEG 6</b> – Develop and maintain collaborative relationships, local and globally, that enrich the department's mission.			
<b>Measure 1</b> Faculty/staff partnership summary	Review of hardware/software updates within the department	Report approved at June 11, 2018 faculty meeting.	Meets expectations
<b>Measure 2</b> Advisory council	Annual vote of satisfied	Approved vote May 1, 2018	Meets expectations
<b>Measure 3</b> Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Education. It is in alignment with the College of Education and Wichita State University's strategic planning templates and values. Yearly progress on the approved	Meets expectations



		strategic plan is assessed and identified.	
<p><b>**Explanation of course action for intended outcomes not realized:</b></p> <p><b>OEG 2, Measure 2: AY 2017 (most recent full data) showed 23 degrees conferred, which was a decrease of 37% from the previous year. After investigation, it was noted that there was a substantial increased between AY 2015 and AY 2016, which appears to be associated with many factors, such as graduate assistantships now averaging 2.5 to 3 years for completion as compared to 2 years. The 5-year rolling average of degrees conferred between 2011 and 2016 was about 30, which means AY 2017 is still slightly behind recent trends. However, the Med program has on file with the Graduate School a GEM (Graduate Enrollment Management) plan, which outlines areas for not only growth, but also retention. Specifically, the MEd program, historically, has graduated about 30 students per academic year and has between 55-60 students in the program at any given point with the academic year. As a program with only four faculty members, we believe these numbers ensure we can produce a number of graduates, but also still maintain an emphasis on quality. However, we will continue to examine graduation and retention data in order to see relevant patterns and trends. OPA (Office of Planning and Analysis) is a resource that we rely heavily on when examining data and they will provide graduation and retention information for individual years, 3-year, or 5-year rolling averages.</b></p>			

## 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:	<u>Wichita State University</u>
Program Accreditor:	<u>Commission on Sport Management Accreditation</u>
Institutional Accreditor:	<u>Higher Learning Commission (HLC)</u>
Date of Next Comprehensive Program Accreditation Review:	<u>2019</u>
Date of Next Comprehensive Institutional Accreditation Review:	<u>2026-27</u>

To learn more about the accredited status of the program, click here: <http://webs.wichita.edu/?u=coedsm&p=/about/cosma/>

### Program Context and Mission

#### Program mission:

The Department of Sport Management's mission is to develop students into well-educated, ethical, competent sport management professionals. The department's teaching, research, and service activities will occur in a positive learning environment valuing both theory and practice.

#### Program goals:

Per the approved annual assessment plan, the Department of Sport Management has both operational and educational student learner goals. The broad-based operational goals for the Department of Sport Management are:

- 1) Recruit, hire, and retain diverse, high quality administrators, faculty and staff.
- 2) Recruit and retain quality students to meet local and global demands for our graduates.
- 3) Achieve professional recognition for programs.
- 4) Strengthen the graduate program to support the University's research and grants/contracts mission components.
- 5) Ensure a technology rich culture in which administrators, students, faculty, and staff work together to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning.
- 6) Develop and maintain collaborative relationships, locally and globally, that enrich the department's mission.

#### The approved broad-based learning goals for students in the B.A.-Sport Management program are:

- 1) Students will display knowledge and understanding of the management, marketing, public relations, financial, psycho-social, and legal concepts relevant to effective practice for those preparing for careers in the sport management field
- 2) Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers.
- 3) Students will display critical thinking skills related to effective decision-making in sport organizations.
- 4) Students will display an understanding of and appreciation for diversity in sport.

- 5) Students will demonstrate the oral, written and interpersonal communication skills necessary for effective sport management practice.
- 6) Students will demonstrate skills pertaining to the use of technology in sport management.
- 7) Students will acquire more than 600 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.

**Brief description of student population:**

At Wichita State University, the undergraduate student population is diverse with the average age being 22.2 years old while the graduate student population is, similarly, diverse with the average age being 31.3 years old. The total university population is 53.1% female the race/ethnicity breakdowns are as follows:

- 60.2% white, non-Hispanic;
- 10% Hispanic;
- 6.3% Asian, non-Hispanic;
- 5.8% Black, non-Hispanic;
- 3.6% Multiracial
- 10.9% Nonresident alien

According to the most recent data from university sources regarding the university student population, underrepresented minority group members (URMs) are about 18% of the total population. (NOTE: URM designation does not include nonresident aliens). Also, of note, over 45% of the fall 2017 undergraduate population were first generation college students.

Particular to the Department of Sport Management, the most recent demographic information is from AY2016. While these data are not recent, they are the only demographic comparison data available to university department chairs and can provide some context regarding demographic patterns. Specifically, rolling 5-year averages (2011-2015) of URMs within WSU, College of Education and the Department of Sport Management is as follows:

Academic classification	University %	College %	Sport Management %
Fr. & Soph	18.7	14.7	16.1
Jr. & Sr.	15.3	13	16.2
Masters	10.2	11	12.8

While Sport Management’s URM percentages within the undergraduate population are lower than university percentages for freshmen and sophomores, they are greater than the College of Education percentages on all levels. Additionally, percentages of URMs for Sport Management juniors and seniors are greater than university percentages. It should be noted, as well, that Sport Management URM percentages for the Master’s level are above both the university and college URM percentages.

Regarding our undergraduate major, in spring of 2018 there were 218 major headcounts, which is an increase in 13.5% from spring 2017; an increase in 65% since 2012; and it is an increase in 505.6% since 2000. Our graduate major had 64 students, which is an increase in 8.5% from spring 2017; an increase in 6.7% since 2012, but also a 30% decrease from 2000 when our graduate student population was the largest in program history. Our total departmental major headcount was 282,

which is a 12.4% increase from the spring of 2017. This total headcount is an increase of 46.9% since 2012 and an increase of 113.6% since 2000.

### **Admissions requirements:**

When you choose to major in Sport Management your academic advisor who will help you plan your course of study and outline specific major requirements. Admission to both the College of Education and the Department of Sport Management requires a GPA of 2.0 required. A minimum of 120 total hours are required for graduation. You can find more information about the [undergraduate program](#) through [Undergraduate Admissions](#).

### **Indicators of Effectiveness with Undergraduates as Determined by the Program**

#### **1. Graduation**

Year: AY2018

# of Graduates: 57

Graduation Rate:

#### **2. Completion of Educational Goal** (other than certificate or degree – if data collected)

# of Students Surveyed: NA

# Completing Goal: NA

#### **3. Average Time to Certificate or Degree**

1-Year Certificate: NA

2-Year Degree: NA

4-Year Degree: 4.5 years

#### **4. Annual Transfer Activity**

Year: AY2018

# of Transfers: Unknown at the time of reporting

Transfer Rate:

#### **5. Graduates Entering Graduate School**

Year: AY2017

# of Graduates: 65

# Entering Graduate School: 7.7%

#### **6. Job Placement** (if appropriate)

Year: AY2017

# of Graduates: 65

# Employed: 64.6% reported current employment at graduation

#### **7. Licensure/Certification Examination Results:**

8. Additional Indicators, if any: See narrative below

According to the Office of Planning and Analysis (OPA) here at WSU over 70% of our majors worked off-campus with almost 68% receiving additional forms of financial aid. Our Spring 2018 undergraduate graduating class was 21.6% URMs with over 65% of that graduating class indicating that they would engage in future volunteer service.

Students were employed in a variety of industry segments and at various levels. Based on a content analysis done (2017-2018) of our Sport Management Alumni Association and Alumni directory (n=389) graduate and undergraduate students work in selected employment sectors and descriptors:

Employment descriptor	Graduate students	Undergraduate students
Professional sports	10%	25%
College sports	51%	41%
Recreation	9%	17%
High school sports	16%	NA
Other	14%	17%
Outside of Wichita	79%	63%

Additionally, students were asked in our 2014 and 2017 BA and MEd alumni surveys (n=142) to indicate their level of employment and descriptors:

Employment descriptor	Graduate students	Undergraduate students
Entry-level in industry	21%	21%
Mid-level in industry	41%	33%
Senior-level in industry	15%	14%
Working outside of industry	32%	23%