



WICHITA STATE
UNIVERSITY

COLLEGE OF APPLIED STUDIES

Department of Sport Management

Data Collection

Per our COSMA accreditation, we collect programmatic and student-learner outcomes, which are assessed on specific rotations detailed in our assessment plans. The following tables highlight data collection efforts for this current academic year for both programmatic and student-learner outcomes. Additionally, as an accredited program, the following “dashboard data” is provided to COSMA for their data collection purposes. The data is collected each year and included in a dashboard on the COSMA website.

If you have any questions regarding outcomes assessment processes or conclusions; student employment data; or alumni data/trends, then please feel free to contact Mark Vermillion, chair of Sport Management (mark.vermillion@wichita.edu).

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see dashboard data on the following page}

Dashboard Data	
Total Sport Management Enrollment (majors, minors, tracks) in all programs (UG, master's)	# of SM students Enrollment, as of spring 2019, is as follows: UG: 214 (224 in fall 2018 with 13 graduating during the fall) GR: 56 SMGT Minor: 34
Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty	# FT faculty Tenured Faculty: 3 Probationary Faculty: 1 Clinical Educators: 1.5
Total Number of Part Time/Adjunct Sport Management Faculty	# adjunct/PT faculty Adjunct faculty: 6
Approximate Number of Students Selecting Sport Management Program Due to Accreditation Status	# selecting accredited program 0% for UG and 0% for GR. It should be noted that the UG advisor for SMGT says out-of-state parents commonly mention accreditation status during campus visits.
Number of students/parents requesting information about your SM program	# requesting information Consulting with the Undergraduate Coordinator, Undergraduate Academic Advisor, Graduate Coordinator, department/program website administrator, and WSU Admissions, approximately 200 requests regarding (additional) program information or site visit requests were made.
Number of students/parents attending information sessions about your SM program	# attending information sessions Consulting with the Undergraduate Coordinator, Undergraduate Academic Advisor, and Graduate Coordinator, and based on university recruitment events, campus visits, and career fairs, there were 71 student-parent sessions or visits.
Number of inquiries from business/industry about the accreditation status of your SM program	# business/industry inquiries: None that were specific to accreditation

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
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.					
Measure 1 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	45	95.7%	Exceeds expectations
Measure 2 SMGT 446- Key concepts exam (direct)	Minimum of 80% at correct or better on exam	66	64	97%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	20	15-19	80%-100% with the following exceptions: financial management (75%) and budgeting (75%). Marketing was exactly 80%	**Does not meet expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	102, 104	73, 99	84.6%-95.2% with the following exceptions: finance (72.1%), budgeting (71%), and business/econ analytics (72.1%)	**Does not meet expectations
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 6	Minimum of 80% at mostly prepared or better	29-33	25-32	92.6%-100%	Exceeds expectations

SMGT 447- Internship site supervisor evaluation (indirect)					
SLO 2 – Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers					
Measure 1 SMGT 475- Ethics writing assignment (direct)	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	20, 20	17, 18	85%, 90%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	102, 102	98, 97	96.1%, 95.1%	Exceeds expectations
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	31, 34	30, 31	96.8%, 91.2%	Exceeds expectations
SLO 3 – Students will display critical thinking skills related to effective decision-making in sport organizations.					
Measure 1 SMGT 461- Risk management assignment (direct)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2021
Measure 2 SMGT 447 – Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	20, 20	18, 18	90%, 90%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	103, 103	102, 101	99%, 98.1%	Exceeds expectations
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020

Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	34, 34	31, 30	91.2%, 88.2%	Exceeds expectations
SLO 4- Students will display and understanding of and appreciation for diversity in sport.					
Measure 1 SMGT 444- Org. diversity reflection paper and presentation (direct)	Minimum of 80% at acceptable or better	34	34	100%	Exceeds expectations
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	45	95.7%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	20, 20	18, 18	90%, 90%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	103, 103	99, 97	96.1%, 94.2%	Exceeds expectations
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	32, 33	31, 33	97%, 100%	Exceeds expectations
SLO 5- Students will demonstrate the oral, written, and interpersonal communication skills necessary for effective sport management practice.					
Measure 1 SMGT 112- Instructor interview assignment (direct)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2021
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	20, 20, 20	16, 17, 17	80%, 85%, 85%	Meets expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	102, 103, 103	95, 94, 99	93.1%, 91.2%, 96.1%	Exceeds expectations
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting

					until AY 2020
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	31, 34, 34	29, 34, 34	93.5%, 100%, 100%	Exceeds expectations
SLO 6- Students will demonstrate skills pertaining to the use of technology in sport management.					
Measure 1 SMGT 426- Social media project (direct)	Minimum of 80% at acceptable or better	36	35	97%	Exceeds expectations
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	46	97.9%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	20, 20	17, 18	85%, 90%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	101, 103	91, 86	90.1%, 93.5%	Meets expectations
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	30, 30	29, 28	96.7%, 93.3%	Exceeds expectations
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.					
Measure 1 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
Measure 2 SMGT 447- Resume (direct)	Minimum of 80% at acceptable or better	47	47	100%	Exceeds expectations
Measure 3 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 90% receiving overall rating of agree or better	34	34	100%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly valuable or better	81	68	84%	Meets expectations

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

SLO 1, Measure 3: Twenty students responded to the exit survey, which was a response rate of almost 38%. All sport management knowledge was reported at or above the 80% benchmarks of mostly prepare (or greater) and ranged from 80%-95% for social foundations, psychological foundations, management, leadership venue/event management, governance, ethics, marketing, communication, and sport law. The exceptions, however, were finance (75%), and budgeting (75%). There needs to be more focused attention on these concepts within the appropriate courses. These courses and concepts have been historically low and have increased recently. But, there needs to be more creative and concerted efforts to engage students on these topics so that their content retention and preparedness is higher. Additionally, marketing—which is usually fairly highly rated—barely achieved the 80% benchmark. As a result, it too needs a more focused effort on engaging students in order to not only promote retention, but also better prepare students for matriculation into the industry.

SLO 1, Measure 4: all sport management knowledge was reported at or above the 80% benchmark of mostly prepared (or greater) and ranged from 84.6%-95.2% for social foundations, psychological foundations, management, leadership venue/event management, governance, ethics, marketing, communication, and sport law. The exceptions, however, were finance (72.1%), budgeting (71%), and business analytics (72.1%). There needs to be more focused attention on these concepts within the appropriate courses. These courses and concepts have been historically low and have increased recently, but there needs to be more creative and concerted efforts to engage students on these topics so that their content retention and preparedness is higher.

***SMGT 447- Internship site supervisor evaluation (indirect): n=34 on this measure, which is low from previous years. As of the time of this reporting there were a number of “incomplete” internships and not all internships were reported in this report. Next annual report, measures will be put into place in order to account for reporting variability.**

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.

**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
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.					
Measure 1 Comprehensive exam (direct)	Minimum of 95% at acceptable or better	26	26	100%	Meets expectations
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	129, 130	105, 127	81%, 98.5%	Meets expectations
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	13-20	12-19	All content areas (13/13; 100%) met criteria.	Exceeds expectations
SLO 2 – Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers					
Measure 1 SMGT 812- Ethical dilemma assignment (direct)	Minimum of 90% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2021
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly	128, 128	125, 127	97.7%, 99.2%	Exceeds expectations

	prepared or better				
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	18, 20	18, 20	100%, 100%	Exceeds expectations
SLO 3 – Students will display critical thinking skills related to effective decision-making in sport organizations.					
Measure 1 SMGT 801- Organizational evaluation assignment (direct)	Minimum of 90% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2021
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	128, 128	128, 126	100%, 98.4%	Exceeds expectations
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	20, 20	19, 20	95%, 100%	Exceeds expectations
SLO 4- Students will demonstrate an understanding of the foundations of effective research in sport management.					
Measure 1 SMGT 800- Research report (direct)	Minimum of 90% at acceptable or better	26	26	100%	Exceeds expectations
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	128, 128	120, 113	93.8%, 88.3%	Exceeds expectations

Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	19, 19	19, 19	100%, 100%	Exceeds expectations
SLO 5- Students will demonstrate an understanding of and appreciation for diversity and its impact on managerial decision-making in sport.					
Measure 1 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 2 SMGT 810- Diversity paper (direct)	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	128, 128	124, 122	97%, 95.3%	Exceeds expectations
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	20, 20	18, 19	90%, 95%	Exceeds expectations
SLO 6- Students will demonstrate advanced oral, written and interpersonal communication skills necessary for effective sport management practice.					
Measure 1 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 2 SMGT 803- Marketing plan (direct)	Minimum of 90% at acceptable or better	25	25	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	128, 128, 128	121,125, 127	94.5%,97.6 %, 99.2%	Exceeds expectations
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2020

Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	17, 20, 20	17, 20, 20	100%, 100%, 100%	Exceeds expectations
SLO 7- 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.					
Measure 1 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Exceeds expectations
Measure 2 SMGT 847- Resume (direct)	Minimum of 90% at acceptable or better on each section of the report	25	25	100%	Meets expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 95% agree on performance evaluation items	20	20	100%	Meets expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly valuable or better	130	113	87%	Meets expectations
**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.

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
OEG 1 – Recruit, hire, and retain diverse, high quality administrators, faculty, and staff			
**Measure 1 Aggregated SPTE data	Median result for perceived quality index of “good” or better. All other data to be considered.	82.4% of courses were rated at "good" or better.	Meets expectations
Measure 2 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
Measure 3 Exit survey: advising questions (Institutional exit survey)	Average score of 3 or better for each advising question on survey	Met; mean= 4.93 with 100% being "satisfied or higher" with advising. (Median=5.00)	Exceeds expectations
Measure 4 Exit survey	Minimum of 80% of all responses being mostly prepared or better. All other data to be considered.	Most content areas (11/13; 84.6%) reported over 80% of respondents being "mostly prepared" or better (ranging from 80%-95%; 16/20-19/20) except financial management (15/20; 75%) and budgeting (15/20; 75%).	**Does not meet expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	82% (78/95) rated their program satisfaction at an 8 or better.	Meets expectations
Measure 6 Advisory council	Annual vote of satisfied.	Approved vote (May 3, 2019)	Meets expectations
Measure 7 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
OEG 2 – Recruit and retain quality students to meet local and global demands for our graduates.			

Measure 1 SCH data	Comparison of department SCH with other university data and historical department data	Data reviewed June 11, 2019. Regarding AY2018 data, UG SCH were 2,945 (+33.4%) for fall and spring was 2,879 (+21.4%) Degree conferrals declined from AY 2017 to AY 2018 by 8.6% (58 vs. 53 conferrals) and major headcounts were as follows: fall (+1.8%); spring (-0.5%); summer (+6.3%). As a result, the relatively small department produces a sizable number of credit hours for both the college and university.	Meets expectations
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data reviewed June 11, 2019. Report indicated department retention rates varied by year but were generally comparable with university levels. Undergraduate majors were slightly up from last year (225 vs. 218 majors), thus indicating a healthy undergraduate program. It should be noted, that between 2012 and 2018, undergraduate major headcount has increased 35.9%, according to the Office of Planning and Analysis.	Meets expectations
Measure 3 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
Measure 4 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 5 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
OEG 3 – Achieve professional recognition for programs			
Measure 1 KBOR approval	Approved status	Approved through 2020	Meets expectations
Measure 2 COSMA accreditation	Accredited status	Review completed. Accredited through 2019; Self-study submitted in May 2019 with site visit in September of 2019.	Insufficient Data

Measure 3 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
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			
**Measure 1 SPTE student comments: technology	Minimum of 80% of responses to technology question(s) coded as positive	83% of responses coded as positive	Meets expectations
Measure 2 Exit surveys: technology questions	Minimum of 80% of all responses being mostly prepared or better	All related responses meet criterion (85%, 90%) (17/20, 18/20).	Exceeds expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved at June 11, 2019 faculty meeting.	Meets expectations
Measure 4 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 5 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
OEG 5 – Develop and maintain collaborative relationships, local and globally, that enrich the department's mission.			
Measure 1 Faculty/staff partnership summary	Review of key partnerships established/maintained through the year	Report approved at June 11, 2019 faculty meeting.	Meets expectations
Measure 2 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 3 Annual faculty/staff	Progress towards objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the College of Applied Studies. It is in alignment	Meets expectations

review of strategic plan		with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	
<p>**Explanation of course action for intended outcomes not realized:</p> <p>OEG 1, Measure 4: Twenty students responded to the exit survey, which was a response rate of almost 38%. All sport management knowledge was reported at or above the 80% benchmarks of mostly prepare (or greater) and ranged from 80%-95% for social foundations, psychological foundations, management, leadership venue/event management, governance, ethics, marketing, communication, and sport law. The exceptions, however, were finance (75%), and budgeting (75%). There needs to be more focused attention on these concepts within the appropriate courses. These courses and concepts have been historically low and have increased recently, but there needs to be more creative and concerted efforts to engage students on these topics so that their content retention and preparedness is higher. Additionally, marketing—which is usually highly rated—barely achieved the 80% benchmark. As a result, it too needs a more focused effort on engaging students in order to not only promote retention, but also better prepare students for matriculation into the industry.</p> <p>OEG 1, Measure 1: Aggregated SPTE data. While aggregated SPTE data is descriptive, a major limitation involves getting all SPTE data for all courses. And, SPTEs are not generated for any experiential courses. As a result, faculty are exploring options for a new measure.</p> <p>OEG 4, Measure 1: SPTE student comments: technology. With recent changes initiated by WSU's faculty senate, faculty are not required to submit their SPTE comments any longer. As a result, the department was not able to fully evaluate this OEG through the use of the current measure. Faculty are exploring options for a new measure.</p>			

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-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
OEG 1 – Recruit, hire, and retain diverse, high quality administrators, faculty, and staff			
**Measure 1 Aggregated SPTE data	Median result for perceived quality index of “good” or better. All other data to be considered.	100% of courses were rated at "good" or better.	Exceeds expectations
Measure 2 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
Measure 3 Exit survey: advising questions (Institutional exit survey)	Average score of 3 or better for advising questions.	Satisfied or higher: Q21=93.1% (mean= 4.59; median=5.00)	Meets expectations
Measure 4 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= 96.6% (mean=4.59; median=5.00) Q10=96.6% (mean=4.69; median=5.00) Q11=93.1% (mean=4.48; median=5.00)	Meets expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	91% (111/122) rated their program satisfaction at an 8 or better.	Meets expectations
Measure 6 Advisory council	Annual vote of satisfied.	Approved vote (May 3, 2019)	Meets expectations
Measure 7 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
OEG 2 – Recruit and retain quality students to meet local and global demands for our graduates.			

Measure 1 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 2018 SCH for our graduate program were as follows: Fall: 501 SCH (+4.4%); Spring: 508 (+12.6%); and Summer: 92 SCH (+5.4%) for a total SCH during AY 2018 of 1,106 (+8.1%).	Meets expectations
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 27 degrees conferred, which was an increase of 17.4% from the previous year. However, the previous reporting cycle saw a decrease in conferrals by 37%, thus indicating caution when interpreting this percentage growth.	Meets expectations
Measure 3 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
Measure 4 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 5 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
OEG 3 – Achieve professional recognition for programs			
Measure 1 KBOR approval	Approved status	Approved through 2020	Meets expectations
Measure 2 COSMA accreditation	Accredited status	Review completed. Accredited through 2019; Self-study submitted in May 2019 with site visit in September of 2019.	Insufficient Data
Measure 3 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates	Meets expectations

		and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	
OEG 4 – Strengthen the graduate program to support the University’s research and grants/contracts mission components			
Measure 1 Faculty professional development report	Review data based on Faculty Activity Records	Report approved at June 11, 2019 faculty meeting.	Meets expectations
Measure 2 Faculty grant writing report	Review data based on Faculty Activity Records	Report approved at June 11, 2019 faculty meeting.	Meets expectations
Measure 3 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 4 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
OEG 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			
**Measure 1 SPTE student comments: technology	Review of responses to technology question	98.1% of comments coded as positive	Exceeds expectations
Measure 2 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	82.6% responded satisfied or higher, mean=4.39 (median=5.00). ¹ (¹ NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)	Meets expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved at June 11, 2019 faculty meeting.	Meets expectations
Measure 4 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 5	Progress toward objectives defined in plan	In AY2017, a new SMGT strategic plan was developed, authored, and approved by the	Meets expectations

Annual faculty/staff review of strategic plan		College of Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	
OEG 6 – Develop and maintain collaborative relationships, local and globally, that enrich the department’s mission.			
Measure 1 Faculty/staff partnership summary	Review of hardware/software updates within the department	Report approved at June 11, 2019 faculty meeting.	Meets expectations
Measure 2 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 3 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 Applied Studies. It is in alignment with the College of Applied Studies and Wichita State University's strategic planning templates and values. Yearly progress on the approved strategic plan is assessed and identified. In AY2020 Wichita State University will continue evaluating its current plan.	Meets expectations
<p>**Explanation of course action for intended outcomes not realized:</p> <p>All course outcomes were realized; however, some limitations and suggestions are as follows:</p> <p>OEG 1, Measure 1: Aggregated SPTE data. While aggregated SPTE data is descriptive, a major limitation involves getting all SPTE data for all courses. And, SPTEs are not generated for any experiential courses. As a result, faculty are exploring options for a new measure.</p> <p>OEG 5, Measure 1: SPTE student comments: technology. With recent changes initiated by WSU’s faculty senate, faculty are not required to submit their SPTE comments any longer. As a result, the department was not able to fully evaluate this OEG through the use of the current measure. Faculty are exploring options for a new measure.</p>			

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.

AY 2020 Action Plan Items

BA-SLOs	
	Continue focusing on sport management-specific content, such as knowledge relating to budgeting processes and applications, financial management, and an understanding of business/economic analytics throughout program. Monitor content dissemination, engagement, and retention within SMGT 466: Marketing Sport and Physical Activity to ensure that exit survey data does not go below 80% benchmark. There needs to be more focused attention on these concepts within the appropriate courses; and, include more creative and concerted efforts to engage students on these topics so that their content retention and preparedness is higher.
	Provide opportunities, outside of the classroom context, to engage with industry content and best practices.
	SMGT 447- Internship site supervisor evaluation (indirect): n=34 on this measure, which is low from previous years. Focus on developing measures/protocols to be put into place in order to account for reporting variability.
	Increase sample size on UG student exit survey. While the response rate was over 38%, having such small numbers (n=20) decreases the utility and validity of numerical conclusions, patterns, trends, and inhibits strategic decision-making processes. Faculty will examine how to embed this measure in a graduation or internship requirement.
MEd- SLOs	
	Applying Bloom’s taxonomy, reword SLOs to better reflect graduate-level expectations, such as expanding beyond “understanding” and focusing more on “critically evaluating” or “integrating” knowledge bases, content, and/or experiences. Specifically, address SLOs 1-4.
	Connect direct and/or indirect measures with revamped curriculum.
BA-OEGs	
	Find and develop new measure for OEG 1, Measure 1: Aggregated SPTE data. While aggregated SPTE data is descriptive, a major limitation involves getting all SPTE data for all courses. And, SPTEs are not generated for any experiential courses. As a result, faculty will explore all options for a new measure.
	Find and develop new measure for OEG 5, Measure 1: SPTE student comments--technology. With recent changes initiated by WSU’s faculty senate, faculty are no longer required to submit their SPTE comments any longer. As a result, the department was not able to fully evaluate this OEG through the use of the current measure. Faculty will explore all options for a new measure.
	Reword OEG 1 and add measure explicitly associated with examining diversity.

	Reword OEG 2 and add measure explicitly associated with examining diversity.
	Focus on continuing to grow UG program.
	Focus on growing SMGT minor and newly developed Esports Management minor.
MEd-OEGs	
	Find and develop new measure for OEG 1, Measure 1: Aggregated SPTE data. While aggregated SPTE data is descriptive, a major limitation involves getting all SPTE data for all courses. And, SPTEs are not generated for any experiential courses. As a result, faculty will explore all options for a new measure.
	Find and develop new measure for OEG 5, Measure 1: SPTE student comments: technology. With recent changes initiated by WSU's faculty senate, faculty are no longer required to submit their SPTE comments any longer. As a result, the department was not able to fully evaluate this OEG through the use of the current measure. Faculty will explore all options for a new measure.
	Reword OEG 1 and add measure explicitly associated with examining diversity.
	Reword OEG 2 and add measure explicitly associated with examining diversity.
	Reword OEG 4 to better reflect how graduate program can support university's research and applied learning missions.
	Focus on growing graduate program enrollment; examine unique ways to engage students for both recruitment and retention purposes.