

#### **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).

{The remainder of this page is intentionally left blank; 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)		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					ng, public
relations, financial, psy		al concepts 1	elevant to effec	tive practice for the	se preparing
for careers in the sport					
Measure 1	Minimum of 80%	47	45	95.7%	Exceeds
SMGT 447-	at acceptable or				expectations
Internship reflection	better				
report					
(direct)					
Measure 2 SMGT	Minimum of 80%		64	97%	Exceeds
446- Key concepts	at correct or better	r			expectations
exam	on exam				
(direct)					
Measure 3	Minimum of 80%	_	15-19	80%-100% with	**Does not
Student exit survey	at mostly prepared	1		the following	meet
(indirect)	or better			exceptions:	expectations
				financial	
				management	
				(75%) and	
				budgeting	
				(75%).	
				Marketing was	
3.5	M	100 10	4 52 66	exactly 80%	**D
Measure 4	Minimum of 80%		73, 99	84.6%-95.2%	**Does not
Alumni survey	at mostly prepared	1		with the	meet
(indirect)	or better			following	expectations
				exceptions:	
				finance (72.1%),	
				budgeting	
				(71%), and	
				business/econ	
				analytics	
	201			(72.1%)	
Measure 5	Minimum of 80%		NA	NA	Not
Employer survey	at mostly prepared	d			scheduled for
(indirect)	or better				reporting
					until AY
					2020
Measure 6	Minimum of 80%		25-32	92.6%-100%	Exceeds
	at mostly prepared	d			expectations
	or better				

SMGT 447-					
Internship site					
supervisor evaluation					
(indirect)					
SLO 2 – Students will	be able to apply ethica	al decision-m	naking frame	eworks in relation t	o issues facing
sport managers		1	1	<u> </u>	
Measure 1	Minimum of 80%	NA	NA	NA	Not
SMGT 475- Ethics	at acceptable or				scheduled for
writing assignment	better				reporting until AY
(direct)					2020
Measure 2	Minimum of 80%	47	47	100%	Exceeds
SMGT 447-	at acceptable or	17	77	10070	expectations
Internship reflection	better				
report					
(direct)					
Measure 3	Minimum of 80%	20, 20	17, 18	85%, 90%	Exceeds
Student exit survey	at mostly prepared				expectations
(indirect)	or better				
Measure 4	Minimum of 80%	102, 102	98, 97	96.1%, 95.1%	Exceeds
Alumni survey	at mostly prepared				expectations
(indirect) Measure 5	or better Minimum of 80%	NA	NA	NA	Not
Employer survey	at mostly prepared	INA	INA	INA	scheduled for
(indirect)	or better				reporting
(mun ect)	of better				until AY
					2020
Measure 6	Minimum of 80%	31, 34	30, 31	96.8%, 91.2%	Exceeds
SMGT 447-	at mostly prepared				expectations
Internship site	or better				
supervisor evaluation					
(indirect)					<u> </u>
SLO 3 – Students will	display critical thinkir	ng skills relat	ed to effecti	ve decision-makin	g in sport
organizations.	Minimum of 80%	NA	NA	NA	Not
Measure 1 SMGT 461- Risk	at mostly prepared	INA	INA	INA	scheduled for
management	or better				reporting
assignment	or oction				until AY
(direct)					2021
Measure 2	Minimum of 80%	47	47	100%	Exceeds
SMGT 447 -	at acceptable or				expectations
Internship reflection	better				
report					
(direct)	16' ' 0000'	20.20	10.10	000/ 000/	
Measure 3	Minimum of 80%	20, 20	18, 18	90%, 90%	Exceeds
Student exit survey	at mostly prepared or better				expectations
(indirect) Measure 4	Minimum of 80%	103, 103	102, 101	99%, 98.1%	Exceeds
Alumni survey	at mostly prepared	105, 105	102, 101	7970, 90.170	expectations
(indirect)	or better				CAPCULIONS
Measure 5	Minimum of 80%	NA	NA	NA	Not
Employer survey	at mostly prepared		_		scheduled for
(indirect)	or better				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 d	lisplay and understand	ing of and ap	preciation	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 d		ritten, and ir	nterpersonal	communication skil	lls necessary
for effective sport man				Tari	Lar
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 d	lemonstrate skills perta	aining to the	use of tech	nology in sport man	agement.
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 a					
acquired in their sport i	management classes at Minimum of 80%	47	47	n a sport manageme	Exceeds
SMGT 447-	at acceptable or better	.,	.,	10070	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)  SLO 1 – Students will	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
relations, financial, psy careers in the sport man	cho-social, and le				
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 sport managers		hical decision-	making framew	orks in relation	to issues facing
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

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	prepared or				
3.6	better	NT A	314	NIA	NT / 1 1 1 1
Measure 4	Minimum of	NA	NA	NA	Not scheduled
Employer survey	80% at mostly				for reporting until AY 2020
(indirect)	prepared or better				until A Y 2020
Measure 5	Minimum of	18, 20	18, 20	100%, 100%	Exceeds
SMGT 847-	80% at mostly				expectations
Internship site	prepared, or				
supervisor evaluation	better, or				
(indirect)	agree.	1 ' 1 '11	1 . 1	1 1 .	• ,
SLO 3 – Students will	display critical thi	nking skills re	elated to effective	ve decision-makii	ng in sport
organizations.  Measure 1	Minimum of	NA	NA	NA	Not scheduled
SMGT 801-	90% at mostly	NA	INA	INA	for reporting
Organizational	prepared or				until AY 2021
evaluation	better				until AT 2021
assignment	301101				
(direct)					
Measure 2	Minimum of	25	25	100%	Exceeds
SMGT 847-	90% at				expectations
Internship reflection/	acceptable or				
integration paper	better on each				
(direct)	section of the				
	report				
Measure 3	Minimum of	128, 128	128, 126	100%,	Exceeds
Alumni survey	80% at mostly			98.4%	expectations
(indirect)	prepared or				
3.6	better	NT A	NIA	NIA	NI 4 1 1 1 1
Measure 4	Minimum of	NA	NA	NA	Not scheduled
Employer survey (indirect)	80% at mostly prepared or				for reporting until AY 2020
(mun ect)	better				ulitii A 1 2020
Measure 5	Minimum of	20, 20	19, 20	95%, 100%	Exceeds
SMGT 847-	80% at mostly	20,20	15, 20	7370, 10070	expectations
Internship site	prepared, or				
supervisor evaluation	better, or				
(indirect)	agree.				
SLO 4- Students will d	lemonstrate an uno	lerstanding of	the foundation	s of effective rese	earch in sport
management.	1			Lanni	I = .
Measure 1	Minimum of	26	26	100%	Exceeds
SMGT 800- Research	90% at				expectations
report (direct)	acceptable or better				
(direct) Measure 2	Minimum of	25	25	100%	Exceeds
SMGT 847-	90% at	23	23	100/0	expectations
Internship reflection/	acceptable or				expectations
integration paper	better on each				
(direct)	section of the				
	report				
Measure 3	Minimum of	128, 128	120, 113	93.8%,	Exceeds
Alumni survey	80% at mostly	1		88.3%	expectations
(indirect)	prepared or				
	better	]			

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Measure 4	Minimum of	NA	NA	NA	Not scheduled
Employer survey	80% at mostly				for reporting
(indirect)	prepared or				until AY 2020
	better				
Measure 5	Minimum of	19, 19	19, 19	100%, 100%	Exceeds
SMGT 847-	80% at mostly				expectations
Internship site	prepared, or				
supervisor evaluation	better, or				
(indirect)	agree.				
SLO 5- Students will d	lemonstrate an und	lerstanding of	and appreciation	on for diversity ar	nd its impact on
managerial decision-managerial	aking in sport.	_			-
Measure 1	Minimum of	25	25	100%	Exceeds
SMGT 847-	90% at				expectations
Internship reflection/	acceptable or				
integration paper	better on each				
(direct)	section of the				
	report				
Measure 2	Minimum of	NA	NA	NA	Not scheduled
SMGT 810-	90% at			1	for reporting
Diversity paper	acceptable or				until AY 2020
(direct)	better				until 711 2020
Measure 3	Minimum of	128, 128	124, 122	97%, 95.3%	Exceeds
Alumni survey	80% at mostly	126, 126	124, 122	91/0, 93.3/0	expectations
					expectations
(indirect)	prepared or better				
M	Minimum of	NA	NA	NA	Not scheduled
Measure 4		NA	NA	NA	
Employer survey	80% at mostly				for reporting
(indirect)	prepared or				until AY 2020
	better	20.20	10.10	200/ 250/	P 1
Measure 5	Minimum of	20, 20	18, 19	90%, 95%	Exceeds
SMGT 847-	80% at mostly				expectations
Internship site	prepared, or				
supervisor evaluation	better, or				
(indirect)	agree.				
SLO 6- Students will d			en and interpers	sonal communica	tion skills
necessary for effective			_		
Measure 1	Minimum of	25	25	100%	Exceeds
SMGT 847-	90% at				expectations
Internship reflection/	acceptable or				
integration paper	better on each				
(direct)	section of the				
` '	report				
Measure 2	Minimum of	25	25	100%	Exceeds
SMGT 803-	90% at				expectations
Marketing plan	acceptable or				
(direct)	better	1			
Measure 3	Minimum of	128, 128,	121,125,	94.5%,97.6	Exceeds
Alumni survey	80% at mostly	128	127	%, 99.2%	expectations
(indirect)	prepared or			, , , ,	
(man eet)	better				
Measure 4	Minimum of	NA	NA	NA	Not scheduled
Employer survey	80% at mostly	1111	1174	1121	for reporting
(indirect)	prepared or				until AY 2020
(mun ett)	better	1			uniii A 1 2020
	Dettel				1

Measure 5	Minimum of	17, 20, 20	17, 20, 20	100%,	Exceeds
SMGT 847-	80% at mostly			100%, 100%	expectations
Internship site	prepared, or				
supervisor evaluation	better, or				
(indirect)	agree.				
SLO 7- Students will a	cquire more than 8	300 hours of fi	eld experience in	n which the kno	wledge and skills
acquired in their sport	management classe	es are successf	ully applied in a	sport managem	ent setting.
Measure 1	Minimum of	25	25	100%	Exceeds
SMGT 847-	90% at				expectations
Internship reflection/	acceptable or				
integration paper	better on each				
(direct)	section of the				
	report				
Measure 2	Minimum of	25	25	100%	Meets
SMGT 847- Resume	90% at				expectations
(direct)	acceptable or				
	better on each				
	section of the				
	report				
Measure 5	Minimum of	20	20	100%	Meets
SMGT 847-	95% agree on				expectations
Internship site	performance				
supervisor evaluation	evaluation				
(indirect)	items				
Measure 4	Minimum of	130	113	87%	Meets
Alumni survey	80% at mostly				expectations
(indirect)	valuable or				
	better				

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
staff	nt, mre, and retain div	verse, high quality administrator	rs, racuity, and
**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 a	and retain quality students	to meet local and global demands for	our graduates.

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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		
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

			T
Measure 3	Progress toward	In AY2017, a new SMGT strategic	
Annual	objectives defined in	plan was developed, authored, and	
faculty/staff	plan	approved by the College of	
review of		Applied Studies. It is in alignment	
strategic plan		with the College of Applied	
		Studies and Wichita State	
		University's strategic planning	Meets expectations
		templates and values. Yearly	
		progress on the approved strategic	
		plan is assessed and identified. In	
		AY2020 Wichita State University	
		will continue evaluating its current	
OEC 4 E	. 1 1 1 1 1	plan.	1 , CC 1
		n which administrators, students, facu	
	sue innovation and excelle	ence, (b) promote intellectual explorat	ion, and (c) ennance
learning	M	020/ 6 1 1	1 M
**Measure 1	Minimum of 80% of	83% of responses coded as	Meets expectations
SPTE student	responses to	positive	
comments:	technology question(s)		
technology	coded as positive	A11 n=1=4=4 m	Daniel Control
Measure 2	Minimum of 80% of	All related responses meet	Exceeds expectations
Exit surveys:	all responses being	criterion (85%, 90%) (17/20,	
technology	mostly prepared or	18/20).	
questions	better Review of	D 4 - 1 4 I 11 2010	
Measure 3		Report approved at June 11, 2019	
Faculty/staff	hardware/software	faculty meeting.	Meets expectations
technology updates	updates within the department		_
Measure 4	Annual vote of	Approved vote (May 3, 2019)	Meets expectations
Advisory council	satisfied	Approved vote (May 3, 2019)	Meets expectations
Advisory council			
Measure 5	Progress towards	In AY2017, a new SMGT strategic	
Annual	objectives defined in	plan was developed, authored, and	
faculty/staff	plan	approved by the College of	
review of		Applied Studies. It is in alignment	
strategic plan		with the College of Applied	
		Studies and Wichita State	
		University's strategic planning	Meets expectations
		templates and values. Yearly	
		progress on the approved strategic	
		plan is assessed and identified. In	
		AY2020 Wichita State University	
		will continue evaluating its current	
OFC * P	1	plan.	
		ve relationships, local and globally, that	at enrich the
department's missi		Donort approved at Ives 11 2010	
	Review of key	Report approved at June 11, 2019	
Faculty/staff	partnerships established/maintained	faculty meeting.	Meets expectations
partnership			_
summary Maggara 2	through the year	Ammoved vote (M 2, 2010)	Mosta over t-ti
Measure 2 Advisory council	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Measure 3		In AV2017 a new SMCT strategie	
Annual	Progress towards	In AY2017, a new SMGT strategic	
faculty/staff	objectives defined in plan	plan was developed, authored, and approved by the College of	Meets expectations
racuity/staff	Pian	Applied Studies. It is in alignment	
L		1 Applied Studies. It is in anginnelli	İ

review of	with the College of Applied	
strategic plan	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.	

<sup>\*\*</sup>Explanation of course action for intended outcomes not realized:

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.

**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.

**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.

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, staff	, hire, and retain divers	se, high quality administrator	rs, faculty, and
**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 pro	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  Messure 2 Faculty Activity Records  Mensure 3 Annual vote of satisfied Advisory council  Mensure 4 Annual objectives defined in plan  OEG 5 – Ensure a technology rich culture in which administrators, students, faculty, and staff work toegether to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning  **Measure 1 SPTE student comments: technology  Messure 2 Messure 3  Review of  SPTE student comments: responses being 4 or 5 based on 5-point scale for question of the data considered  Measure 3  Review of  Report approved at June 11, 2019 faculty meeting.  Meets expectations  Faculty/staff to the chindren of the	Г	T	T	1
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other data considered  ('NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)  Review of hardware/software updates within the department  Measure 4 Advisory council  Measure 5  Progress toward objectives defined in  other data considered  ('NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)  Meets expectations			(median=5.00).1	
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at WSU and cannot be interpreted as solely a program responsibility)  Measure 3 Faculty/staff technology updates  Measure 4 Advisory council  Measure 5 Progress toward objectives defined in  at WSU and cannot be interpreted as solely a program responsibility)  Report approved at June 11, 2019 faculty meeting.  Meets expectations  Meets expectations  Meets expectations  Meets expectations		other data considered		Wiccis expectations
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Advisory council  Measure 5  Progress toward objectives defined in strategic plan was developed, Meets expectations	Measure 4		Approved vote (May 3, 2019)	Meets expectations
objectives defined in strategic plan was developed, Meets expectations	Advisory council			<u> </u>
objectives defined in strategic plan was developed, Meets expectations		Progress toward	In AY2017, a new SMGT	
				Meets expectations

Annual		College of Applied Studies. It	
faculty/staff review		is in alignment with the	
of strategic plan		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.	
		elationships, local and globally, the	at enrich the
department's mission		,	
Measure 1	Review of	Report approved at June 11,	
Faculty/staff	hardware/software	2019 faculty meeting.	Meets expectations
partnership	updates within the		Wiceis expectations
summary	department		
Measure 2	Annual vote of satisfied	Approved vote (May 3, 2019)	Meets expectations
Advisory council			
Measure 3	Progress toward	In AY2017, a new SMGT	
Annual	objectives defined in	strategic plan was developed,	
faculty/staff review	plan	authored, and approved by the	
of strategic plan		College of Applied Studies. It	
		is in alignment with the	
		College of Applied Studies and	
		Wichita State University's	Meets expectations
		strategic planning templates	Wiceis 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.	

<sup>\*\*</sup>Explanation of course action for intended outcomes not realized:

#### All course outcomes were realized; however, some limitations and suggestions are as follows:

**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.

**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.

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

	AT 2020 Action Transitions
<b>BA-SLOs</b>	
BITSEOS	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 commentstechnology. 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 <b>OEG 1, Measure 1:</b> 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 <b>OEG 5, Measure 1:</b> 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.