



**WICHITA STATE
UNIVERSITY**

COLLEGE OF APPLIED STUDIES

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 goals. 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 goals, or program profile information, then please feel free to contact the department's chair and accreditation officer:

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B.A.-Sport Management Student Learning Outcomes Matrix - Academic Year 2022 – 2023

	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: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
SLO 1 – Identify and describe foundational concepts relevant to effective professional practice in the sport management field, including knowledge of management, marketing, public relations, financial, psycho-social, and legal concepts.					
Measure 1 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	28	26	92.9%	Exceeds expectations
Measure 2 SMGT 446- Key concepts exam (direct)	Minimum of 80% at correct or better on exam	49	44	89.8%	Meets expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	61-62	52-62	83.9%-100%	Meets expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	14-16	11-16	80%-100% with the following exception, financial management (73.3%)	**Does not meet expectations
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	14-23	13-23	87.5%-100%	Exceeds expectations
SLO 2 – 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	30	28	93.3%	Exceeds expectations
Measure 2 SMGT 447- Internship reflection report	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations

(direct)					
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	61, 61	60, 58	98.4%, 95.1%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16	15	93.8	Exceeds expectations
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	21, 23	21, 23	100%, 100%	Exceeds expectations
SLO 3 – Demonstrate 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 2024
Measure 2 SMGT 447 – Internship reflection report (direct)	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	61, 61	60, 60	98.4%, 98.4%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16	14	87.5%	Meets expectations
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	25, 25	24, 23	96%, 92%	Exceeds expectations
SLO 4- Demonstrate understanding of, and appreciation for, diversity in sport.					
Measure 1 SMGT 444- Org. diversity reflection paper and presentation	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025

(direct)					
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	61, 62	59, 61	95.2%, 98.4%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16, 16	14, 15	87.5%, 93.8%	Exceeds expectations
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	24, 25	24, 23	100%, 92%	Exceeds expectations
SLO 5- Model 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 2024
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	60, 61, 61	59, 61, 61	98.3%, 100%, 100%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16, 16, 16	16, 16, 16	100%, 100%, 100%	Exceeds expectations
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	26, 26, 26	23, 24, 23	88.5%, 92.3%, 88.5%	Meets expectations

SLO 6- 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	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 2 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations
Measure 3 Student exit survey (indirect)	Minimum of 80% at mostly prepared or better	61, 61, 60	56, 56, 58	91.8%, 91.8%, 96.7%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16, 15	16, 15	100%, 100%	Exceeds expectations
Measure 6 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared or better	24, 19	24, 19	100%, 100%	Exceeds expectations
SLO 7- Apply the knowledge and skills acquired in their sport management classes in a sport management setting.					
Measure 1 SMGT 447- Internship reflection report (direct)	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations
Measure 2 SMGT 447- Resume (direct)	Minimum of 80% at acceptable or better	28	28	100%	Exceeds expectations
Measure 3 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 90% receiving overall rating of agree or better	26	26	100%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly valuable or better	NA	NA	NA	Not scheduled for reporting until AY 2025

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

Student Learning Outcomes Matrix Narrative:

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

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

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

Undergraduate Narrative: By in large, the B.A.—Sport Management SLOs were met for this year’s annual reporting. In order to address each SLO, we note particular points of pride, especially in light of recent, difficult academic years for students, faculty, and practitioners. Specific talking points include strong marks for the following:

- 1) Applying sport management knowledge from classes to professional practice settings (SLO7);
- 2) An ability to engage with and utilize foundational industry technology (SLO6);
- 3) A strong appreciation and understanding of diversity within sport and our industry based upon all measures reported in this reporting cycle (SLO4);
- 4) Demonstrated critical thinking and problem-solving in a variety of ways as measured by perceptions of alumni, site supervisors, and interns (during self-reflection and integration assignments) (SLO3);
- 5) Identifying and applying ethical decision-making frameworks (SLO2);
- 6) Demonstrated a foundational understanding of most sport management content and concepts (SLO1)

It should be noted, written, oral, and interpersonal communication skills for effective professional practice (SLO5)—while meeting benchmarks—were lower than in previous reporting cycles. Faculty will continue to monitor and engage students’ communication skills moving forward.

There was one SLO failing to meet or exceed expectations. Specifically, SLO1, measure 5 was the employer survey where respondents rated program students/graduates/current employees on various dimensions of sport management knowledge. Employers rated students/graduates/current employees’ performance on the ‘financial management’ dimension at 73.3%, which is below the 80% benchmark. Historically, financial management and budget have oscillated between 70% and 80% depending on the reporting cycle. Faculty will continue monitoring moving forward.

Faculty have reviewed student performances on these measures and will continue to emphasize these learning outcomes and measures in accordance with changes in industry best-practices and academic content. Data driven decision-making is key to our outcomes-assessment plan. Specific measures are evaluated, as well, annually to see if they are appropriate measures for each learning objective.

Note on enrollment: Prior to the COVID-19 pandemic (and subsequent closing of jobs or internship opportunities), our undergraduate program was near 230 students, which is a record enrollment for WSU. Spring 2023 enrollment was near 150 and fall 2023 enrollment projects are incrementally more positive. But undergraduate sport management admissions are near pre-pandemic levels, and we have hosted a record number of campus visits from interested students resulting in cautious optimism moving forward. Faculty are continuing efforts to further engage fall 2023 admits, including transfer students, in the hope of yielding those students from admits to on-campus and enrolled undergraduate sport management students.

M.Ed.-Sport Management Student Learning Outcomes Matrix - Academic Year 2022 – 2023

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 – Demonstrate foundational concepts relevant to effective professional practice in the sport management field, including knowledge of management, marketing, public relations, psycho-social, and legal concepts.					
Measure 1 Comprehensive exam (direct)	Minimum of 95% at acceptable or better	16	16	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	18	18	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	14-16	11-16	80%-100% with the following exception, financial management (73.3%)	**Does not meet expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	15-19	14-18	88.2%-100%	Meets expectations
SLO 2 – Evaluate and effectively 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 2024
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	18	18	100%	Exceeds expectations

Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16	15	93.8	Exceeds expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	18, 18	17, 18	94.4%, 100%	Exceeds expectations
SLO 3 – Display critical thinking skills related to effective managerial 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 2024
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	18	18	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16	14	87.5%	Meets expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	19, 19	19, 18	100%, 94.7%	Exceeds expectations
SLO 4- Examine and model effective research skills in sport management-related settings.					
Measure 1 SMGT 800- Research report (direct)	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 2 SMGT 847- Internship reflection/ integration paper (direct)	Minimum of 90% at acceptable or better on each section of the report	18	18	100%	Exceeds expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025

Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	15, 15	15, 15	100%, 100%	Exceeds expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	18, 18	17, 16	94.4%, 88.9%	Exceeds expectations
SLO 5- Critically evaluate 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	18	17	94.4%	Meets expectations
Measure 2 SMGT 810- Diversity paper (direct)	Minimum of 90% at acceptable or better	29	21	72.4%	**does not meet expectations
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16, 16	14, 15	87.5%, 93.8%	Exceeds expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 80% at mostly prepared, or better, or agree.	18, 19	18, 19	100%, 100%	Exceeds expectations
SLO 6- Develop 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	18	18	100%	Exceeds expectations
Measure 2 SMGT 803- Marketing plan (direct)	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 3 Alumni survey (indirect)	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey (indirect)	Minimum of 80% at mostly prepared or better	16, 15	16, 15	100%, 100%	Exceeds expectations
Measure 5	Minimum of 80% at mostly	19, 19, 19	19, 18, 18	100%, 94.7%, 94.7%	Exceeds expectations

SMGT 847- Internship site supervisor evaluation (indirect)	prepared, or better, or agree.				
SLO 7- Model the knowledge and skills acquired in their sport management classes 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	18	18	100%	Exceeds expectations
Measure 2 SMGT 847- Resume (direct)	Minimum of 90% at acceptable or better on each section of the report	18	18	100%	Exceeds expectations
Measure 5 SMGT 847- Internship site supervisor evaluation (indirect)	Minimum of 95% agree on performance evaluation items	19	19	100%	Meets expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly valuable or better	NA	NA	NA	Not scheduled for reporting until AY 2025

Student Learning Outcomes Matrix Narrative:

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

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

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

Graduate Narrative: In general, the M.Ed.—Sport Management SLOs were met for this year’s annual reporting. In order to address each SLO, we note particular points of pride and talking points, which include strong marks for the following:

- 1) Applying and modeling sport management knowledge from the classroom to professional settings (SLO7);

- 2) Robust written, oral, and interpersonal communication skills for effective professional practice (SLO6);
- 3) Appropriate research skills (and an understanding of applied research) as they pertain to professional practice within the industry (SLO4);
- 4) Strong critical thinking and problem-solving skills in a variety of ways as measured by perceptions of alumni, site supervisors, and interns (during self-reflection and integration assignments) (SLO3);
- 5) Strong performance in understanding, identifying, and applying ethical decision-making frameworks (SLO2);
- 6) Demonstrated a foundational understanding of most sport management content and concepts (SLO1).

There were two SLOs failing to meet or exceed expectations. Specifically, SLO1, measure 4 was the employer survey where respondents rated program students/graduates/current employees on various dimensions of sport management knowledge. Employers rated students/graduates/current employees' performance on the 'financial management' dimension at 73.3%, which is below the 80% benchmark. Historically, financial management and budget have oscillated between 70% and 80% depending on the reporting cycle. Faculty will continue monitoring moving forward.

The other 'does not meet' instance involved SLO 5, measure 2. In order to assess our students' understanding of diversity, they must complete an embedded assessment in SMGT 810: Sport Leadership and Socialization. This reporting cycle, student performed well under the 90% benchmark (72.4%). The faculty member teaching that close noted several students simply skipped the assignment/assessment, which resulted in a score of 0%, which greatly skewed the mean. However, faculty will continue to monitor student performance with this SLO.

Faculty have reviewed student performances on these measures and will continue to emphasize these learning outcomes and measures in accordance with changes in industry best-practices and academic content. Data driven decision-making is key to our outcomes-assessment plan. Specific measures are evaluated annually to see if they are appropriate measures for each learning objective.

Note on enrollment: Prior to the COVID-19 pandemic (and subsequent closing of jobs or internship opportunities), our graduate program averaged 50-60 students. Spring 2023 enrollment was 33 and fall 2023 enrollment projects are similar to last fall (2022). However, faculty are continuing efforts to further engage fall 2023 admits in the hope of yielding those students from admits to on-campus and enrolled sport management graduate students. Specifically, faculty have identified specific strategies and tactics formalized in our student success and persistence plan (required by our college and university) to better engage future, potential graduate students.

B.A.-Sport Management Program-Level Operational Effectiveness Goals Matrix- Academic Year 2022-23

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
OEG 1 – Recruit and/or retain diverse, quality administrators, faculty, and staff.			
Measure 1 University exit survey: quality instruction question	Minimum of 80% at “satisfied or higher.”	Satisfied or higher: Q11=94.9% (mean= 4.53; median=5.00)	Exceeds expectations
Measure 2 Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities (5/5, 100%) evaluated as meeting or exceeding expectations during annual review	Meets expectations
Measure 3 University exit survey: advising	Minimum of 80% at “satisfied or higher.”	Satisfied or higher: Q20=96.6% (mean= 4.73; median=5.00)	Exceeds expectations
Measure 4 Student Exit survey	Minimum of 80% at “satisfied or higher.”	All content areas (12/12; 100%) reported over 80% of respondents being "mostly prepared" or better (ranging from 83.9%-100%; 52/62-62/62)	Meets expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	NA	Not scheduled for reporting until AY 2025
Measure 6 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 7 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered in the university system, and completed in May 2022. Report approved June 30, 2023	Meets expectations
OEG 2 – Recruit and retain diverse, 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, SCH program for our undergraduate program was as follows: Fall 22: 1,949 SCH; Spring 23: 1,835; and Summer 22: 373 SCH for a total of 4,157 SCH. Report approved on June 30, 2023.	Meets expectations

Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 56 degrees conferred, which was the same number of conferrals from the previous year. Report approved on June 30, 2023.	Meets expectations
Measure 3 Departmental diversity self-study	Accepted by CAS Dean's Office and/or Diversity Committee	Submitted to CAS Dean's Office and chair of CAS Diversity Committee on May 19, 2023.	Meets expectations
Measure 4 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	9/10 (90%) of surveyed employers gave an overall rating of an 8 or better to program graduates	Exceeds expectations
Measure 5 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 6 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered in the university system, and completed in May 2023. Report approved on June 30, 2023.	Meets expectations
OEG 3 – Achieve professional recognition for programs			
Measure 1 KBOR approval	Approved status	Program self-studies were completed and submitted. Approved through 2025	Meets expectations
Measure 2 COSMA accreditation	Accredited status	B.A.—Sport Management and M.Ed.—Sport Management received reaffirmation of accreditation through 2027	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered in the university system, and completed in May 2023. Report approved June 30, 2023	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 Student exit survey: variety of technologies	Minimum of 80% of all responses on technology questions being "mostly prepared" or better	60/61 (96.8%) reported "mostly prepared" or better	Exceeds expectations
Measure 2 Student exit survey: bus/promo tech questions	Minimum of 80% of all responses being mostly prepared or better	All related responses meet criterion (91.8%, 91.8%) (56/61, 56/61).	Exceeds expectations

Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved June 30, 2023	Meets expectations
Measure 4 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023. Report approved June 30, 2023	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 June 30, 2023	Meets expectations
Measure 2 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered in the university system, and completed in May 2023. Report approved June 30, 2023	Meets expectations

Required Narrative: Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.

Undergraduate Program Narrative: The B.A.—Sport Management degree program met or exceeded most expectations regarding OEG measurements during this reporting cycle. Points of pride include extremely high marks on quality of advising, instruction, and overall program satisfaction. In addition to percentages being in the 90-95% range, mean and median reports were very strong on the 1 (lowest) to 5 (highest) scale. Additionally, based upon meeting or exceeding expectations, the undergraduate program performed well regarding collaborative relationships (OEG5), technology rich culture (OEG4), and maintaining professional recognition (OEG3).

OEG 2, measure 1 is about evaluating and comparing SCH production. This OEG measure was “met” because we compared and evaluated the metrics, but faculty discussed the decrease in SCH production from pre-pandemic levels. While COVID-19 was impactful, faculty are still closely monitoring SCH production along with major headcounts and degree conferrals ensuring a healthy and robust undergraduate program. As mentioned before, cautious optimism centers on an increase in fall 2023 admits with a record number of campus visitors this past year. Since a vast majority of those admits are out-of-state students, yielding them to on-campus and enrolled students will be key.

Our overall assessment of the productivity in meeting or exceeding all OEGs for the B.A.—Sport Management program highlights the aforementioned points of pride. That is, our success in this reporting cycle appears to be connected to faculty’s investment in student-centric classes, experiences, and support, which impacts students’ perceptions of the program. Faculty will continue to aggressively monitor SCH production, major headcounts, and degree conferrals in hopes to yield fall 2023 admits into the fall 2023 semester.

M.Ed.-Sport Management Program-Level Operational Effectiveness Goals Matrix- Academic Year 2022-23

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 and/or retain diverse, high-quality administrators, faculty, and staff			
Measure 1 University exit survey: quality instruction question	Minimum of 80% at “satisfied or higher.” All other data to be considered.	Satisfied or higher: Q11=100% (mean= 4.53; median=5.00; n=19)	Exceeds expectations
Measure 2 Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities (5/5; 100%) evaluated as meeting or exceeding expectations during annual review	Meets expectations
Measure 3 University exit survey: advising questions	Minimum of 80% at “satisfied or higher.” All other data to be considered.	Satisfied or higher: Q21=89.5% (mean= 4.47; median=5.00; n=19)	Meets expectations
Measure 4 University exit survey: program satisfaction	Minimum of 80% at “satisfied or higher.” All other data to be considered.	Satisfied or higher: Q4= 84.2% (mean= 4.42; median=5.00; n=19)	Meets expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	NA	Not scheduled for reporting until AY 2025
Measure 6 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 7 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023. Report approved June 30, 2023	Meets expectations
OEG 2 – Recruit and retain diverse, 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, SCH generation for our graduate program was as follows: Fall 22: 377 SCH; Spring 23: 263; and Summer 22: 33 SCH for a total of 673 SCH. (increase in 61 SCHs)	Meets expectations

		Report approved on June 30, 2023.	
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 19 degrees conferred, which was a decrease of 48.6% from the previous year. Report approved on June 30, 2023.	*Does not meet expectations
Measure 3 Departmental diversity self-study	Accepted by CAS Dean's Office and/or Diversity Committee	Submitted to CAS Dean's Office and chair of CAS Diversity Committee on May 19, 2023.	Meets expectations
Measure 4 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	9/10 (90%) of surveyed employers gave an overall rating of an 8 or better to program graduates	Exceeds expectations
Measure 5 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 6 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered in the university system, and completed in May 2023. Report approved on June 30, 2023.	Meets expectations
OEG 3 – Achieve professional recognition for programs			
Measure 1 KBOR approval	Approved status	Program self-studies were completed and submitted. Approved through 2025	Meets expectations
Measure 2 COSMA accreditation	Accredited status	B.A.—Sport Management and M.Ed.—Sport Management degree program received reaffirmation of accreditation through 2027	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023. Report approved June 30, 2023.	Meets expectations
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 June 30, 2023	Meets expectations
Measure 2 Faculty grant writing report	Review data based on Faculty Activity Records	Report approved June 30, 2023	Meets expectations

Measure 3 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 4 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023. Report approved June 30, 2023	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 Comprehensive exam: technology section	Minimum of 90% at “acceptable” or better based on rubric for technology section of comprehensive exam.	16/16 (100%) “acceptable” or better on related section of the comprehensive exam.	Exceeds expectations
Measure 2 University 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	92.9% responded satisfied or higher, mean=4.36 (median=4.50; n=19). ¹ (¹ NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)	Exceeds expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved June 30, 2023	Meets expectations
Measure 4 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023. Report approved June 30, 2023	Meets expectations
OEG 6 – Develop and maintain collaborative relationships, local and globally, that enrich the department’s mission.			
Measure 1 Faculty/staff partnership summary	Faculty/staff partnership summary	Report approved June 30, 2023	Meets expectations
Measure 2 Advisory council	Annual vote of “satisfied”	Approved/satisfied vote (May 17, 2023)	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department’s Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023.	Meets expectations

		Report approved June 30, 2023.	
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Required Narrative: *Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.*

Graduate Program Narrative: The M.Ed.—Sport Management degree program met or exceeded most expectations regarding OEG measurements during this reporting cycle. One point of pride includes extremely high marks on quality of instruction (100% were satisfied or higher). In addition to the highest percentage the mean and median reports were very strong on the 1 (lowest) to 5 (highest) scale. Additionally, based upon meeting or exceeding expectations, the graduate program performed well regarding collaborative relationships (OEG6), technology rich culture (OEG5), research alignment with the graduate school’s purpose statement (OEG4), and maintaining professional recognition (OEG3).

While still meeting required benchmarks, faculty noted the lower reported percentages for OEG1, measures 2 and 3 which focus on advising and program satisfaction, respectively. A renewed focus on building faculty advisor-student relationships will be key to addressing these lower-than-normal percentages.

OEG 2, measure 1 is about evaluating and comparing SCH production. This OEG measure was “met” because we compared and evaluated the metrics, but faculty are concerned by the decrease in SCH production and headcount over recent years. While COVID-19 was impactful, faculty are still closely monitoring SCH production along with major headcounts and degree conferrals ensuring a healthy and robust undergraduate program. Faculty will continue to not only monitor any university initiatives, but also refocus on recruiting and yielding students into the graduate program.

Our overall assessment of the productivity in meeting or exceeding all OEGs for the M.Ed.—Sport Management program highlights the aforementioned point of pride. That is, our success in this reporting cycle appears to be connected to faculty’s investment in student-centric classes, experiences, and support, which impacts students’ perceptions of the program. Faculty will continue to aggressively monitor SCH production, major headcounts, and degree conferrals, which are part of our institution’s student success and persistence plan.

Based upon the previously discussed SLOs and OEGs, both the B.A.—Sport Management and M.Ed.—Sport Management degree programs, the following Action Plan is developed to guide departmental faculty and staff moving forward into and through 2022-23.

AY 24 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. 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.
	Immediate focus upon supporting WSU’s strategic enrollment management plan (SEM). The SEM focuses on growing enrollment, headcount/majors, and student credit hour production (SCH).
	Develop recruitment and retention strategies aimed at diversifying B.A. program.
MEd- SLOs	
	Develop recruitment and retention strategies aimed at diversifying M.Ed. program.
	Immediate focus upon supporting WSU’s strategic enrollment management plan (SEM). The SEM focuses on growing enrollment, headcount/majors, and student credit hour production (SCH). It is crucial to increase HC and SCH production.
BA-OEGs	
	Focus on continuing to grow UG program, especially regarding student populations that self-report being female and/or a university-designated URM.
	Focus on growing SMGT minor and (recently) developed Esports Management and Diversity in Sport Studies minors.
	Ensure stronger connections between OEGs and departmental Strategic Planning Initiatives for University-wide strategic plan by developing a comprehensive strategic plan.
MEd-OEGs	
	Focus on growing graduate program enrollment; examine unique ways to engage students for both recruitment and retention purposes.
	Focus on growing GR program, especially regarding student populations that self-report being female and/or a university-designated URM.
	Ensure stronger connections between OEGs and departmental Strategic Planning Initiatives for University-wide strategic plan by developing a comprehensive strategic plan.

PROGRAM INFORMATION PROFILE

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

Name of Institution	Wichita State University
Program/Specialized Accrerator(s):	Commission on Sport Management Accreditation
Institutional Accrerator:	Higher Learning Commission
Date of Next Comprehensive Program Accreditation Review:	2027
Date of Next Comprehensive Institutional Accreditation Review:	2026-2027
URL where accreditation status is stated:	Link provided here.

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

1. Graduation Year: **AY 2022**
of Graduates: **56**
Graduation Rate: **NA**
2. Average Time to Degree:
4-Year Degree: **4 years**
5-year Degree: **NA**
3. Annual Transfer Activity (into Program):
Year: **AY 2022**
of Transfers: **31.5% (54/174) of AY 2022 majors have transfer hours**
Transfer Rate: **Unknown**
4. Graduates Entering Graduate School:
Year: **AY 2022**
of Graduates: **56**
Entering Graduate School: **6.8% reported acceptance to graduate school when applying for graduation, which is one to two semesters before they officially graduate.**
5. Job Placement (if appropriate):
Year: **AY 2022**
of Graduates: **56**
Employed: **69.5% reported current employment and 18.6% reported accepting a full-time job, when applying for graduation, which is one-to-two semesters before they officially graduate**