



WICHITA STATE  
UNIVERSITY

*COLLEGE OF EDUCATION*

*Department of Sport Management*

## **Sport Management: Outcomes Assessment Plan**

In accordance with the Commission on Sport Management Accreditation (COSMA), which accredits both our graduate and undergraduate programs, the following document provides the mission, program constituents, operational goals (and assessment mechanisms), and educational goals for both Department of Sport Management programs. Assessment of educational goals are made available by contacting the Mark Vermillion, Chair of the Department of Sport Management ([mark.vermillion@wichita.edu](mailto:mark.vermillion@wichita.edu)).

### Mission

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

### **B.A.—Sport management**

#### **Program Constituents**

The primary constituents served by the B.A.-Sport Management program are students, alumni, and sport management practitioners.

#### **Operational Goals**

The approved, broad-based operational goals for the Department of Sport Management are:

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

- 6) Develop and maintain collaborative relationships, locally and globally, that enrich the department's mission.

### **Assessment of Operational Goals**

Operational effectiveness is evaluated utilizing the following measures:

- 1) Aggregated SPTE data
- 2) Faculty scholarship records
- 3) Exit survey
- 4) Sport management exit survey
- 5) Employer survey
- 6) Alumni survey
- 7) Sport Management Advisory Council
- 8) Student credit hour data
- 9) Graduation and retention rates
- 10) Annual review of strategic plan
- 11) Kansas Board of Regents approval status
- 12) Commission on Sport Management Accreditation status
- 13) Faculty professional development report
- 14) Faculty grant writing report
- 15) SPTE technology comments
- 16) Faculty/staff technology updates
- 17) Faculty/staff partnership reports

### **Educational Student Goals**

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

- 1) Students will display knowledge and understanding of the management, marketing, public relations, financial, psycho-social, and legal concepts relevant to effective practice for those preparing for careers in the sport management field
- 2) Students will be able to apply ethical decision-making frameworks in relation to issues facing sport managers.
- 3) Students will display critical thinking skills related to effective decision-making in sport organizations.
- 4) Students will display an understanding of and appreciation for diversity in sport.
- 5) Students will demonstrate the oral, written and interpersonal communication skills necessary for effective sport management practice.
- 6) Students will demonstrate skills pertaining to the use of technology in sport management.
- 7) Students will acquire more than 600 hours of field experience in which the knowledge and skills acquired in their sport management classes are successfully applied in a sport management setting.

## **M.Ed.—Sport management**

### **Program Constituents**

The primary constituents served by the M.Ed.-Sport Management program are students, alumni, and sport management practitioners.

### **Operational Goals**

The approved, broad-based operational goals for the Department of Sport Management are:

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

### **Assessment of Operational Goals**

Operational effectiveness is evaluated utilizing the following measures:

- 1) Aggregated SPTE data
- 2) Faculty scholarship records
- 3) Undergraduate exit survey
- 4) Graduate School exit survey
- 5) Employer survey
- 6) Alumni survey
- 7) Sport Management Advisory Council
- 8) Student credit hour data
- 9) Graduation and retention rates
- 10) Annual review of strategic plan
- 11) Kansas Board of Regents approval status
- 12) Commission on Sport Management Accreditation status
- 13) Faculty professional development report
- 14) Faculty grant writing report
- 15) SPTE technology comments
- 16) Faculty/staff technology updates
- 17) Faculty/staff partnership reports

## **Educational Student Goals**

The approved broad-based learning goals for students in the M.Ed.-Sport Management program are:

- 1) Students will display knowledge and understanding of the management, marketing, public relations, financial, socio-cultural, and legal concepts relevant to effective practice for those seeking to advance careers in the sport management field.
- 2) Students will be able to apply advanced ethical decision-making frameworks in relation to issues facing sport managers.
- 3) Students will display critical thinking skills related to effective managerial decision-making in sport organizations.
- 4) Students will demonstrate understanding of the foundations of effective research in sport management.
- 5) Students will display an understanding of and appreciation for diversity and its impact on managerial decision-making in sport.
- 6) Students will demonstrate the advanced oral, written and interpersonal communication skills necessary for effective sport management practice.
- 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.