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 2024 – 2025

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.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	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
Measure 1 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	42	92.5%	Exceeds expectations
Measure 2 SMGT 446- Key concepts exam **(direct)**	Minimum of 80% at correct or better on exam	44	51	90.9%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	67	48-57	88%-100%	Meets expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	20	NA	80%-100% with the following exceptions: social foundations (75%) and governance (75%)	**Does not meet expectations
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	47	42, 38	100%	Exceeds expectations

SLO 2 – Apply ethical decision-making frameworks in relation to issues facing sport managers.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	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
Measure 1 SMGT 475- Ethics writing assignment **(direct)**	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 2 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	38	95.0%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	67, 67	65, 65	97%, 97%,	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	20, 20	18, 19	90%, 95%	Exceeds expectations
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	45, 45	45, 45	100%, 100%	Exceeds expectations

SLO 3 – Demonstrate critical thinking skills related to effective decision-making in sport organizations.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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 2027

Measure 2 SMGT 447 – Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	37	92.5%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	66, 67	65, 67	98.5%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	20, 20	19, 20	95%, 100%	Exceeds expectations
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	47, 49	46, 49	97.8%, 100%	Exceeds expectations

SLO 4- Demonstrate understanding of, and appreciation for, diversity in sport.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 444- Org. diversity reflection paper and presentation **(direct)**	Minimum of 80% at acceptable or better	28	28	100%	Exceeds Expectations
Measure 2 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	33	82.5%	Meets expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	67, 67	65, 66	97%, 98.5%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	20, 20	18, 18	90%, 90%	Exceeds Expectations

Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	47, 47	46, 46	97.8%, 97.8%	Exceeds expectations

SLO 5- Model the oral, written, and interpersonal communication skills necessary for effective sport management practice.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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 2027
Measure 2 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	40	100%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	66, 67, 67	60, 63, 67	90.9%, 94%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	20, 20, 20	20, 19, 20	100%, 95%, 100%	Exceeds expectations
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	48, 47	47, 47	97.9%, 100%	Exceeds expectations

SLO 6- Demonstrate skills pertaining to the use of technology in sport management.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 426- Social media project **(direct)**	Minimum of 80% at acceptable or better	51	56	91.1%	Exceeds expectations
Measure 2 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	40	100%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	66, 67, 67	61, 63, 67	90.9%, 94%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	20, 20	17, 13	85%, 65%	**Does not meet expectations
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	45, 42	45, 42	100%, 100%	Exceeds expectations

SLO 7- Apply the knowledge and skills acquired in their sport management classes in a sport management setting.

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	40	35	87.5%	Meets expectations

Measure 2 SMGT 447- Resume (direct)	Minimum of 80% at acceptable or better	40	40	100%	Exceeds expectations
Measure 3 SMGT 447- Internship site supervisor evaluation (indirect)	Minimum of 90% receiving overall rating of agree or better	48	47	97.9%	Exceeds expectations
Measure 4 Alumni survey (indirect)	Minimum of 80% at mostly valuable or better	20	18	90%	Exceeds expectations

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 <u>ALL</u> 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).*

Undergraduate Narrative: The B.A.—Sport Management SLOs were not all met for this year's annual reporting. In particular, SLO1 and SLO6 did not "meet expectations." See the following brief discussion for each unmet SLO:

1) **<u>SLO1</u>**: 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.
   a. **Issue identification**: Undergraduate alumni respondents indicated their knowledge and professional preparation regarding "social foundations" and "governance" was below the 80% benchmark ("mostly prepared" or better). These two elements are emphasized within specific courses in our program, including SMGT 475: Diversity in sport management and SMGT 545: Governance and policy in sport. Typically, both courses perform well and faculty teaching these courses have positive teaching evaluations.
      i. This was the first time since being initially accredited in 2012 and reaffirmed for accreditation in 2020 that "social foundations" and "governance" were elevated by students, practitioners, or alumni as below the 80% threshold for preparedness. SMGT 545, coincidentally, is being taught (fall 2024 and spring 2025) by a new instructor. SMGT 475—to be in better alignment with state of Kansas education policies—has

undergone a name change and will be known by its previous course name of SMGT 475: Sport in American culture.

    b. **Solution**: Faculty will continue to monitor these courses moving forward and triangulate possible solutions with other courses and/or applied learning experiences.

    c. **NOTE**: UG Alumni survey responses were very low during this cycle, n=20. For context, in the last data collection cycle included over 120 UG Alumni respondents.

2) **SLO6**: Demonstrate skills pertaining to the use of technology in sport management.

    a. **Issue identification**: Undergraduate alumni respondents indicated their knowledge and professional preparation regarding the use and understanding of promotional technologies and social media was below the 80% benchmark ("mostly prepared" or better). This element is emphasized within a required course, SMGT 300: Information and communication technology in sport. Typically, the course performs well and the faculty member teaching this course has positive teaching evaluations.

        i. This was the first time since being initially accredited in 2012 and reaffirmed for accreditation in 2020 that any 'technology' measurement did not perform well on an annual report.

    b. **Solution**: Faculty will continue to monitor this course moving forward and triangulate possible solutions with other courses and/or applied learning experiences.

    c. **NOTE**: UG Alumni survey responses were very low during this cycle, n=20. For context, in the last data collection cycle included over 120 UG Alumni respondents.

While some SLOs were not met in undergraduate program, there were several positive trends. To address each SLO, we note points of pride identified within annual reporting. Specific talking points include strong marks for the following:

1) Applying sport management knowledge from classes to professional practice settings (SLO7), as evidenced by strong performance in applied learning and/or organizational environments.

2) Strong communication skills, including written, oral, and interpersonal communication skills (SLO5); in recent annual reports, these measures met but did not exceed expectations. However, performance on this SLO was markedly better than in recent years. Faculty addressed this SLO and increased engagement regarding students' communication skills, resulting in increased self-reported scores.

3) A strong appreciation and understanding of diversity within sport and our industry based upon all measures reported in this reporting cycle (SLO4), which was evident in alumni perceptions, application within applied learning settings, and through site supervisor evaluations.

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), which received high marks by alumni, in student applied learning assessments, and through faculty assessment of applied learning debriefs.

Faculty have reviewed student performances on all measures and will continue to emphasize learning outcomes and measures in accordance with changes in industry best-practices and academic content, including specific course and applied learning experiences. 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.

M.Ed.-Sport Management Student Learning Outcomes Matrix - Academic Year 2023 – 2024

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.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Comprehensive exam **(direct)**	Minimum of 95% at acceptable or better	13	14	92.9%	Does not meet expectations
Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	11	91.7%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	57-60	43-58	81.6%-100% with the following exceptions: financial management (71.6%)	**Does not meet expectations
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	12	12	100%	Exceeds expectations

SLO 2 – Evaluate and effectively apply ethical decision-making frameworks in relation to issues facing sport managers

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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 2027
Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	12	100%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	58, 57	52, 54	89.7%, 94.7%	Exceeds expectations
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	12	11	91.7%	Exceeds expectations

SLO 3 – Display critical thinking skills related to effective managerial decision-making in sport organizations.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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 2027
Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	12	100%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	58, 58	58, 58	100%, 100%	Exceeds expectations
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	12	12	100%	Exceeds expectations

SLO 4 - Examine and model effective research skills in sport management-related settings.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 800- Research report **(direct)**	Minimum of 90% at acceptable or better	30	28	93.3%	Exceeds expectations

Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	11	91.7%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	58, 58	54, 52	93.1%, 89.7%	Exceeds expectations
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	12	12	100%	Exceeds expectations

SLO 5- Critically evaluate diversity and its impact on managerial decision-making in sport.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	11	91.7%	Exceeds expectations
Measure 2 SMGT 810- Diversity paper **(direct)**	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	55, 54	58, 58	94.8%, 93.1%	Exceeds expectations
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	12	12	100%	Exceeds expectations

SLO 6- Develop advanced oral, written, and interpersonal communication skills necessary for effective sport management practice.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	12	100%	Exceeds expectations
Measure 2 SMGT 803- Marketing plan **(direct)**	Minimum of 90% at acceptable or better	31	31	100%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	58, 58, 58	55, 53, 57	94.8%, 91.4%, 98.3%	Exceeds expectations
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	12	12	100%	Exceeds expectations

SLO 7- Model the knowledge and skills acquired in their sport management classes in a sport management setting

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	11	91.7%	Exceeds expectations

Measure 2 SMGT 847- Resume **(direct)**	Minimum of 90% at acceptable or better on each section of the report	12	12	100%	Exceeds expectations
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 95% agree on performance evaluation items	12	12	100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly valuable or better	60	52	86.7%	Meets expectations

Student Learning Outcomes Matrix Narrative:

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures across 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 <u>ALL</u> 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 you have improved/changed this year based on this data (close the loop).

Graduate Narrative: The M.Ed.—Sport Management SLOs were not universally met for this year's annual reporting. Specifically, SLO1 had two measures "not meeting" benchmarks and expectations, resulting in the M.Ed.--Sport Management program meeting 85.7% (6/7) of SLOs during this reporting cycle. While one SLO received "does not meet expectations", performance on the remaining SLOs was strong. To address each SLO, we note 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) Being able to critically evaluate diversity and its impact on decision-making within organizational settings (SLO5);
4) Appropriate research skills (and an understanding of applied research) as they pertain to professional practice within the industry (SLO4);
5) Appropriate 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);
6) Ability to evaluate and effectively apply ethical decision-making frameworks in relation to issues facing sport managers (SLO2).

As noted earlier, there were multiple SLOs that failed to meet, or exceed, expectations. Specifically, SLO1, measure 1 is the comprehensive final exam students take in the semester of their graduation. The benchmark of 95% of students scoring 'acceptable' or better on the exam (requiring less than a total of three remediation assignments) was not met. In AY2024, 19 of the 21 students (90.5%) taking the exam scored 'acceptable' or better, short of the 95% benchmark. While the benchmark was not met, the exam scores were on average two points higher than AY2023 when the exam was moved away from its all-essay format. Also, each COSMA competency area tested averaged an acceptable score or better for the first time since moving away from the all-essay format. Additionally, SLO1, measure 2 involves the final, cumulative project in SMGT 847: Internship. Typically, this measure is annually successful even at the rigorous benchmark of 90%. During this year's annual reporting, student performance failed to meet that benchmark. Moving forward, faculty continue to monitor this assessment and the impact of curricular changes in AY2025.

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. Regarding enrollment, program faculty are continuing efforts to recruit and engage both Summer 2025 and Fall 2025 admits in the hope of yielding those students from admits to 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.

NOTE: As previously identified, the M.Ed.—Sport Management program matriculated 100% fully to an online format. Faculty successfully transitioned an in-person program complete with in-person courses to a fully online modality which is almost exclusively asynchronous. While COSMA assessments have not changed, faculty continue to monitor both the effectiveness and efficiency of specific assessment measurements.

B.A.-Sport Management Program-Level Operational Effectiveness Goals Matrix-Academic Year 2023-24

OEG 1 – Recruit and/or retain diverse, quality administrators, faculty, and staff.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 University exit survey: quality instruction question	Minimum of 80% at "satisfied or higher."	Satisfied or higher: Q11=95.7% (mean= 4.61; 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=87% (mean= 4.54; median=5.00)	Meets 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 88%-98.5%; 59/77-66/67)	Meets expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	18/20 (90%) had an overall program satisfaction score of 8 or better.	Meets expectations
Measure 6 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 7 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025	Meets expectations

OEG 2 – Recruit and retain diverse, quality students to meet local and global demands for our graduates.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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: Su 24: 351 SCH; Fa 24: 2,072; and Sp 25:1,929 for a total of 4,352 SCH (-7.1%) Report approved June 30, 2025.	Meets expectations
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 46 degrees conferred, which is a 39.4% increase. Report approved June 30, 2025	Meets expectations
Measure 3 Departmental diversity self-study	Accepted by CAS Dean's Office and/or Diversity Committee	NA	Not scheduled for reporting
Measure 4 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2026
Measure 5 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 6 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	Meets expectations

OEG 3 – Achieve professional recognition for programs

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 KBOR approval	Approved status	Program self-studies were completed and submitted. Approved through 2029	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	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	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

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Student exit survey: variety of technologies	Minimum of 80% of all responses on technology questions being "mostly prepared" or better	65/67 (97%) 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 (92.4%, 94%) (61/66, 63/67).	Exceeds expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved June 30, 2025.	Meets expectations
Measure 4 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	Meets expectations

OEG 5 – Develop and maintain collaborative relationships, local and globally, that enrich the department's mission.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Faculty/staff partnership summary	Review of key partnerships established/maintained through the year	Report approved June 30, 2025.	Meets expectations
Measure 2 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations

| Measure 3 Annual faculty/staff review of strategic plan | Progress towards objectives defined in plan | Program strategic initiatives were reviewed, summarized, and evaluated.

Report approved June 30, 2025. | Meets expectations |
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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.

Undergraduate Program Narrative: The B.A.—Sport Management degree program met or exceeded all expectations regarding OEG measurements during this reporting cycle. Points of pride include extremely high marks on quality 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) 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, noting that a 7.1% decrease in SCH from last year was buoyed by the 39.4% increase degree conferrals, which is measure 2 for OEG2. There is cautious optimism for an increase in fall 2025 admits with a robust number of campus visitors this past year. Since many admits are out-of-state students, yielding them to on-campus and enrolled students will be key. Additionally, the program needs to evolve and better connect the local and regional sport industries with evolving student needs, passions, and professional aspirations.

Our overall assessment of the productivity in meeting or exceeding all OEGs for the B.A.—Sport Management program highlights the 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 2025 admits into the fall 2025 semester, amid university budgetary contraints.

M.Ed.-Sport Management Program-Level Operational Effectiveness Goals Matrix-Academic Year 2023-24

OEG 1 – Recruit and/or retain diverse, high-quality administrators, faculty, and staff

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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= 4.81; median=5.00; n=21)	Meets 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=100% (mean= 4.86; median=5.00; n=21)	Exceeds 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= 95.2% (mean= 4.81; median=5.00; n=21)	Exceeds expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	85.7% (48/56) rated their program satisfaction at an 8 or better.	Meets expectations
Measure 6 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 7 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	Meets expectations

OEG 2 – Recruit and retain diverse, quality students to meet local and global demands for our graduates.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
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: Su 24: 12; Fa 24: 343; and Sp 25: 378 for a total of 733 SCH, which is a 43% increase. Report approved June 30, 2025.	Meets expectations
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 21 degrees conferred, which was a 23.5% increase. Report approved June 30, 2025.	Meets expectations
Measure 3 Departmental diversity self-study	Accepted by CAS Dean's Office and/or Diversity Committee	NA	Not scheduled for reporting
Measure 4 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2026
Measure 5 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 6 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved on June 30, 2025.	Meets expectations

OEG 3 – Achieve professional recognition for programs

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 KBOR approval	Approved status	Program self-studies were completed and submitted. Approved through 2029	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	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	Meets expectations

OEG 4 – Strengthen the graduate program to support the University's research and grants/contracts mission components

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Faculty professional development report	Review data based on Faculty Activity Records	Report approved June 30, 2025.	Meets expectations
Measure 2 Faculty grant writing report	Review data based on Faculty Activity Records	Report approved June 30, 2025.	Meets expectations
Measure 3 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 4 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	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

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Comprehensive exam: technology section	Minimum of 90% at "acceptable" or better based on rubric for technology section of comprehensive exam.	14/14 (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	94.1% responded satisfied or higher, mean=4.53 (median=5.00; n=21).[1] ([1]NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)	Meets expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved June 30, 2025.	Meets expectations
Measure 4 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 11, 2024.	Meets expectations

OEG 6 – Develop and maintain collaborative relationships, local and globally, that enrich the department's mission.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Faculty/staff partnership summary	Faculty/staff partnership summary	Report approved June 30, 2025.	Meets expectations
Measure 2 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 19, 2025)	Meets expectations

Measure 3 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	Program strategic initiatives were reviewed, summarized, and evaluated. Report approved June 30, 2025.	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.*

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 advising (94.1% were satisfied or higher) and overall program satisfaction (94.1% 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).

OEG 2, measure 1 is about recruitment and retention of students by evaluating and comparing SCH production and degree conferrals. Specifically, OEG 2, measure 1 highlighted decreased SCH production, while OEG 2, measure 2 highlighted the continued decrease in graduation rates (i.e., degree conferrals). As previously discussed, the change in program delivery is an important strategy for combatting these low rates/numbers. Faculty continue to monitor any university initiatives and refocus on recruiting and yielding students into the graduate program.

Our overall assessment of the productivity in meeting or exceeding most 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 26 Action Plan Items

BA-SLOs

- Maintain focus on sport management-specific content, such as knowledge relating to technology, governance, and industry patterns (e.g., NIL) throughout program. While results from alumni surveys showed possible areas of improvement, we will continue to focus 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.

- Continue supporting WSU's strategic enrollment management plan (SEM). The SEM focuses on growing enrollment, headcount/majors, and student credit hour production (SCH).

- Continue reevaluating indirect/direct measurements for relevant SLOs.

MEd- SLOs

- 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.

- Continue reevaluating indirect/direct measurements for relevant SLOs.

BA-OEGs

- Focus on continuing to grow UG program, especially regarding student populations that self-report being female and/or a university-designated underserved population.

- Focus on growing minor in SMGT, Esports Management and Diversity in Sport Studies.

- Maintain connections between OEGs and departmental Strategic Planning Initiatives in light of the newly approved college-level strategic plan and the university's refreshing of its strategic plan in 2025-26.

- Continue reevaluating indirect/direct measurements for relevant OEGs.

MEd-OEGs

- Focus on continued growth in graduate program enrollment; examine unique ways to engage students in fully online formats.

- Focus on growing GR program, especially regarding low-income and first-generation students.

- Maintain connections between OEGs and departmental strategic planning initiatives in light of the newly approved college-level strategic plan and the university's refreshing of its strategic plan in 2025-26.

- Continue reevaluating indirect/direct measurements for relevant OEGs.