

COMSA Annual Report Data AY 2022-2023

Undergraduate Student Learning Outcomes Matrix

| Identify Each Student Learning Outcome and Measurement Tool(s) | Identify the Benchmark | Total # Observed | Total # Meeting Expectations | Assessment Results: % Meeting Expectations | Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
|--|---|------------------|------------------------------|---|---|
| SLO 1: Students will utilize critical thinking and decision-making techniques to address issues and challenges in sport management. | | | | | |
| Measure 1: AACU Values Problem Solving Rubric: Issues paper in Sport Governance and Policy (SM365) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Problem Solving Rubric. | <i>n</i> = 35 | <i>n</i> = 29 | 83% | Meets expectations |
| Measure 2: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM101) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric | <i>n</i> = 64 | <i>n</i> = 54 | 84% | Meets expectations |
| Measure 3: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM102) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric | <i>n</i> = 60 | <i>n</i> = 51 | 85% | Meets expectations |
| Measure 4: Internship Supervisor Evaluation Form 100 & 200 Indirect measure | Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form | <i>n</i> = 77 | <i>n</i> = 72 | 94% | Exceeds expectations |
| Measure 5: Internship Supervisor Evaluation Form 480 Indirect measure | Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form | <i>n</i> = 43 | <i>n</i> = 40 | 93% | Exceeds expectations |
| SLO 2: Students will communicate effectively in oral and written forms within the conventions of sport management | | | | | |
| Measure 1: AACU Values Oral Presentation Rubric: presentation of final thesis project: Senior Thesis II (SM490) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Value Oral Presentation Rubric | <i>n</i> = 33 | <i>n</i> = 30 | 90% | Exceeds expectations |
| Measure 2: AACU Values Inquiry and Analysis Rubric: Thesis collected in Senior Thesis II (SM490) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Inquiry and Analysis Rubric | <i>n</i> = 33 | <i>n</i> = 27 | 80% | Meets expectations |
| Measure 3: Internship Supervisor Evaluation Form 100 & 200 Indirect Measure | Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form | <i>n</i> = 77 | <i>n</i> = 73 | 95% | Exceeds expectations |
| Measure 4: Internship Supervisor Evaluation Form 480 Indirect Measure | Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form | <i>n</i> = 43 | <i>n</i> = 40 | 93% | Exceeds expectations |
| SLO 3: Students will demonstrate their knowledge base of sport management through best practices in a professional environment. | | | | | |
| Measure 1: Internship Supervisor Evaluation Form 480 | Eighty percent of the students will score a 3 or higher on questions J1, J2, and J3 on the Internship Supervisor Evaluation Form | <i>n</i> = 43 | <i>n</i> = 38 | 88% | Meets expectations |

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|---|---|--|---------------|----------|-------------------------|
| Indirect Measure | | | | | |
| Measure 2: Exit Surveys Graduating Seniors Indirect Measure | Eighty percent of the students should express at least satisfactory experience (agree rating) in categories under Didactic Education | <i>n</i> = 10 (37) | <i>n</i> = 9 | 90% (IP) | Meets expectations (IP) |
| SLO 4: Students will synthesize concepts of diversity, equity, and inclusion and apply these to local, regional, national, and global 21st century community sport contexts. | | | | | |
| Measure 1: Adapted AACU Ethical Reasoning Values Rubric: Paper in (SM218) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Rubric. | <i>n</i> = 75 Note: 153 students were enrolled over 3 sections, 75 of which were SM students. | <i>n</i> = 60 | 80% | Meets expectations |
| Measure 2: Adapted DEI Rubric: Assignment in (SM303) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted DEI Rubric | <i>n</i> = 38 | <i>n</i> = 30 | 80% | Meets expectations |
| SLO 5: Students will illustrate [apply] current issues, basic principles, policies and procedures of administration of athletics and sport. | | | | | |
| Measure 1: Abbreviated scoring rubric designed for assessment purposes: Comprehensive Binder Assignment in (SM215) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 (“meets expectations”) or higher on the abbreviated scoring rubric designed for assessment purposes | <i>n</i> = 65 | <i>n</i> = 56 | 87% | Meets expectations |

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Graduate Student Learning Outcomes Matrix

| 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: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
|---|---|-----------------------------------|--|--|---|
| SLO #1: Apply fundamental knowledge and practical understanding of leadership sport marketing, communication, and event management principles | | | | | |
| Measure 1 Rubric: SLD 505 Leadership Theory Paper Direct Measure | 85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric. | <i>n</i> = 35 | <i>n</i> = 31 | 88% | Meets expectations |
| Measure 2 Rubric: SLD511 Detailed Sport Marketing Plan and Promotional Campaign Direct Measure | 85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric. | <i>n</i> = 27 | <i>n</i> = 23 | 85% | Meets expectations |
| SLO #2: Apply ethical and legal principles and evidence-based decision making to solve dilemmas. | | | | | |
| Measure 1 AACU Ethical Reasoning Values Rubric: Assignment in SLD521 Direct Measure | 75% of students will reach the capstone (4) mark on the rubric. | <i>n</i> = 32 | <i>n</i> = 25 | 78% | Meets expectations |
| SLO #3: Promote a deeper understanding of the essential elements of the industry. | | | | | |
| Measure 1 Exit survey Indirect Measure | 85% of students will express at least satisfactory experiences regarding their didactic education | <i>n</i> = 13 | <i>n</i> = 13 | 100% | Exceeds expectations |
| SLO #4: Articulate and address critical issues in students' field of study. | | | | | |
| Measure 1 Adapted AACU Problem Solving Rubric: SLD599 Final Case Study Assignment Direct Measure | 75% of students will reach the capstone (4) mark on the rubric. | <i>n</i> = 27 | <i>n</i> = 21 | 77% | Meets expectations |
| SLO #5: Elevate student preparation for positions of management while developing self-awareness and adaptability, flexibility, and curiosity in pursuit of personal and professional growth. | | | | | |
| Measure 1 AACU Integrated Learning Rubric: SLD507 Portfolio Assignment Direct Measure | 75% of students will reach the capstone (4) mark on the rubric. | <i>n</i> = 38 | <i>n</i> = 30 | 79% | Meets expectations |
| Measure 1-2 Survey with select alumni Indirect Measure | 85% of alumni report that their academic experience were relevant/prepared them for employment | <i>n</i> = 73 | <i>n</i> = 70 | 96% | Exceeds expectations |
| SLO #6: Students will synthesize concepts of diversity, equity, and inclusion and apply these to local, regional, national, and global 21st century community sport contexts. | | | | | |
| Measure 1 TBD Direct Measure | | | | | |

SLO #7: Communicate, at an advanced level, in oral and/or written form

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|---|--|---------------|--|--|-------------------|
| Measure 1 Across the curriculum: All course assignments included in SLOs will be assessed Direct Measure | 85% of students will reach the milestone mark (3 and/or “Satisfactory Standards/Competent”) on Grammar & Mechanics and Citations & References columns. | <i>n</i> =159 | | | Insufficient data |
|---|--|---------------|--|--|-------------------|

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Undergraduate Program-Level Operational Effectiveness Goals Matrix

| 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 Build community through shared values that are expressed within the institutional mission and the mission of the sport management program. | | | |
| Measure 1 Community partnerships and collaborations | 3 new relationships with individual(s) and/or site(s) | Several new partnerships were formed both internally and externally. | Meets expectation |
| Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment | 20% junior standing eligibility, average GPA=3.50 | 19 students; 3.70 GPA | Exceeds expectation |
| OEG 2 Create learning opportunities for students to gain knowledge in areas related to theoretical and practical sport management. | | | |
| Measure 1 Opportunities “Beyond the classroom” | Identify 1 fully funded outing for SM student participation | Highlights this year included a fully fund trip to New York City to work at/attend SBJ’s CAA World Congress of Sports conference and SBJ’s Esports Rising Conference and Awards event | Exceeds expectation |
| Measure 2 Study abroad participation | The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad | FA22= 3 SP23= 12 Additionally, we had 2 students complete international semester long internships last AY. | Exceeds expectation |
| OEG 3 Continually evaluate the demands of industry as related to entry level sport management professionals and re-align the curriculum to meet the identified needs. | | | |
| Measure 1 Excellence in education/curriculum e.g. COSMA Accreditation | Full accreditation by COSMA | Reaffirmation of accreditation 2/2022 thru 2/2029 | Meets expectation |
| Measure 2 Faculty and staff professional development | 1 fully funded conference/workshop per year per faculty | All full-time SM faculty applied and were awarded their AY stipend(s); two faculty were awarded sabbatical leaves for the AY 23-24 | Exceeds expectation |
| Measure 3 Curriculum | Research and evidence based programmatic changes | At departmental meetings we saw a renewed excitement and focus around discussing how our outcomes assessment data should drive curricular changes. | Meets expectation |
| OEG 4 Ensure a technology rich culture in which administrators, students, faculty, and staff work together to pursue innovation and excellence, promote intellectual exploration, and enhance learning. | | | |
| Measure 1 Faculty statements | Identifying actions taken and opportunities for innovation across the curriculum | Faculty continue to report and discuss identifiable action taken and opportunities for technology inclusion across the curriculum. Highlights this year included the adoption of <i>SBJ’s Sport Atlas</i> in SM220, Technology and Innovation in Sport Management, as well as the engagement of faculty and students in AI (artificial intelligence). | Meets expectation |

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Graduate Program-Level Operational Effectiveness Goals Matrix

| 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 Build community through shared values that are expressed within the institutional mission and the mission of the sport leadership graduate program. | | | |
| Measure: SWOT Analysis: Event registration records | Hosts 3 events a year with at least 20 in attendance. | 10 events from-July 2022 to June 30, 2023 Attendance per event approx. 30 | Exceeds expectation |
| OEG 2 Prepare professionals who can lead and manage effectively in the specialized industry. | | | |
| Measure: Job placement rates | 85% of graduates secure a job in a sport-related field. | IP | Insufficient data |
| OEG 3 Evaluate the demands of industry as related to athletic administration professionals and re-align the curriculum to meet the identified needs. | | | |
| Measure: SWOT Analysis; meeting notes from External Advisory Board | Consult a minimum of 2 times a year with an external advisory board: relevance of the current curriculum. | Consulted with an external advisory board each semester to ensure curriculum aligned with industry needs. An alumni board was also established this year. | Meets expectation |
| OEG 4 Continuously seek to improve teaching and learning. | | | |
| Measure: SWOT Analysis: Faculty Meetings | Host minimum of 2 faculty meetings a year to discuss teaching & program content issues. | Hosted faculty meetings to address teaching and program-related concerns | Meets expectation |
| Measure: Course Evaluation Data | 85% of students strongly agreed/agreed that the instructor provided a positive learning experience. | 85+% of students strongly agreed/agreed that the instructor was available for questions and clarification 85+% of students strongly agreed/agreed that the instructor provided meaningful feedback on course assignments 85+% of students strongly agreed/agreed that the instructor encourage students to ask questions, participate and express ideas. 85+% of students strongly agree/agree that the instructor helped the student understand the core course concepts. | Meets expectation |
| OEG 5 Optimize enrollment and retention | | | |
| Measure: persistence rate (aka-Retention rates) | 85% of students return to the program in a subsequent semester within one year. | 90% | Meets expectations |
| Measure: completions rate (aka-Graduation rate). | 85% of students complete their intended degree. | IP | Insufficient data |

PROGRAM INFORMATION PROFILE

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

Name of Institution: Endicott College

Program/Specialized Accreditor(s): Commission on Sport Management Accreditation

Institutional Accreditor: New England Association of Schools and Colleges

Date of Next Comprehensive Program Accreditation Review: 2029

Date of Next Comprehensive Institutional Accreditation Review: 2027

URL where accreditation status is stated:

<https://www.endicott.edu/academics/schools/sport-science/undergraduate-programs/sport-management-program>

<https://www.endicott.edu/academics/schools/sport-science/graduate-programs/sport-leadership-program>

<https://www.cosmaweb.org/directory-of-accredited-programs.html>

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

1. Graduation Year: 2022-2023 #of Graduates: 36 Graduation Rate: IP
2. Average Time to Degree: 4-Year Degree: IP 5-year Degree: IP
**Six-Year Baccalaureate / 2016 Admits : 78% college-wide*
3. Annual Transfer Activity (into Program): Year: 2022-2023
of Transfers: IP Transfer Rate: IP
4. Graduates Entering Graduate School: Year: IP
of Graduates: IP # Entering Graduate School: IP
5. Job Placement (if appropriate): Year: 2021
of Graduates: IP # Employed: 2020-2021 98% college-wide

For additional collegewide facts and figures please visit: <https://www.endicott.edu/about/why-endicott/facts-and-figures/students>

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