

# 2017-18 COSMA Student Achievement Disclosure

## Ohio University

### External Accountability (Principle 7.8)

Providing information about the performance of accredited programs and making this information easily accessible to students and the public is increasingly important to the work of higher education. CHEA has developed individual templates that may be used by a program to develop a customized description of its performance, based on indicators chosen by the program, including the all-important context in which it operates: its mission, goals and student population. Each COSMA-accredited program must comply with this Principle and websites will be checked on a regular basis for compliance.

### Contact Information

Institution's Name:		Ohio University			
Program(s)/Degree(s):		Bachelor of Sport Management (BSM) Master of Sports Administration (MSA) Professional Master of Sports Administration (PMSA) Master of Science in Athletic Administration (MAA)			
Address:		College of Business Department of Sports Administration c/o Dr. Heather Lawrence-Benedict Copeland Hall 614G			
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## PROGRAM INFORMATION PROFILE

*This profile offers information about the performance of a program in the context of its basic purpose and key features.*

### Name of Institution

**Institution:** Ohio University

**Program Accreditor:** Commission for Sport Management Accreditation (COSMA)

**Institutional Accreditor:** Higher Learning Commission (HLC) <https://www.ohio.edu/provost/accreditation/index.cfm>

**Date of Next Comprehensive Program Accreditation Review:** 2018-19 AY

**Date of Next Comprehensive Institutional Accreditation Review:** 2025-26 AY (AQUIP 2023-24 AY)

To learn more about the accredited status of the program, click here:

<http://www.cosmaweb.org/>

<http://business.ohio.edu/academics/undergrad-majors/sport-management/accreditation/>

### Program Context and Mission

**Program Mission:** To facilitate the personal development of future sport professionals through meaningful resource use, impactful professional development opportunities, and industry leading academic experiences.

**Program Goals:** (undergraduate goals highlighted)

1. To remain the premier sport management graduate program (MSA + PMSA) in the world.
2. **Be recognized as a leader in sport management undergraduate education.**
3. **Become a leading faculty in the sport management academe in teaching and research.**
4. **Integrate fully and functionally into the College of Business.**
5. To achieve financial sustainability for the AECOM Center for Sports Administration

**Brief Description of Student Population:** Students in the Bachelor of Sport Management (BSM) program come from all around the United States and countries around the world. Our graduate programs (MSA, PMSA, MAA) also enroll students from around the United States and the world including working professionals in our online Professional Master of Sports Administration (PMSA) and Master of Athletic Management (MAA)

programs. Our collective culture/student body brings diverse attitudes, perspectives and experiences to the world's oldest sport management program in order to continue to produce skilled professionals for the field.

**Admissions Requirements:** Ohio University's College of Business is a selective program. To be a successful undergraduate candidate, we'd generally expect you were in the top 20 percent of your high school class with a strong college preparatory curriculum. We also expect you have an above-average ACT or SAT scores and have demonstrated leadership potential through participation in extracurricular activities or work experience. Members of groups that are historically underrepresented in business will receive special consideration. If you indicate an interest in a business degree but do not meet the requirements for direct admission (as described above), you will be admitted to the University College as "Undecided Business" and will be admitted to the College of Business program after completing the requirements for transfer. If you are considering transferring to the College of Business, we strongly encourage you to contact Student Services as early as possible. You must be enrolled in the College before your senior year to allow for the College's 32-hour residency requirement. You must earn at least 50 percent of the business credit hours required for the business degree and major courses at Ohio University.

Admission requirements vary by graduate program, but all programs are highly selective and require an excellent academic background, accredited undergraduate degree, and demonstrated potential.

To learn more about the admission requirements for each program, go to <https://business.ohio.edu/future-students/admission-requirements/>.

**Indicators of Effectiveness with Undergraduates As Determined by the Program**

1. Graduation  
 Year: 2017-18                      # of Graduates: 104                      Graduation Rate: 68%
  
2. Completion of Educational Goal (other than certificate or degree – if data collected)  
 # of Students Surveyed: n/a      # Completing Goal: n/a
  
3. Average Time to Certificate or Degree  
 1-Year Certificate: n/a          2-Year Degree: n/a                      4-Year Degree: 4.38
  
4. Annual Transfer Activity  
 Year: 2017-18                      # of Transfers: n/a                      Transfer Rate: n/a
  
5. Graduates Entering Graduate School  
 Year: 2017-18                      # of Graduates: 104                      # Entering Graduate School: 6
  
6. Job Placement (if appropriate)  
 Year: 2017-18                      # of Graduates: 104                      # Employed: 87\*
  
7. Licensure/Certification Examination Results: n/a
  
8. Additional Indicators, if any:

\*Of the 87 undergraduate students who have been placed as of July 27, 2018, below is the industry breakdown of placements:

Industry Segment	# Employed	Percentage of Employed
Ticket Sales	34	39.1%

Events, Facilities and/or Operations	6	6.9%
Sponsorship Sales, Activation, Licensing and/or Apparel	2	2.3%
Analytics	4	4.6%
Graduate School	6	6.9%
Postgraduate Internship	10	11.5%
Other (includes non-sports related positions and teaching and/or coaching positions)	25	28.7%

### 2017-18 Undergraduate (BSM) Program-Level Intended Outcomes Matrix

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 Expectations 2. Meets Expectations 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: To develop a strong foundation and knowledge base in sport management including specific core content areas such as sport finance sport marketing, sport law, and sport governance and ethics.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>  <b>Direct Measures</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 9	Exit 16 Alumni 8	Exit 100% Alumni 88.9%	Exit: Exceeds Expectations Alumni: Meets Expectations
<b>SLO 2: To demonstrate effective communication through written, oral, and non-verbal techniques.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>  <b>Direct Measures</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 9	Exit 16 Alumni 9	Exit 100% Alumni 100%	Exit: Exceeds Expectations Alumni: Exceeds Expectations
<b>SLO 3: To demonstrate proficiency in the use of information technology tools.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>  <b>Direct Measures</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 9	Exit 16 Alumni 6	Exit 100% Alumni 66.7%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations
<b>SLO 4: To be academically prepared for employment or for advanced education opportunities.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>  <b>Direct Measures</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey Alumni Survey</b>  <b>Indirect Measures</b>	Exit 15 Alumni 9	Exit 16 Alumni 6	Exit 93.8% Alumni 66.7%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations
<b>SLO 5: To develop and exhibit attitudes and behaviors appropriate for the sport management profession.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>  <b>Direct Measures</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 9	Exit 16 Alumni 8	Exit 100% Alumni 88.9%	Exit: Exceeds Expectations Alumni: Meets Expectations
<b>SLO 6: To develop reasoning, analytical, problem-solving, and decision-making skills for application in the sport industry or academic community.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>  <b>Direct Measures</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 9i	Exit 16 Alumni 8	Exit 100% Alumni 89.9%	Exit: Exceeds Expectations Alumni: Meets Expectations

SLO 7: To demonstrate the awareness, understanding, and skills necessary to live and work in a diverse, global society.					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
	<b>Direct Measures</b>				
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b>	Exit 16 Alumni 9	Exit 16 Alumni 8	Exit 100% Alumni 89.9%	Exit: Exceeds Expectations Alumni: Meets Expectations
	<b>Indirect Measures</b>				
SLO 8: To develop a commitment to continued professional growth through activities such as attending speaker series events, joining professional organizations, and attending conferences.					
<b>Measure 1:</b> To have 85% of students scoring at a solid proficiency level (score of 85% or higher). (DM)	<b>Senior Capstone Assessment</b>	Capstone 109	Capstone 98	Capstone 89.9%	Capstone: Exceeds Expectations
	<b>Direct Measure</b>				
<b>Measure 2:</b> To achieve 4+ on 5-point Likert scale for surveys. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b>	Exit 16 Alumni 9	Exit 16 Alumni 7	Exit 100% Alumni 77.8%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations
	<b>Indirect Measures</b>				
<i>Additional Notes</i>					
<p><i>Due to low response rates for both exit and alumni surveys (indirect measures), SLOs that did not meet expectations are noted but no action required.</i></p> <p><i>Please note that this program has undergone a curriculum review during the 2017-18 academic year to be implemented in the 2019-20 academic year. It is fully expected that new learning outcomes will result in existing course revisions, as well as the additions of new courses. This will not only address AACSB requirements moving forward, but has led to a revision in COSMA program-level intended outcomes (See Appendix B) starting in the 2018-19 academic year.</i></p>					

**2017-18 Graduate (PMSA) Program-Level Intended Outcomes Matrix**

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 Expectations 2. Meets Expectations 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: Apply effective leadership and critical decision-making skills to successfully manage issues and challenges facing sport managers.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6100 Final Project (Management)</b>  Direct Measures	Management 30	Management 29	Management 96.7%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey  Alumni Survey  Indirect Measures	Exit 4 Alumni 14	Exit 4 Alumni 14	Exit 100% Alumni 100%	Exit: Exceeds Expectations Alumni: Exceeds Expectations
<b>SLO 2: Recognize and address moral and ethical challenges within the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6100 Module 1 Discussion</b>  Direct Measures	Management 32	Management 27	Management 84.4%	Management: Exceeded expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey  Alumni Survey  Indirect Measures	Exit 4 Alumni 14	Exit 4 Alumni 12	Exit 100% Alumni 85.7%	Exit: Exceeds Expectations Alumni: Meets Expectations
<b>SLO 3: Demonstrate effective sales and presentation skills.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6100 Final Project (Management)</b>  Direct Measures	Management 30	Management 29	Management 96.7%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey  Alumni Survey  Indirect Measures	Exit 4 Alumni 14	Exit 2 Alumni 13	Exit 50% Alumni 92.9%	Exit: Does Not Meet Expectations Alumni: Exceeds Expectations
<b>SLO 4: Demonstrate a variety of research methods to address managerial issues in the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at a 85% or higher proficiency level. (DM)	<b>SASM 6100 Final Project (Management)</b>  Direct Measures	Management 30	Management 29	Management 96.7%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey  Alumni Survey  Indirect Measures	Exit 4 Alumni 14	Exit 3 Alumni 12	Exit 75% Alumni 85.7%	Exit: Does Not Meet Expectations Alumni: Meets Expectations
<b>SLO 5: Discuss the legal implications and risk management needs as applied to the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6480 Challenge 1 (Integrated Skills)</b>  Direct Measures	Integrated Skills 29	Integrated Skills 29	Integrated Skills 100%	Integrated Skills: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey  Alumni Survey  Indirect Measures	Exit 4 Alumni 14	Exit 4 Alumni 7	Exit 100% Alumni 50%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations
<b>SLO 6: Demonstrate the ability to use sport management theory as a base for professional practice.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6100 Final Project (Management)</b>  Direct Measures	Management 30	Management 29	Management 96.7%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey  Alumni Survey  Indirect Measures	Exit 4 Alumni 14	Exit 4 Alumni 12	Exit 100% Alumni 85.7%	Exit: Exceeds Expectations Alumni: Meets Expectations

<b>SLO 7: Strategically plan for sport facility and event management.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6480 Challenge 1 (Management)</b>	Management 29	Management 29	Management 100%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b> <b>Indirect Measures</b>	Exit 4 Alumni 14	Exit 4 Alumni 13	Exit 100% Alumni 92.9%	Exit: Exceeds Expectations Alumni: Exceeds Expectations
<b>SLO 8: Demonstrate the skills necessary to effectively manage sport within a diverse, global society.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6670 Final Project</b> <b>Direct Measures</b>	Management 27	Management 26	Management 96.3%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b> <b>Indirect Measures</b>	Exit 4 Alumni 14	Exit 3 Alumni 13	Exit 75% Alumni 92.9%	Exit: Does Not Meet Expectations Alumni: Exceeds Expectations
<i>Additional Notes</i>					
<p><i>Due to low response rates for both exit and alumni surveys (indirect measures), SLOs that did not meet expectations are noted but no action required.</i></p> <p><i>Please note that this program has undergone a curriculum review during the 2017-18 academic year to be implemented in the 2019-20 academic year. It is fully expected that new learning outcomes will result in existing course revisions, as well as the additions of new courses. This will not only address the weaknesses indicated above, but has led to a revision in COSMA program-level intended outcomes (See Appendix B) starting in the 2018-19 academic year.</i></p>					

**2017-18 Graduate (MSA) Program-Level Intended Outcomes Matrix**

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 Expectations 2. Meets Expectations 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: Apply effective leadership and critical decision-making skills to successfully manage issues and challenges facing sport managers.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	Research Project Assessment	Research Project 27	Research Project 27	Research Project 100%	Research Project: Exceeds Expectations
	Integrated Skills Project Assessment	Integrated Project 27	Integrated Project 27	Integrated Project 100%	Integrated Project: Exceeds Expectations
<b>Direct Measures</b>					
<b>Measure 2;</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Student Survey	Exit 15 Alumni 21	Exit 14 Alumni 18	Exit 93.3% Alumni 85.7%	Exit: Exceeds Expectations Alumni: Meets Expectations
	Alumni Survey				
<b>Indirect Measures</b>					
<b>SLO 2: Recognize and address moral and ethical challenges within the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	Research Project Assessment	Research Project 27	Research Project 27	Research Project 100%	Research Project: Exceeds Expectations
	Integrated Skills Project Assessment	Integrated Project 27	Integrated Project 27	Integrated Project 100%	Integrated Project: Exceeds Expectations
<b>Direct Measures</b>					
<b>Measure 2;</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey	Exit 15 Alumni 21	Exit 11 Alumni 12	Exit 73.3% Alumni 57.1%	Exit: Does Not Meet Expectations Alumni: Does Note Meet Expectations
	Alumni Survey				
<b>Indirect Measures</b>					
<b>SLO 3: Demonstrate effective sales and presentation skills.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	Research Project Assessment	Research Project 27	Research Project 27	Research Project 100%	Research Project: Exceeds Expectations
	Integrated Skills Project Assessment	Integrated Project 27	Integrated Project 27	Integrated Project 100%	Integrated Project: Exceeds Expectations
<b>Direct Measures</b>					
<b>Measure 2;</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey	Exit 15 Alumni 21	Exit 11 Alumni 21	Exit 73.3% Alumni 100%	Exit: Does Not Meet Expectations Alumni: Exceeds Expectations
	Alumni Survey				
<b>Indirect Measures</b>					
<b>SLO 4: Demonstrate a variety of research methods to address managerial issues in the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	Research Project Assessment	Research Project 27	Research Project 27	Research Project 100%	Research Project: Exceeds Expectations
	Integrated Skills Project Assessment	Integrated Project 27	Integrated Project 27	Integrated Project 100%	Integrated Project: Exceeds Expectations
<b>Direct Measures</b>					
<b>Measure 2;</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey	Exit 14 Alumni 21	Exit 10 Alumni 17	Exit 71.4% Alumni 81%	Exit: Does Not Meet Expectations Alumni: Does Not Meet Expectations
	Alumni Survey				
<b>Indirect Measures</b>					
<b>SLO 5: Discuss the legal implications and risk management needs as applied to the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	SASM 6480 Challenge 1 (Integrated Skills)	Integrated Skills 27	Integrated Skills 27	Integrated Skills 100%	Integrated Skills: Exceeds Expectations
	BUSL 5650 Project (Management)	Management 27	Management 27	Management 100%	Management: Exceeds Expectations
<b>Direct Measures</b>					
<b>Measure 2;</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	Exit Survey	Exit 15 Alumni 21	Exit 9 Alumni 6	Exit 60% Alumni 28.6%	Exit: Does Not Meet Expectations Alumni: Does Not Meet Expectations
	Alumni Survey				
<b>Indirect Measures</b>					



<b>SLO 6: Demonstrate the ability to use sport management theory as a base for professional practice.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>Research Project Assessment</b>  <b>Integrated Skills Project Assessment</b>  <b>Direct Measures</b>	Research Project 27 Integrated Project 27	Research Project 27 Integrated Project 27	Research Project 100% Integrated Project 100%	Research Project: Exceeds Expectations Integrated Project: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>  <b>Alumni Survey</b>  <b>Indirect Measures</b>	Exit 15 Alumni 21	Exit 15 Alumni 20	Exit 100% Alumni 95.2%	Exit: Exceeds Expectations Alumni: Exceeds Expectations
<b>SLO 7: Strategically plan for sport facility and event management.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>Research Project Assessment</b>  <b>Integrated Skills Project Assessment</b>  <b>Direct Measures</b>	Research Project 27 Integrated Project 27	Research Project 27 Integrated Project 27	Research Project % Integrated Project 100%	Research Project: Exceeds Expectations Integrated Project: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>  <b>Alumni Survey</b>  <b>Indirect Measures</b>	Exit 15 Alumni 21	Exit 12 Alumni 18	Exit 80% Alumni 85.7%	Exit: Does Not Meet Expectations Alumni: Meets Expectations
<b>SLO 8: Demonstrate the skills necessary to effectively manage sport within a diverse, global society.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>Research Project Assessment</b>  <b>Integrated Skills Project Assessment</b>  <b>Direct Measures</b>	Research Project 27 Integrated Project 27	Research Project 27 Integrated Project 27	Research Project 100% Integrated Project 100%	Research Project: Exceeds Expectations Integrated Project: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>  <b>Alumni Survey</b>  <b>Indirect Measures</b>	Exit 15 Alumni 21	Exit 14 Alumni 13	Exit 93.3% Alumni 61.9%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations
<b>Additional Notes</b>					
<p>Please note that this program has undergone a curriculum review during the 2017-18 academic year to be implemented in the 2019-20 academic year. It is fully expected that new learning outcomes will result in existing course revisions, as well as the additions of new courses. This will not only address the weaknesses indicated above, but has led to a revision in COSMA program-level intended outcomes (See Appendix B) starting in the 2018-19 academic year.</p>					

### 2017-18 Graduate (MAA) Program-Level Intended Outcomes Matrix

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 Expectations 2. Meets Expectations 3. Exceeds Expectation 4. Insufficient Data
<b>SLO 1: Apply effective leadership and critical decision-making skills to successfully manage issues and challenges facing sport managers.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>COED 6120 Module 2 Challenge (Integrated Skills)</b>	Integrated Skills 103 Management 103	Integrated Skills 96 Management 98	Integrated Skills 93.2% Management 95.1%	Integrated Skills: Exceeds Expectations Management: Exceeds Expectations
	<b>COED 6120 Final Project (Management)</b>				
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>	Exit 16 Alumni 8	Exit 16 Alumni 8	Exit 100% Alumni 100%	Exit: Exceeds Expectations Alumni: Exceeds Expectations
	<b>Alumni Survey</b>				
<b>SLO 2: Recognize and address moral and ethical challenges within the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6420 Module 2 Challenge (Integrated Skills)</b>	Integrated Skills 106 Management 106	Integrated Skills 102 Management 99	Integrated Skills 96.2% Management 93.4%	Integrated Skills: Exceeds Expectations Management: Exceeds Expectations
	<b>SASM 6420 Module 4 Challenge (Management)</b>				
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>	Exit 16 Alumni 8	Exit 16 Alumni 8	Exit 100% Alumni 100%	Exit: Exceeds Expectations Alumni: Exceeds Expectations
	<b>Alumni Survey</b>				
<b>SLO 3: Demonstrate effective sales and presentation skills.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6040 Module 4 Challenge (Integrated Skills)</b>	Integrated Skills 113 Management 86	Integrated Skills 95 Management 86	Integrated Skills 84.14% Management 100%	Integrated Skills: Does Not Meet Expectations Management: Exceeds Expectations
	<b>SASM 6990 Portfolio (Management)</b>				
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>	Exit 16 Alumni 8	Exit 16 Alumni 5	Exit 100% Alumni 62.5%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations
	<b>Alumni Survey</b>				
<b>SLO 4: Demonstrate a variety of research methods to address managerial issues in the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6800 (Management)</b>	Management 87	Management 78	Management 90%	Management: Exceeds Expectations
	<b>Direct Measures</b>				
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>	Exit 15 Alumni 8	Exit 13 Alumni 6	Exit 86.7% Alumni 75%	Exit: Meets Expectations Alumni: Does Not Meet Expectations
	<b>Alumni Survey</b>				
<b>SLO 5: Discuss the legal implications and risk management needs as applied to the sport industry.</b>					
<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6480 Challenge 1 (Management)</b>	Management 110	Management 95	Management 86.4%	Management: Meets Expectations
	<b>Direct Measures</b>				
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b>	Exit 16 Alumni 8	Exit 16 Alumni 7	Exit 100% Alumni 87.5%	Exit: Exceeds Expectations Alumni: Meets Expectations
	<b>Alumni Survey</b>				
<b>Indirect Measures</b>					

**SLO 6: Demonstrate the ability to use sport management theory as a base for professional practice.**

<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6100 Final Project</b>  <b>Direct Measures</b>	Integrated Skills 121	Integrated Skills 105	Integrated Skills 86.8%	Integrated Skills: Meets Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 8	Exit 16 Alumni 8	Exit 100% Alumni 100%	Exit: Exceeds Expectations Alumni: Exceeds expectations

**SLO 7: Strategically plan for sport facility and event management.**

<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6480 Challenge 1 (Management)</b>  <b>Direct Measures</b>	Management 98	Management 82	Management 83.7%	Management: Does Not Meet Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 8	Exit 16 Alumni 8	Exit 100% Alumni 100%	Exit: Exceeds Expectations Alumni: Exceeds Expectations

**SLO 8: Demonstrate the skills necessary to effectively manage sport within a diverse, global society.**

<b>Measure 1:</b> To have 85% of students scoring at an 85% or higher proficiency level. (DM)	<b>SASM 6670 Final Project (Management)</b>  <b>Direct Measures</b>	Management 101	Management 100	Management 99%	Management: Exceeds Expectations
<b>Measure 2:</b> To achieve survey feedback results of 4 on 5-pt Likert scale. (IM)	<b>Exit Survey</b> <b>Alumni Survey</b>  <b>Indirect Measures</b>	Exit 16 Alumni 8	Exit 15 Alumni 6	Exit 93.8% Alumni 75%	Exit: Exceeds Expectations Alumni: Does Not Meet Expectations

**Additional Notes**

Under SLO 3, “sales” is not a learning objective within the MAA Program. SLO 3 measures in this report are strictly focused on presentation skills.

For SLOs that did not meet expectations:

- Under SLO 3, Measure 1, Integrated Skills – This assignment and grading are part of a series of measures within the first two courses to “screen” new students and their abilities. It is expected that 85% of students may not score 85% or above.
- Under SLO 7, Measure 1, Integrated Skills & Management – Students assignments and instructions within this course are being reviewed to determine if they are truly good measures of this outcome and if assignment instructions are clear within the course.
- Due to low response rates for both exit and alumni surveys (indirect measures), SLOs that did not meet expectations are noted but no action required.

Please note that this program has undergone a curriculum review during the 2017-18 academic year to be implemented in the 2019-20 academic year. It is fully expected that new learning outcomes will result in existing course revisions, as well as the additions of new courses. This will not only address the weaknesses indicated above, but has led to a revision in COSMA program-level intended outcomes (See Appendix B) starting in the 2018-19 academic year.

## 2017-18 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 Expectations 2. Meets Expectations 3. Exceeds Expectations 4. Insufficient Data
<b>OEG 1 - Expand social, digital and PR strategy for all programs and activities.</b>			
<b>Measure 1</b>	Social media metrics (i.e., Twitter followers, LinkedIn connections, Facebook likes) - initial benchmarks set for future tracking	Benchmark's Set (as of July 28, 2018) 1. Twitter: 3,317 followers 2. LinkedIn Group (new): 127 members 3. LinkedIn Group (old): 1,206 members 4. Facebook: 1,411 likes	Meets Expectations
<b>Measure 2</b>	Media output by faculty based on number of impressions.	In 2017, two sports administration faculty were identified in the Top 10 at Ohio University in media impact (university measures impact centrally by number of impressions).	Meets Expectations
<b>OEG 2 - Generate external resources.</b>			
<b>Measure 1</b>	Secure naming rights for Center for Sports Administration.	AECOM is the naming partner for 4-year term starting in 2017.	Meets Expectations
<b>Measure 2</b>	Revenue generated (net value) – benchmark(s) not yet determined.	The Department does not track its own budgets, that is part of the College of Business.  Internal (and confidential) data on revenues generated by the AECOM Center for Sports Administration shows that the Center's revenues are exceeding its expenses, and the excess is being invested into student programing.	Exceeds Expectations
<b>OEG 3 - Continue to differentiate exclusive nature of each program.</b>			
<b>Measure 1</b>	Ensure modern curricula with regular curricula reviews and tracking of industry trends and/or competing programs.	MSA curriculum revision in 2016, PSMA curriculum was reviewed in 2017-18, MAA curriculum will be reviewed in 2018-19.	Meets Expectations
<b>Measure 2</b>	Update undergraduate curriculum and degree to Bachelor of Sport Management (BSM).	The first official BSM graduate was in 2017, while the first full class graduated in 2018	Meets Expectations
<b>OEG 4 - Enhance alumni relations and advisory boards for each program.</b>			
<b>Measure 1</b>	Establish high-functioning advisory boards for each of the 4 programs (high-functioning defined as 20+ active members who make individual donations each year).	The MSA Board is high-functioning. The three remaining programs are in the early development of establishing high-functioning boards.	MSA Board: Exceeds Expectations  BSM, MAA and PMSA Boards: Insufficient Data
<b>OEG 5 - Offer university-wide, high profile course(s) for minors and non-sport management students.</b>			
<b>Measure 1</b>	Launch new course for non-majors.	Due to low enrollment, the launch of this course was delayed until the 2019-20 academic year.	Meets Expectations
<b>OEG 6 – Expand internationally.</b>			
<b>Measure 1</b>	Build partnership with a European university.	Partnership with the University of Bayreuth in Bayreuth, Germany made official in spring 2018 and first double-degree students to start in fall 2018.	Meets Expectations
<b>Measure 2</b>	Build partnership with an Asia-Australian university.	Growing partnership with Deakin University in Melbourne, Australia.	Insufficient Data
<b>Measure 3</b>	Build partnerships in Canada, Africa, United Kingdom, and/or South America.	Partnership development in these regions are in the early stages.	Insufficient Data
<b>OEG 7 - Be more diverse.</b>			
<b>Measure 1</b>	Create an inclusive culture.	Development of a diversity and inclusion strategy is being led at the College and University levels. The new Vice President of Diversity and Inclusion, which now reports to the university president, began in June 2018.	Insufficient Data
<b>Measure 2</b>	Diversify our faculty.	Planning stages of recruitment and retention strategies.	Insufficient Data
<b>Measure 3</b>	Launch a diversity program.	Development of a diversity and inclusion strategy is being led at the College and University levels. The new Vice President of Diversity and Inclusion began in June 2018.	Insufficient Data

<b>Measure 4</b>	Diversify our student body.	Development of a diversity and inclusion strategy is being led at the College and University levels. The new Vice President of Diversity and Inclusion, which now reports to the university president, began in June 2018.	Insufficient Data
<b>OEG 7 – Build a global sponsorship think tank.</b>			
<b>Measure 1</b>	Create a body of knowledge and/or contribute to the body of knowledge on sponsorship. To establish the benchmark, we need to build a database of faculty output (currently being undertaken using the Digital Measures application).	The AECOM Center for Sports Administration has led a biannual sponsorship study with the National Sports Forum and faculty have published in the area of sponsorship in recent years.	Meets Expectations
<b>Measure 2</b>	Engage new contributors.	Early stages.	Insufficient Data
<b>OEG 8 – Place our students and/or graduates in quality jobs and/or positions.</b>			
<b>Measure 1</b>	MSA placement rate three months post-graduation (Note: PMSA and MAA students are working professionals).	100% placement for past five years.	Exceeds Expectations
<b>Measure 2</b>	BSM placement rate three months post-graduation.	Above 90% for spring 2018 graduates, a 20%+ increase since 2014. The overall class of 2018 is 83.7% as of June 27, 2018.	Exceeds Expectations
<i>Additional Notes</i>			
<i>With the resignation of the department chair effective July 1, 2018, a new program-level operational effectiveness goals matrix will be created by the new chair and submitted to COSMA with the 2018-19 Annual Report. Many of the established OEGs are not sustainable and/or measurable.</i>			