

# Professional Golf Management (PGM) Program

## To Be Recognized As One Of The Premier PGA Golf Management Programs In The United States

**Goal Description:**

There are currently 16 PGA Golf Management universities in the United States. Sam Houston State University has the only program in Texas and strives to be recognized as one of the premier programs in the United States.

**Providing Department:** Professional Golf Management (PGM) Program

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**To Produce College Educated PGA Members**

**Learning Objective Description:**

Students should complete all requirements of the PGA of America's Professional Golf Management educational program.

RELATED ITEM LEVEL 2

**Complete PGA Of America Educational Program**

**Indicator Description:**

Successful completion of the PGA of America's three level educational program.

**Criterion Description:**

All eligible students successfully pass all knowledge tests and simulations associated with Level 1,2, and 3 of the PGA Professional Golf Management program.

**Findings Description:**

In the fall of 2020, and spring of 2021, SHSU averaged a 61% first time pass rate on PGA testing during initial attempt of 2.0 and 3.0 testing. In the fall of 2021 and spring of 2022, SHSU averaged a 60% first time pass rate on PGA testing during the initial attempt of 3.0 testing. In the fall of 2022 and spring of 2023, SHSU averaged a 60% first time pass rate on PGA testing during the initial attempt of PGA 3.0 testing. In the fall of 2023 and the spring of 2024, SHSU averaged a first time pass rate of 63%. The 100% success rate was eventually achieved when the remaining students completed retake testing and passed the exams. SHSU has a goal of reaching 70% and will continue to work to reach that goal. To continue improvement, SHSU will continue to look for ways to improve classroom instruction of PGA learning outcomes.

RELATED ITEM LEVEL 3

**Complete PGA Of America Educational Program**

**Action Description:**

The SHSU PGA Golf Management program is successfully producing graduates who meet the PGA of America’s membership requirements. Current policies and procedures are meeting PGA requirements and will be maintained to continue success. The PAT success rate and job placement continue to provide positive results. The program staff will continue extensive internship visitations in the summer of 2024 and beyond. Staff will also continue to enhance the classroom experience to continue to improve PGA educational testing pass rates.

RELATED ITEM LEVEL 2

**Internship Experience**

**Indicator Description:**

PGA of America Standards and Criteria dictate that all students must complete 16 months of internship work in three different settings. Internships contracts and evaluations must be tracked by the university.

**Criterion Description:**

Each student is evaluated by the host professional at the conclusion of the internship experience. It is expected that all students receive a positive evaluation from the host professional. Successful completion of the internship experience will include that it take place in at least 3 different settings with a detailed evaluation filled out by each host. SHSU staff will collect all required forms associated with the internships and complete on-site visitations.

**Findings Description:**

SHSU continues to maintain 100% internship placement for students enrolled in the PGA Golf Management program. Additionally, SHSU continues the trend of 100% job placement upon graduation for students who choose to enter the industry. For the summer of 2024, 48 students were placed on internship while 10 graduates found full-time employment. All internship placements are contacted over the summer months and are evaluated by their supervisor at the conclusion of the experience. Student evaluations and host evaluations are compared and documented in a meeting with SHSU staff at the conclusion of the internship.

RELATED ITEM LEVEL 3

**Internship Experience**

**Action Description:**

The SHSU PGA Golf Management program continues to boast 100% internship and job placement. SHSU will continue to follow PGA of America standards and build relationships with top facilities and professionals across the United States of America. SHSU will also continue to visit internship sites during the summer months to engage with the students and build relationships with host professionals and facilities.

RELATED ITEM LEVEL 2

**Playing Ability Test**

**Indicator Description:**

Among other requirements, students must pass the PGA of America's 36-hole test of playing ability prior to graduation. The cumulative two round score total is the indicator for the test of playing ability.

**Criterion Description:**

Successful completion of the PGA's Playing Ability Test will require students to shoot a target score on a given day at a given golf course. The target score is arrived at by multiplying the rating of the course by 2 and adding 15. On SHSU's home course, the target score is 155 or lower for men and 157 or lower for women. The PAT must be taken once per semester until it is passed. While only 18% of people who attempt the PAT pass it at any one given time, it is the goal of the program to maintain an overall program pass rate of 70%.

**Findings Description:**

SHSU currently has a PAT pass rate of 82%, which ranks highly among other PGA Golf Management university programs.

RELATED ITEM LEVEL 3

**Playing Ability Test**

**Action Description:**

SHSU has consistently boasted a very high PAT pass rate for students in the program. SHSU will continue this trend while looking for ways to enhance the Player Development program. Ideally, a Player Development Director would be hired to offer Player Development for students and offer Growth of the Game initiatives to give students practical experience in hosting those events and also grow the game.

RELATED ITEM LEVEL 1

**Program Enrollment And Student Retention**

**Performance Objective Description:**

The goal of the PGA Golf Management program is to ultimately have 100 students at any one given time. The target enrollment for fall 2024 and beyond is 30 students per year, which will ultimately lead to the total enrollment goal of 100 students.

RELATED ITEM LEVEL 2

**Student Retention**

**KPI Description:**

It is the goal of the program to have 80% retention rates in the first year of the program and a 70% retention rate in year 2. The PGA Golf Management program attracts students who would have not normally chosen SHSU. Retention rates have show that students who choose to get out of the PGA Golf Management program tend to stay at SHSU.

**Target Description:**

SHSU internally tracks retention rates in the program for students who remain in the program, but also for students who leave the program and remain at SHSU. It is the goal of the program to have 80% retention rates in the first year of the program and a 70% retention rate in year 2.

**Results Description:**

The SHSU PGA Golf Management program has a 83% retention rate in the first year of the program for students who enrolled in the fall of 2023. The program has a 56% retention rate for students who enrolled in the fall of 2022. Importantly though the program has averaged an 80% retention rate in the first year at SHSU and a 75% retention rate in year 2 for students who dropped the PGA Golf Management program, but remained at SHSU.

RELATED ITEM LEVEL 3

**Student Retention**

**Action Description:**

SHSU will continue to promote student retention in the PGA Golf Management program. Student retention can be enhanced by successfully creating relationships with our students and motivating them to a career in golf. Staff will also continue to promote various career paths available in the golf industry and point out the high demand for graduates of the program.

RELATED ITEM LEVEL 2

**Yearly Program Enrollment**

**KPI Description:**

Total number of participants in the program.

**Target Description:**

It is the goal of the PGA Golf Management program to have 100 students in the program at the beginning of each fall semester. In order to achieve this goal, SHSU must admit between 30-35 students per year into the program.

**Results Description:**

The enrollment in the beginning of the fall of 2024 will be 63 students.

RELATED ITEM LEVEL 3

**Yearly Program Enrollment**

**Action Description:**

The goal of the SHSU PGA Golf Management program is to bring in 30 students per year. To achieve this goal, we will take on a variety of initiatives. First, continued sponsorships with the Northern Texas and Southern Texas PGA sections will be paramount. These section offices allow staff on site during major junior golf events and allow mailers to be sent to their junior golf participants. Additionally, SHSU will send program information and a brochure to all high schools in the state of Texas. Next, SHSU will present during Saturday at Sam and will host a Campus Visit Day in June. SHSU will continue to make sure Visitor Center tour staff are well versed on the program and set up individual appointments with students and families to discuss the program. Staff and students will also be onsite at various high school and junior golf tournaments to promote the program. Finally, the program will work to have a strong social media presence through Instagram, Snapchat, Facebook, and X.

**Update to Previous Cycle's Plan for Continuous Improvement Item**

**Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

**Closing Summary**

The continuous improvement of the SHSU PGA Golf Management program will continue in many ways and will remain like previous plans for continuous improvement. We will continue to build positive relationships with professionals in the state and around the USA, which will help with job/internship placement, as well as the recruiting of junior golfers into our program. Additionally, sponsorship agreements will continue with the NTPGA and STPGA that will allow us to access their junior golfer database and the continued exposure that sponsoring junior golf in the state of Texas will provide. The program

will also continue to find ways to enhance the classroom experience for our students when instructing the learning outcomes of the PGA's educational curriculum. We will look to technology and the education of program staff to enhance this experience. The program will also continue to improve upon the already successful PAT pass rate by providing more PAT preparedness.

**Update of Progress to the Previous Cycle's PCI:**

The previous plans for continuous improvement remains relatively stable for the PGA Golf Management Program. We will continue to develop relationships with professionals in the state and around the USA to assist with internship placements and recruiting potential students into the program. The program director has served on many national PGA committees and is on the Southern Texas PGA Board of Directors, which assists in program awareness. Additionally, SHSU will continue to look for ways to enhance the classroom experience through technology and other teaching methods. This will increase student retention and contribute to PGA testing pass rates. SHSU boasts a high PAT pass rate, but would like to enhance the Player Development program by attributing more resources to the program. Ultimately, the program would like to hire a Director of Player Development to give the students more access to qualified instruction. Finally, student recruiting will continue to be a focus for the program. In addition to strategies already implemented, SHSU has established a strong presence on social media and is using that vehicle to recruit potential students.

**New Plan for Continuous Improvement Item**

**Closing Summary:**

The continuous improvement of the SHSU PGA Golf Management program will continue in many ways and will remain like previous plans for continuous improvement. We will continue to build positive relationships with professionals in the state and around the USA, which will help with job/internship placement, as well as the recruiting of junior golfers into our program. Additionally, sponsorship agreements will continue with the NTPGA and STPGA that will allow us to access their junior golfer database and the continued exposure that sponsoring junior golf in the state of Texas will provide. The program will also continue to find ways to enhance the classroom experience for our students when instructing the learning outcomes of the PGA's educational curriculum. We will look to technology and the education of program staff to enhance this experience. The program will also continue to improve upon the already successful PAT pass rate by providing more PAT preparedness.