

***Online Assessment Tracking Database***

Sam Houston State University (SHSU)  
*2014 - 2015*

**Professional Golf Management (PGM) Program**

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**Goal** **To Be Recognized As One Of The Premier PGA Golf Management Programs In The United States** 🔑

There are currently 20 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.

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**Objective (L)** **To Produce College Educated PGA Members** 🔑

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

**Indicator** **Playing Ability Test** 🔑

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** **Pass The PGA Of America's Playing Ability Test** 🔑

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%.

**Finding** **PAT Pass Rates** 🔑

SHSU has a pass rate of 76%, which ranks highly among other PGA Golf Management University Programs. The average PAT pass rates at other PGA Golf Management universities is 50%.

**Indicator** **Internship Experience** 🔑

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** **Internship Experience** 🔑

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.

**Finding** **Internships Evaluation** 🔑

SHSU is still maintaining 100% internship placement for students enrolled in the program. SHSU also continues the trend of 100% job placement upon graduation. For the summer of 2015, 54 students were placed on internship while 2 graduates found full-time employment. All internship placements were contacted over the summer months and will be evaluated by their supervisor at the conclusion of the experience. Student evaluations and host evaluations will be compared and documented in a meeting with SHSU staff at the conclusion of the internship.

**Indicator****Complete PGA Of America's Educational Program** 🔑

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

**Criterion****PGA Educational Program** 🔑

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

**Finding****PGA/PGM Educational Success Rate** 🔑

In the fall of 2014 and spring of 2015, SHSU averaged a 64% pass rate on PGA testing during the initial attempt. This is up from 57% in the previous year. The 100% success rate was eventually achieved when the remaining students completed retake testing and passed the Level 1,2, and 3 requirements. SHSU still has a goal of reaching a 70% first time pass rate on initial testing and is steadily improving toward this goal. In continuing efforts to improve, SHSU will look for ways to continue to improve classroom instruction of PGA learning outcomes.

**Action****Completion Of The PGA Golf Management Program** 🔑

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 for continued success. The PAT success rate and job placement rates continue to provide positive results. The program staff was not able to travel to as many internship sites as they would have liked because of a change in staff over the summer of 2015. The program staff will resume extensive internship visitations in the summer of 2016. Staff will also continue to enhance the classroom experience to continue to improve PGA educational testing pass rates.

**Objective (P)****Program Enrollment And Student Retention** 🔑

The goal of the PGA Golf Management program is to ultimately have 150 students at any one given time. The target enrollment for fall 2012 and beyond is 100 students.

**KPI  
Performance  
Indicator****Yearly Program Enrollment** 🔑

Total number of participants in the program.

**Result****Enrollment Results** 🔑

The enrollment at the beginning of the fall 2014 semester was 73 students.

**KPI  
Performance  
Indicator****Student Retention** 🔑

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 shown that students who choose to get out of the PGA Golf Management program tend to stay at SHSU.

**Result****Retention Result** 🔑

One year retention rates were 66% and two year retention rates were 75%.

**Action****Yearly Program Enrollment** 🔑

The SHSU PGA Golf Management Program is the only PGA accredited program in the state of Texas. Program recruiting consists of campus visits, mailers to all high school golf coaches in Texas, sponsorship agreements with the NTPGA and STPGA, and relationships with golf professionals in the area who can encourage their junior golfers into a career in golf. The program will also maintain a presence at junior golf events in Texas. While the golf industry is in decline, it is our continued goal to maintain 100 students in the program. Each year the program has a goal of 30 new entering students to help achieve this goal of 100 students.

**Previous Cycle's "Plan for Continuous Improvement"**

The continuous improvement of the SHSU PGA Golf Management program will continue in many ways. We will continue to build positive relationships with professionals throughout the state which will help with job/internship placement, as well as the recruiting of junior golfers into our program. Additionally, the sponsorship agreements created with the NTPGA and STPGA will allow us access to their junior golf database and the 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 conveying 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 and examining more closely the mental side of the game.

**Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.**

Positive relationships continue to be built with professionals around the state, which is evidenced by the 100% internship and job placements. The success of the Player Development program is evidenced by the very high 76% PAT pass rate. The success rate of 64% pass rate (up from 57% previous year) on initial PGA testing is also encouraging and displays continued enhancements in the classroom experience for students.

**Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.**

The continuous improvement of the SHSU PGA Golf Management program will continue in many ways. We will continue to build positive relationships with professionals throughout the state which will help with job/internship placement, as well as the recruiting of junior golfers into our program. Additionally, the sponsorship agreements created with the NTPGA and STPGA will allow us access to their junior golf database and the 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 conveying 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 and examining more closely the mental side of the game.

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