

UNIT REPORT

Professional Golf Management (PGM) Program

Assessment Plan Summary

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 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.

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's 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 2015 and spring of 2016, SHSU averaged a 73% pass rate on PGA testing during the initial attempt. This is up from 64% last year and 57% 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 had a goal of reaching 70% first time pass rate on initial testing. There was steady improvement until ultimately reaching this goal. To continue improvement, SHSU will look for ways to continue to improve classroom instruction of PGA learning outcomes.

RELATED ITEM LEVEL 3

Complete PGA of America's Educational Program

Action Description:

The SHSU PGA Golf Management program will continue to look for ways to enhance the classroom experience. New technology related to classroom instruction and other ideas to engage students will be examined to assist in creating a quality learning environment.

RELATED ITEM LEVEL 2

Internship Experience

Indicator Description:

PGA of America Standars 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 is continuing to maintain 100% internship placement for students enrolled in the PGA Golf Management program. SHSU also continues the trend of 100% job placement upon graduation. For the summer of 2016, 52 students were placed on internship while 11 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.

RELATED ITEM LEVEL 3

Internship Experience

Action Description:

SHSU PGA Golf Management students must complete 16 months of internship work at qualifying facilities. SHSU currently boasts 100% internship placement for all students. SHSU will continue to build relationships with golf courses across the USA to place students at quality 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 has a pass rate of 69%, which ranks highly among other PGA Golf Management University programs. The average PAT pass rate at other PGA Golf Management University programs is 50%.

RELATED ITEM LEVEL 3

Playing Ability Test

Action Description:

SHSU currently boasts a 69% PAT pass rate that is above the national average of 50%. SHSU will continue to try and find ways to increase that pass rate and contribute to the Player Development program. Ultimately, the program would like to hire a Player Development Director who would be solely charged with assisting students in their golf ability. Currently, the Player Development program is handled by a third-party PGA professional.

RELATED ITEM LEVEL 1

Program Enrollment And Student Retention

Performance Objective Description:

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.

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

Results Description:

The SHSU PGA Golf Management program boasts an 86% average 1-year retention rate and a 75% 2-year retention rate.

RELATED ITEM LEVEL 3

Student Retention

Action Description:

Student retention will continue to be a focus in the SHSU PGA Golf Management program. Retention is currently focused on through a mentor experience, the cohort progression of the program, quality classroom experiences, and finding internships that satisfy the career direction of the student. SHSU will continue to find ways to enhance the program experience and create relationships with students to increase student retention in the program.

RELATED ITEM LEVEL 2

Yearly Program Enrollment

KPI Description:

Total number of participants in the program.

Results Description:

The enrollment at the beginning of the fall 2015 semester was 74 students.

RELATED ITEM LEVEL 3

Yearly Program Enrollment

Action Description:

Increasing yearly program enrollment is a top priority for the program. Finding new and innovative ways to increase enrollment is a priority. Currently all high schools in the state of Texas are contacted, partnerships have been created with the NTPGA and STPGA junior golf programs, and potential students provided by the PGA of America are contacted. Recently the program has decided to use social media as an avenue for recruitment. Currently SHSU has presence on Facebook and Twitter and is using these vehicles regularly.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

Update of Progress to the Previous Cycle's PCI:

Positive relationships continue to build 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 a 69% pass rate. The success rate of PGA testing to over 70% initial pass rate has met a goal and displays continued enhancements in the classroom experience for students.

Plan for Continuous Improvement

Closing Summary:

The previous plan 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 in the program. The program director serves 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 the PGA testing pass rate. SHSU boasts a high PAT pass rate, but would like to enhance the Player Development program by attributing more resources. 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.