

Sport Management MS
Assessment Plan Summary

Sport Management MS

Basic Statistics Interpretation

Goal Description:

MS in Sport Management students will be able to interpret basic statistical findings.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Basic Statistics Interpretation

Learning Objective Description:

Sport Management students will demonstrate a comprehensive knowledge of descriptive statistics (i.e., descriptives), group differences (i.e., analysis of variance (ANOVA), prediction (i.e., simple and multiple regression), and nonparametic statistics (i.e., Chisquare).

RELATED ITEM LEVEL 2

Basic Statistics Interpretation

Indicator Description:

Assignments developed by program faculty will assess students’ ability to correctly interpret statistical findings that emerge from analysis conducted in SPSS. Students will be distributed a dataset and will be asked to execute different methods of analysis to address appropriate research questions. Students will then complete written assignments that address each particular type of analysis, which will then be evaluated by a rubric developed by program faculty.

Criterion Description:

Students must correctly complete each of the statistics assignments attached to this objective with 80 percent accuracy. There will be a total of four assignments that address descriptive statistics (i.e., descriptives), group differences (i.e., analysis of variance (ANOVA), prediction (i.e., simple and multiple regression), and nonparametic statistics (i.e., Chisquare). In each case, the expectation is that the student will achieve a minimum of 80 percent mastery on each assignment, not a cumulative 80 percent on the four assignments.

Findings Description:

The results from the 2016-2017 Academic Year indicated the following performance on the four assignments attached to this objective:

- Assignment #1 (Descriptives): 74.0% at 80 percent or higher
- Assignment #2 (Group Differences): 78.0% at 80 percent or higher
- Assignment #3 (Prediction): 93.0% at 80 percent or higher
- Assignment #4 (Nonparametrics): 80.0% at 80 percent or higher

RELATED ITEM LEVEL 3

Basic Statistics Interpretation

Action Description:

The target criterion was met on Assignments #3 (Prediction) and #4 (Nonparametric Statistics), while Assignments #1 (Descriptives) and #2 (Group Differences) were near the criterion. As indicated in the original criterion, 80 percent mastery on each of the four assignments is being targeted as opposed to a cumulative 80 percent. The criterion will be held in place for the coming assessment period (2017-2018) to evaluate whether the assignments are properly designed to meet the stated learning objectives. Additional data will be helpful for this evaluation process.

Cumulative Professional Development

Goal Description:

Sport Management students will be able to use their acquired knowledge, skills, and experience in a field experience setting.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Cumulative Professional Development

Learning Objective Description:

Sport Management students will demonstrate their comprehension and application of numerous course concepts through internships.

RELATED ITEM LEVEL 2

Cumulative Professional Development

Indicator Description:

Students will be able to demonstrate professional competency in an applied setting. Students will engage in a variety of assignments including monthly blogs, weekly internship logs, and a cumulative reflection paper in order to demonstrate summary professional

development. The cumulative portfolio is evaluated via a rubric established by program faculty. Students' cumulative performance will also be evaluated by their internship site supervisor via a rubric established by program faculty.

Criterion Description:

Students' final internship evaluation from the site supervisor must reach a minimum of an 85% rating. Additionally, the professional portfolio and all accompanying assignments presented by the student must also attain a minimum of an 85 percent rating.

Findings Description:

For the 2016-2017 assessment cycle, 85.71% of students scored an 85% or better on the site supervisor rating. Additionally, 100% of students scored an 85% or higher on the professional portfolio assignment.

RELATED ITEM LEVEL 3

Cumulative Professional Development

Action Description:

Since the M.S. in Sport Management is a relatively new assessment unit, it is recommended that the criterion remain at an 85 percent rating on both dimensions in order better develop student performance in their capstone experience. An eventual 100 percent rating in both dimensions is the ideal goal for this objective, but it may be difficult to attain given the nature of the indicator and the involvement of external raters (i.e., site supervisor ratings). Given that both criteria were just met, it is recommended that the 85 percent rating be maintained for the coming Academic Year. If the criteria is met in the 2017-2018 Academic Year, the criteria should be moved to 88% for future assessment periods.

Research Skills And Practices

Goal Description:

Sport Management students will be able to demonstrate appropriate research skills and practices.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Research Skills And Practices

Learning Objective Description:

Sport Management students will be able to format references in scholarly works in the correct APA format.

RELATED ITEM LEVEL 2

Research Skills And Practices

Indicator Description:

A rubric developed by the program faculty will be used to assess students' research skills regarding properly formatting references using APA. Students will be distributed a comprehensive list of references. Students must follow APA format when formatting these references. Students must use the Publication Manual of the American Psychological Association (6th ed.) for proper formatting. Students must organize these sources into a 'References' page similar to what you would see at the end of an article or research manuscript.

Criterion Description:

At least 80% of students who complete the Sport Management program will score 90% or better on the first attempt for the APA assignment.

Findings Description:

For the 2016-2017 assesement cycle, a total of 67% of students completed the first attempt on the APA formatting assignment with a score of 90% or better.

RELATED ITEM LEVEL 3

Research Skill and Practices

Action Description:

The 90% criterion was achieved by 67% of students in the 2016-2017 Academic Year, while 100% of students achieved the 80% criterion. Program faculty recommend maintaining the current criterion at this time since the M.S. in Sport Management is a relatively new assessment unit. Given that two-thirds of students achieved the 90% criterion (which is approaching the 80% rate that is recommended in the indicator's criterion), it is recommended that the criterion remain in place at this time. Establishing a baseline for performance will be helpful in evaluating any adjustments to said criterion.

Update to Previous Cycle's Plan for Continuous Improvement

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

New Plan for Continuous Improvement was not created in 2015-2016 because this is a new unit for 2016-2017.

Update of Progress to the Previous Cycle's PCI:

Since the MS in Sport Management is a new assessment unit, the data that was collected for the 2016-2017 reporting cycle is helpful in establishing baseline performance for each of these metrics. As a result, the implementation of these objectives and their subsequent assessments would be the main update from the last PCI (2015-2016). Given that the criteria will remain consistent for the next reporting cycle (2017-2018), it should be easier to determine if the measures are effective in evaluating learning objectives for Sport Management students. The addition of a Comprehensive Exams measure in 2017-2018 should further assist with evaluation of student performance, especially related to cumulative learning outcomes.

2017-18 Plan for Continuous Improvement

Closing Summary:

For assessment purposes, the M.S. in Sport Management was recently established as an independent assessment unit since the M.S. in Kinesiology and the M.S. in Sport Management were fully established as two separate degrees in Fall 2015 (M.S. in Sport Management) and Spring 2016 (M.S. in Kinesiology). As a result, the retention of current stated objectives and criterion is deemed necessary at this time. By retaining current objectives and standards, Sport Management program faculty will be able to establish a baseline of performance and determine whether the criteria should be adjusted to better meet student needs. Additionally, performance on the Comprehensive Exams are expected to be added as a new measure for 2017-2018. As the Comprehensive Exams are the key primary measure for cumulative student progress in the program, this measure will assist program faculty with determining the level of student success.

Program faculty will continue to evaluate the success of the program in meeting student needs. The program underwent a graduate programs review in May 2017 and the results were very positive. As noted in the response to that review, program faculty will be actively engaged in developing a more formalized alumni network, evaluate the utility of COSMA accreditation, and further expand and develop applied activities in the Dallas/Fort Worth and Austin/San Antonio markets. Program faculty are also investigating opportunities to partner with a sport organization for a capstone project in the Applied Research Methods course. We have also focused on enhancing the number of graduate assistant opportunities as a department (Kinesiology), and those opportunities will also be of direct benefit to Sport Management graduate students and recruiting for the program.