PUBLIC DISCLOSURE INFORMATION

The sport management degree programs at Wichita State University have received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:

- Bachelor of Arts in Sport Management
- Master of Education in Sport Management

In keeping with COSMA's policy of transparency and accountability, the following document lists the most recent statement and assessment of student learning outcomes and operational effectiveness goals. Additionally, the following document also includes a program profile, which details university and program-related information.

CONTACT

If you have any questions about the student learning outcomes, operational effectiveness goals, or program profile information, then please feel free to contact the department's chair and accreditation officer:

Mark Vermillion, PhD
Chair/Professor, Sport and Leadership Studies
Department of Sport Management
E: mark.vermillion@wichita.edu
P: 316-978-5444

B.A.-Sport Management Student Learning Outcomes Matrix - Academic Year 2023 – 2024

SLO 1 – Identify and describe foundational concepts relevant to effective professional practice in the sport management field, including knowledge of management, marketing, public relations, financial, psycho-social, and legal concepts.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	42	91.3%	Exceeds expectations
Measure 2 SMGT 446- Key concepts exam **(direct)**	Minimum of 80% at correct or better on exam	53	51	96.2%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	56-57	48-57	84.2%-100%	Meets expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	42, 40	42, 38	100%-95%	Exceeds expectations

SLO 2 – Apply ethical decision-making frameworks in relation to issues facing sport managers.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 475-Ethics writing assignment **(direct)**	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 2 SMGT 447-Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	42	91.3%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	57, 57	57, 56	100%, 98.2%,	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447-Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	41, 41	40, 40	97.5%, 97.5%	Exceeds expectations

SLO 3 – Demonstrate critical thinking skills related to effective decision-making in sport organizations.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 461- Risk management assignment **(direct)**	Minimum of 80% at mostly prepared or better	43	35	81.4%	Meets expectations

Measure	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 2 SMGT 447 – Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	41	89.1%	Meets expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	57, 57	56, 57	98.2%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	42, 42	42, 42	100%, 100%	Exceeds expectations

SLO 4- Demonstrate understanding of, and appreciation for, diversity in sport.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 444- Org. diversity reflection paper and presentation **(direct)**	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 2 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	40	86.9%	Meets expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	57, 57	56, 57	98.2%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025

Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447-Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	42, 40	42, 40	100%, 100%	Exceeds expectations

SLO 5- Model the oral, written, and interpersonal communication skills necessary for effective sport management practice.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 112-Instructor interview assignment **(direct)**	Minimum of 80% at mostly prepared or better	49	47	95.91	Exceeds expectations
Measure 2 SMGT 447-Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	44	95.6%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	57, 57, 57	56, 57, 57	98.2%, 100%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447-Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	41, 42	41, 40	100%, 95.2%	Exceeds expectations

SLO 6- Demonstrate skills pertaining to the use of technology in sport management.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 426- Social media project **(direct)**	Minimum of 80% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 2 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	45	97.8%	Exceeds expectations
Measure 3 Student exit survey **(indirect)**	Minimum of 80% at mostly prepared or better	57, 57, 57	52, 56, 57	91.2%, 98.2%, 100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 5 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 6 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared or better	40, 40	39, 39	97.5%, 97.5%	Exceeds expectations

SLO 7- Apply the knowledge and skills acquired in their sport management classes in a sport management setting.

Measures	Learning Outcome and Measurement Tool(s)	Student Observed	Meeting Expectation	Percentage of Students Meeting Expectation	Does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 447- Internship reflection report **(direct)**	Minimum of 80% at acceptable or better	46	44	95.6%	Exceeds expectations

Measure 2 SMGT 447- Resume **(direct)**	Minimum of 80% at acceptable or better	46	46	100%	Exceeds expectations
Measure 3 SMGT 447- Internship site supervisor evaluation **(indirect)**	Minimum of 90% receiving overall rating of agree or better	42	42		Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly valuable or better	NA	NA	NA	Not scheduled for reporting until AY 2025

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

Student Learning Outcomes Matrix Narrative:

*Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you "**close the loop**" by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:*

- *Address <u>ALL</u> SLOs – those that meet or exceed expectations and those that do not.*
- *Explain why you have measures with insufficient data.*
- *Describe how this outcomes-assessment data drives curricular and other decisions.*
- *Describe how have you improved/changed this year based on this data (close the loop).*

COVID-19 additional explanation requirements: Discuss what modifications you made to your O/A plan, instrument changes, changes in required hours, if/how you fell short in data collection, what was difficult to measure and include how this circumstance has impacted how you are moving forward with outcomes assessment data collection.

Undergraduate Narrative: The B.A.—Sport Management SLOs were met for this year's annual reporting. To address each SLO, we note points of pride identified within annual reporting. Specific talking points include strong marks for the following:

1) Applying sport management knowledge from classes to professional practice settings (SLO7);
2) An ability to engage with and utilize technology for industry and personal/career applications (SLO6);
3) Strong communication skills, including written, oral, and interpersonal communication skills (SLO5);
4) A strong appreciation and understanding of diversity within sport and our industry based upon all measures reported in this reporting cycle (SLO4);

5) Demonstrated critical thinking and problem-solving in a variety of ways as measured by perceptions of alumni, site supervisors, and interns (during self-reflection and integration assignments) (SLO3);
6) Identifying and applying ethical decision-making frameworks (SLO2);
7) Demonstrated a foundational understanding of most sport management content and concepts (SLO1)

In last year's report written, oral, and interpersonal communication skills for effective professional practice (SLO5)—while meeting benchmarks—were lower than in previous reporting cycles. Faculty addressed this SLO and increased engagement regarding students' communication skills, resulting in increased self-reported scores.

Faculty have reviewed student performances on all measures and will continue to emphasize learning outcomes and measures in accordance with changes in industry best-practices and academic content. Data driven decision-making is key to our outcomes-assessment plan. Specific measures are evaluated, as well, annually to see if they are appropriate measures for each learning objective.

Note on enrollment: Prior to the COVID-19 pandemic (and subsequent closing of jobs or internship opportunities within the local/regional industry), our undergraduate program had nearly 225 students, which was a record enrollment for WSU. There have been signs of steady growth with Fall 2023 enrollment being nearly 170 and fall 2024 enrollment projections looking equally positive. Undergraduate sport management admissions are near pre-pandemic levels, and we have hosted a record number of campus visits from interested students resulting in cautious optimism moving forward. Faculty are continuing efforts to further engage fall 2024 admits, including transfer students, in the hope of yielding those students from admits to on-campus and enrolled undergraduate sport management students.

M.Ed.-Sport Management Student Learning Outcomes Matrix - Academic Year 2023 – 2024

SLO 1 – Demonstrate foundational concepts relevant to effective professional practice in the sport management field, including knowledge of management, marketing, public relations, psycho-social, and legal concepts.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Comprehensive exam **(direct)**	Minimum of 95% at acceptable or better	21	19	90.5%	Does not meet expectations
Measure 2 SMGT 847-Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	18	85.7%	Meets expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847-Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	21	20	95.2%	Exceeds expectations

SLO 2 – Evaluate and effectively apply ethical decision-making frameworks in relation to issues facing sport managers

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 812- Ethical dilemma assignment **(direct)**	Minimum of 90% at mostly prepared or better	17	13	76.5%	Does not meet expectations
Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	21	100%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	21	21	100%	Exceeds expectations

SLO 3 – Display critical thinking skills related to effective managerial decision-making in sport organizations.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 801- Organizational evaluation assignment **(direct)**	Minimum of 90% at mostly prepared or better	13	12	92.3%	Meets expectations

Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	21	100%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	21	20	95.2%	Exceeds expectations

SLO 4- Examine and model effective research skills in sport management-related settings.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.**
Measure 1 SMGT 800- Research report **(direct)**	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 2 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	21	100%	Exceeds expectations
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	21	21	100%	Exceeds expectations

SLO 5- Critically evaluate diversity and its impact on managerial decision-making in sport.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	20	95.2%	Exceeds expectations
Measure 2 SMGT 810- Diversity paper **(direct)**	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847- Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	21	21	100%	Exceeds expectations

SLO 6- Develop advanced oral, written, and interpersonal communication skills necessary for effective sport management practice.

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 847- Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	21	100%	Exceeds expectations

Measure 2 SMGT 803-Marketing plan **(direct)**	Minimum of 90% at acceptable or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 3 Alumni survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2025
Measure 4 Employer survey **(indirect)**	Minimum of 80% at mostly prepared or better	NA	NA	NA	Not scheduled for reporting until AY 2026
Measure 5 SMGT 847-Internship site supervisor evaluation **(indirect)**	Minimum of 80% at mostly prepared, or better, or agree.	21	20	95.2%	Exceeds expectations

SLO 7- Model the knowledge and skills acquired in their sport management classes in a sport management setting

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: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SMGT 847-Internship reflection/ integration paper **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	21	100%	Exceeds expectations
Measure 2 SMGT 847- Resume **(direct)**	Minimum of 90% at acceptable or better on each section of the report	21	21	100%	Exceeds expectations
Measure 5 SMGT 847-Internship site supervisor evaluation **(indirect)**	Minimum of 95% agree on performance evaluation items	21	21	100%	Exceeds expectations
Measure 4 Alumni survey **(indirect)**	Minimum of 80% at mostly valuable or better	NA	NA	NA	Not scheduled for reporting until AY 2025

Student Learning Outcomes Matrix Narrative:

*Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you "**close the loop**" by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:*

- *Address <u>ALL</u> SLOs – those that meet or exceed expectations and those that do not.*
- *Explain why you have measures with insufficient data.*
- *Describe how this outcomes assessment data drives curricular and other decisions.*
- *Describe how have you improved/changed this year based on this data (close the loop).*

COVID-19 additional explanation requirements: Discuss what modifications you made to your O/A plan, instrument changes, changes in required hours, if/how you fell short in data collection, what was difficult to measure and include how this circumstance has impacted how you are moving forward with outcomes assessment data collection.

Graduate Narrative: The M.Ed.—Sport Management SLOs were not universally met for this year's annual reporting. Specifically, SLO1 and SLO2 had measures "not meeting" benchmarks and expectations, resulting in the M.Ed.--Sport Management program meeting 71.4% (5/7) of SLOs during this reporting cycle. While two SLOs received "does not meet expectations" performance on the remaining SLOs was strong. To address each SLO, we note particular points of pride and talking points, which include strong marks for the following:

1) Applying and modeling sport management knowledge from the classroom to professional settings (SLO7);
2) Robust written, oral, and interpersonal communication skills for effective professional practice (SLO6);
3) Being able to critically evaluate diversity and its impact on decision-making within organizational settings (SLO5);
4) Appropriate research skills (and an understanding of applied research) as they pertain to professional practice within the industry (SLO4);
5) Appropriate critical thinking and problem-solving skills in a variety of ways as measured by perceptions of alumni, site supervisors, and interns (during self-reflection and integration assignments) (SLO3);

As noted earlier, there were multiple SLOs that failed to meet, or exceed, expectations. Specifically, SLO1, measure 1 is the comprehensive final exam students take in the semester of their graduation. The benchmark of 95% of students scoring 'acceptable' or better on the exam (requiring less than a total of three remediation assignments) was not met. In AY2024, 19 of the 21 students (90.5%) taking the exam scored 'acceptable' or better, short of the 95% benchmark. While the benchmark was not met, the exam scores were on average two points higher than AY2023 when the exam was moved away from its all-essay format. Also, each COSMA competency area tested averaged an acceptable score or better for the first time since moving away from the all-essay format. Faculty continue to monitor this assessment and the impact of curricular changes in AY2025.

Additionally, SLO2, measure 1, failed to meet the benchmark standard of 90%. The ethical dilemma assignment in SMGT 812 scored significantly lower (76.5%) than the previous assessment in AY 2021 (90.2%). Since AY 2021, the course has moved to an 8-week fully-online, asynchronous format, and several students failed to meet the established assignment deadline resulting in significant point deductions or failed to turn in an assignment at all resulting in a '0'. It should be noted that one of the students who received a '0' on the assessment is not a student in our program but took the course as a business elective.

Faculty have reviewed student performances on these measures and will continue to emphasize these learning outcomes and measures in accordance with changes in industry best-practices and academic content. Data driven decision-making is key to our outcomes-assessment plan. Specific measures are evaluated annually to see if they are appropriate measures for each learning objective.

Note on enrollment: Prior to the COVID-19 pandemic (and subsequent closing of jobs or internship opportunities), our graduate program averaged 50-60 students. Both Fall and Spring 2023 enrollment was 33. Seeing a "plateau" effect and after consultation with our current graduate program students, the decision was made to move the program to a fully online program to broaden our reach. That is, the in-person nature of the program limited potential students to being residential students. Due to a lack of resources, though, two programs—one online and one in-person—could not be simultaneously executed.

Faculty are continuing efforts to recruit and engage Fall 2024 admits in the hope of yielding those students from admits to enrolled sport management graduate students. Specifically, faculty have identified specific strategies and tactics formalized in our student success and persistence plan (required by our college and university) to better engage future, potential graduate students.

B.A.-Sport Management Program-Level Operational Effectiveness Goals Matrix-Academic Year 2023-24

OEG 1 – Recruit and/or retain diverse, quality administrators, faculty, and staff.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 University exit survey: quality instruction question	Minimum of 80% at "satisfied or higher."	Satisfied or higher: Q11=95.6% (mean= 4.64; median=5.00)	Exceeds expectations
Measure 2 Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities (5/5, 100%) evaluated as meeting or exceeding expectations during annual review	Meets expectations
Measure 3 University exit survey: advising	Minimum of 80% at "satisfied or higher."	Satisfied or higher: Q20=84.4% (mean= 4.53; median=5.00)	Meets expectations
Measure 4 Student Exit survey	Minimum of 80% at "satisfied or higher."	All content areas (12/12; 100%) reported over 80% of respondents being "mostly prepared" or better (ranging from 84.2%-100%; 48/57-57/57)	Meets expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	NA	Not scheduled for reporting until AY 2025
Measure 6 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Meets expectations
Measure 7 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved June 11, 2024	Meets expectations

OEG 2 – Recruit and retain diverse, quality students to meet local and global demands for our graduates.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SCH data	Comparison of department SCH with other university data and historical department data	Per data from the Office of Planning and Analysis (OPA) here at WSU, SCH program for our undergraduate program was as follows: Fall 23: 2,235 SCH; Spring 24: 2,178; and Summer 23: 271 SCH for a total of 4,684 SCH. Report approved June 11, 2024	Meets expectations
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 42 degrees conferred, which is a decrease in the number of conferrals from the previous years. Report approved June 11, 2024.	Meets expectations
Measure 3 Departmental diversity self-study	Accepted by CAS Dean's Office and/or Diversity Committee	Submitted to CAS Dean's Office and chair of CAS Diversity Committee on May 20, 2024.	Meets expectations
Measure 4 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2026
Measure 5 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Meets expectations
Measure 6 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved June 11, 2024.	Meets expectations

OEG 3 – Achieve professional recognition for programs

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 KBOR approval	Approved status	Program self-studies were completed and submitted. Currently under review by university, which will be concluded in early 2025.	Meets expectations

Measure 2 COSMA accreditation	Accredited status	B.A.—Sport Management and M.Ed.—Sport Management received reaffirmation of accreditation through 2027	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved June 11, 2024.	Meets expectations

OEG 4 – Ensure a technology rich culture in which administrators, students, faculty, and staff work together to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	**Identify the Benchmark**	**Data Summary**	**Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.**
Measure 1 Student exit survey: variety of technologies	Minimum of 80% of all responses on technology questions being "mostly prepared" or better	57/57 (100%) reported "mostly prepared" or better	Exceeds expectations
Measure 2 Student exit survey: bus/promo tech questions	Minimum of 80% of all responses being mostly prepared or better	All related responses meet criterion (91.2%, 98.2%) (52/57, 56/57).	Exceeds expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved June 11, 2024	Meets expectations
Measure 4 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Meets expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved June 11, 2024	Meets expectations

OEG 5 – Develop and maintain collaborative relationships, local and globally, that enrich the department's mission.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Faculty/staff partnership summary	Review of key partnerships established/maintained through the year	Report approved June 11, 2024.	Meets expectations
Measure 2 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress towards objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved June 11, 2024.	Meets expectations

Required Narrative*: Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.*

Undergraduate Program Narrative: The B.A.—Sport Management degree program met or exceeded most expectations regarding OEG measurements during this reporting cycle. Points of pride include extremely high marks on quality of advising, instruction, and overall program satisfaction. In addition to percentages being in the 90-95% range, mean and median reports were very strong on the 1 (lowest) to 5 (highest) scale. Additionally, based upon meeting or exceeding expectations, the undergraduate program performed well regarding collaborative relationships (OEG5), technology rich culture (OEG4), and maintaining professional recognition (OEG3).

OEG 2, measure 1 is about evaluating and comparing SCH production. This OEG measure was "met" because we compared and evaluated the metrics, but faculty discussed the decrease in SCH production from pre-pandemic levels. While COVID-19 was impactful, faculty are still closely monitoring SCH production along with major headcounts and degree conferrals ensuring a healthy and robust undergraduate program. As mentioned before, cautious optimism centers on an increase in fall 2023 admits with a record number of campus visitors this past year. Since most admits are out-of-state students, yielding them to on-campus and enrolled students will be key.

Our overall assessment of the productivity in meeting or exceeding all OEGs for the B.A.—Sport Management program highlights the points of pride. That is, our success in this reporting cycle appears to be connected to faculty's investment in student-centric classes, experiences, and support, which impacts students' perceptions of the program. Faculty will continue to aggressively monitor SCH production, major headcounts, and degree conferrals in hopes to yield fall 2024 admits into the fall 2024 semester.

M.Ed.-Sport Management Program-Level Operational Effectiveness Goals Matrix- Academic Year 2023-24

OEG 1 – Recruit and/or retain diverse, high-quality administrators, faculty, and staff

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 University exit survey: quality instruction question	Minimum of 80% at "satisfied or higher." All other data to be considered.	Satisfied or higher: Q11=82.4% (mean= 4.24; median=5.00; n=17)	Meets expectations
Measure 2 Faculty scholarship record	Evidence of achievement based on department scholarship policies.	All faculty members with research responsibilities (5/5; 100%) evaluated as meeting or exceeding expectations during annual review	Meets expectations
Measure 3 University exit survey: advising questions	Minimum of 80% at "satisfied or higher." All other data to be considered.	Satisfied or higher: Q21=94.1% (mean= 4.76; median=5.00; n=17)	Exceeds expectations
Measure 4 University exit survey: program satisfaction	Minimum of 80% at "satisfied or higher." All other data to be considered.	Satisfied or higher: Q4= 94.1% (mean= 4.41; median=5.00; n=17)	Exceeds expectations
Measure 5 Alumni survey	Average program satisfaction score of 8 or better. All other data to be considered.	NA	Not scheduled for reporting until AY 2025
Measure 6 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Exceeds expectations
Measure 7 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed in May 2023. Report approved June 11, 2024.	Meets expectations

OEG 2 – Recruit and retain diverse, quality students to meet local and global demands for our graduates.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 SCH data	Comparison of department SCH with other university data and historical department data	Per data from the Office of Planning and Analysis (OPA) here at WSU, SCH generation for our graduate program was as follows: Fall 23: 247 SCH; Spring 24: 227; and Summer 23: 37 SCH for a total of 511 SCH. (decrease in 162 SCHs) Report approved on June 11, 2024.	*Does not meet expectations
Measure 2 Graduation and retention rates	Comparison of department rates with other university data and historical department data	Data showed 17 degrees conferred, which was a decrease of 10.5%. Last year there was a 48.6% decrease from 2022. Report approved on June 11, 2024.	*Does not meet expectations
Measure 3 Departmental diversity self-study	Accepted by CAS Dean's Office and/or Diversity Committee	Submitted to CAS Dean's Office and chair of CAS Diversity Committee on May 20, 2024.	Meets expectations
Measure 4 Employer survey	Average overall rating of graduates of 8 or better. All other data to be considered	NA	Not scheduled for reporting until AY 2026
Measure 5 Advisory council	Annual vote of "satisfied"	Unanimous vote of 'highly satisfied' *n*=8 (May 3, 2043)	Exceeds expectations
Measure 6 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved on June 11, 2024.	Meets expectations

OEG 3 – Achieve professional recognition for programs

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 KBOR approval	Approved status	Program self-studies were completed and submitted. Approved through 2025	Meets expectations
Measure 2 COSMA accreditation	Accredited status	B.A.—Sport Management and M.Ed.—Sport Management degree program received reaffirmation of accreditation through 2027	Meets expectations
Measure 3 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed.

Report approved June 11, 2024. | Meets expectations |

OEG 4 – Strengthen the graduate program to support the University's research and grants/contracts mission components

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Faculty professional development report	Review data based on Faculty Activity Records	Report approved June 11, 2024.	Meets expectations
Measure 2 Faculty grant writing report	Review data based on Faculty Activity Records	Report approved June 11, 2024.	Meets expectations
Measure 3 Advisory council	Annual vote of "satisfied"	Unanimous vote of 'highly satisfied' n=8 (May 3, 2024)	Exceeds expectations
Measure 4 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed.

Report approved June 11, 2024. | Meets expectations |

OEG 5 – Ensure a technology rich culture in which administrators, students, faculty, and staff work together to (a) pursue innovation and excellence, (b) promote intellectual exploration, and (c) enhance learning

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Comprehensive exam: technology section	Minimum of 90% at "acceptable" or better based on rubric for technology section of comprehensive exam.	20/21 (95.2%) "acceptable" or better on related section of the comprehensive exam.	Exceeds expectations
Measure 2 University Exit survey: technology question	Minimum of 80% of all responses being 4 or 5 based on 5-point scale for question 27e. All other data considered	85.7% responded satisfied or higher, mean=4.36 (median=4.50; n=14).[1] ([1]NOTE: Q27e measures satisfaction with technology here at WSU and cannot be interpreted as solely a program responsibility)	Meets expectations
Measure 3 Faculty/staff technology updates	Review of hardware/software updates within the department	Report approved June 11, 2024.	Meets expectations
Measure 4 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Exceeds expectations
Measure 5 Annual faculty/staff review of strategic plan	Progress toward objectives defined in plan	The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed. Report approved June 11, 2024.	Meets expectations

OEG 6 – Develop and maintain collaborative relationships, local and globally, that enrich the department's mission.

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: does not meet expectation, meets expectation, exceeds expectation, or insufficient Data.
Measure 1 Faculty/staff partnership summary	Faculty/staff partnership summary	Report approved June 11, 2024.	Meets expectations
Measure 2 Advisory council	Annual vote of "satisfied"	Approved/satisfied vote (May 3, 2024)	Exceeds expectations

| Measure 3 Annual faculty/staff review of strategic plan | Progress toward objectives defined in plan | The Department's Strategic Planning Initiatives (SPIs) were developed, entered into the university system, and completed.

Report approved June 11, 2024. | Meets expectations |
|---|---|---|---|

Required Narrative: *Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.*

Graduate Program Narrative: The M.Ed.—Sport Management degree program met or exceeded most expectations regarding OEG measurements during this reporting cycle. One point of pride includes extremely high marks on quality of advising (94.1% were satisfied or higher) and overall program satisfaction (94.1% were satisfied or higher). In addition to the highest percentage the mean and median reports were very strong on the 1 (lowest) to 5 (highest) scale. Additionally, based upon meeting or exceeding expectations, the graduate program performed well regarding collaborative relationships (OEG6), technology rich culture (OEG5), research alignment with the graduate school's purpose statement (OEG4), and maintaining professional recognition (OEG3).

OEG 2, measure 1 is about recruitment and retention of students by evaluating and comparing SCH production and degree conferrals. Specifically, OEG 2, measure 1 highlighted decreased SCH production, while OEG 2, measure 2 highlighted the continued decrease in graduation rates (i.e., degree conferrals). As previously discussed, the change in program delivery is an important strategy for combatting these low rates/numbers. Faculty continue to monitor any university initiatives and refocus on recruiting and yielding students into the graduate program.

Our overall assessment of the productivity in meeting or exceeding most OEGs for the M.Ed.—Sport Management program highlights the aforementioned point of pride. That is, our success in this reporting cycle appears to be connected to faculty's investment in student-centric classes, experiences, and support, which impacts students' perceptions of the program. Faculty will continue to aggressively monitor SCH production, major headcounts, and degree conferrals, which are part of our institution's student success and persistence plan.

Based upon the previously discussed SLOs and OEGs, both the B.A.—Sport Management and M.Ed.—Sport Management degree programs, the following Action Plan is developed to guide departmental faculty and staff moving forward into and through 2022-23.

AY 25 Action Plan Items

BA-SLOs

- Maintain focus on sport management-specific content, such as knowledge relating to budgeting processes and applications, financial management, and an understanding of business/economic analytics throughout program. While results from employer surveys showed improvement from previous years, these areas consistently receive lower approval scores than other content areas. We will continue to focus attention on these concepts within the appropriate courses; and, include more creative and concerted efforts to engage students on these topics so that their content retention and preparedness is higher.

- Continue supporting WSU's strategic enrollment management plan (SEM). The SEM focuses on growing enrollment, headcount/majors, and student credit hour production (SCH).

- Continue to develop and implement recruitment and retention strategies aimed at diversifying B.A. program.

MEd- SLOs

- Immediate focus upon supporting WSU's strategic enrollment management plan (SEM). The SEM focuses on growing enrollment, headcount/majors, and student credit hour production (SCH). It is crucial to increase HC and SCH production.

- Develop recruitment and retention strategies aimed at diversifying M.Ed. program.

BA-OEGs

- Focus on continuing to grow UG program, especially regarding student populations that self-report being female and/or a university-designated URM.

- Focus on growing minor in SMGT, Esports Management and Diversity in Sport Studies.

- Maintain connections between OEGs and departmental Strategic Planning Initiatives for University-wide strategic plan by developing a comprehensive strategic plan.

MEd-OEGs

- Focus on growing graduate program enrollment; examine unique ways to engage students for both recruitment and retention purposes.

- Focus on growing GR program, especially regarding student populations that self-report being female and/or a university-designated URM.

- Ensure stronger connections between OEGs and college Strategic Planning Initiatives.

PROGRAM INFORMATION PROFILE

This profile offers information about the program in the context of its mission, basic purpose and key features.

Name of Institution   **Wichita State University**

Program/Specialized Accreditor(s):   **Commission on Sport Management Accreditation**

Institutional Accreditor: **Higher Learning Commission**

Date of Next Comprehensive Program

Accreditation Review: **2027**

Date of Next Comprehensive Institutional

Accreditation Review: **2026-2027**

URL where accreditation status is stated: **Link provided** here**.**

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: **AY 2023**
   # of Graduates: **42**
   Graduation Rate: **NA**

2. Average Time to Degree:
   4-Year Degree: **4 years**
   5-year Degree: **NA**

3. Annual Transfer Activity (into Program):
   Year: **AY 2023**
   # of Transfers: **27.5% (46/167) of AY 2023 majors have transfer hours**
   Transfer Rate: **Unknown**

4. Graduates Entering Graduate School:
   Year: **AY 2023**
   # of Graduates: **42**
   # Entering Graduate School: **6.7% reported acceptance to graduate school when applying for graduation, which is one to two semesters before they officially graduate.**

5. Job Placement (if appropriate):
   Year: **AY 2023**
   # of Graduates: **42**
   # Employed: **71.1% reported current employment and 8.9% reported accepting a full-time job, when applying for graduation, which is one-to-two semesters before they officially graduate.**