

## End of Year Assessment Report for Programs

Program: Sport Management

Semester/year: Spring 2020

Contact Person: Doug Faulkner

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### Program Mission Statement

*The Sport Management program strives to help undergraduate students recognize critical issues in sport, communicate effectively, integrate faith, and optimize experiential learning.*

### Program Objectives

At the close of their degree, students should be able to:

1. *Integrate Christian thought into the field of sport management. (SLO 6)*
2. *Demonstrate effective interpersonal and mass communication for the purpose of effective leadership as a sport management professional. (SLO 4)*
3. *Apply theory and knowledge through experiential learning in the field of Sport Management. (SLO 2)*
4. *Recognize critical issues in the field of sport management and produce potential solution. (SLO 1)*

### Assessment Methods and Benchmarks – SPRING SEMESTER

For each program objective, choose one “best representative” assignment at the Introductory, Developmental, and Mastery levels. You will have a total of three assignments/measurements per program objective. Put this information in a chart. Refer back to your Program Learning Objective Alignment Chart to determine best representative assignments and benchmarks. In any given semester, you may not have assignments at all three levels for every program objective; simply report all that you can.

Program Objective	Introducing	Developing	Mastering
1. Integrate Christian thought	<i>Not taught this semester</i>	SMGT 315 Sport Law: Habitude Response Paper	<i>Not taught this semester</i>
		Benchmark: >=70%	
		Evidence: 72%	
2. Demonstrate communication	<i>Not taught this semester</i>	SMGT 315 Sport Law: Case Study	SMGT 315 Sport Law: Group Project
		Benchmark: >=70%	Benchmark: >=70%
		Evidence: 96%	Evidence: 100%

## **Analysis of Assessment Findings – SPRING SEMESTER**

We met all of our benchmark goals of 70% and above for all of our Program Objectives in the 5 courses designated for evaluation. The 96% benchmark in Sport Law continues to confirm out interactive debate presentation assignment for this class. The 72% benchmark for Sport Law integration of faith leads us to reconsider our integration of faith resources for Sport Law and for all of our courses. In general, we have used a resource entitled “Habitudes” by Tim Elmore. We are finding that students come to college with very limited foundational biblical knowledge. Therefore, we need to continue to assess how we deliver on the faith integration objective and what resources will be effective for students with limited biblical perspective.

We found very good on campus adjuncts in Katie Nehf and Andy Rincker. Both are academically qualified and connect well with our students. In addition, both Andy and Katie did an excellent job this semester adjusting to the COVID crisis. They stayed in consistent contact with the students through the use of video and ZOOM. The biggest weakness for our program is that we were not able to hire a fulltime person in a major with 70 students. The biggest issues revolve around advising and working with an elevated population of under privileged students. These students require more hands-on attention in order to retain. We currently don't have the full-time professors to meet this need well. The biggest weakness of this semester was transitioning mid-semester to the COVID crisis.

Specifically, for this semester, we've made small adjustments in the group debates in Sport Law. You will notice that the case studies presentations had a 96% benchmark this Spring. Overall this has become an effective interactive method of learning Sport Law principles.

This was the first semester Andy Rincker taught a Sport Management core course. He integrated guest speakers into the course that enabled our students to think about relevant and current issues with people in the field.

## **Sharing and Discussion of Assessment Findings – SPRING SEMESTER**

Katie Nehf, Andy Rincker, Brady Bruhn, and myself met for 2 hours on May 14<sup>th</sup>, from 1pm – 2:30pm We discussed areas of strength and areas of improvement. The areas of strengths and improvements have been written in our End of Semester report and in the section above.

## **Use of Assessment Findings for Program Improvement (Action Plan) – SPRING SEMESTER**

In the end of the semester/year in ZOOM, a few key items were discussed to consider for course and program review. In SMGT330 Finance and Fundraising, we discussed using video (podcast, the athletic daily phone app, Sports Illustrated, etc.) in D2L. The overall issue at stake is that students are no longer purchasing or reading textbooks. Therefore, we need to continue to dialogue and think critically about how to increase student engagement on sport management topics in our courses. In SMGT 315 Sport Law, we discussed bringing in more guest speakers to help us with faith integration in the field of law. The Habitude book that we've used for faith integration in Sport Law needs to be reevaluated as we consider text(s) for the courses in the future.

Sport Law is a 3-hour Monday night class. There are pros and cons to this timeframe. It has enabled us to bring in guest lecturers, such as Brady Bruhn (St. Louis Cardinals). However, the students seem to have a difficult time persisting and maintaining engagement for 3 hours at a time.

While we met the benchmark for faith integration program objective for Sport Law, it is a goal to reexamine the text we are using to increase the benchmark percentage for this particular objective in Sport Law.

### **Full Year Reflection – FALL/INTERTERM/SPRING TERMS**

We have good adjuncts in SMGT program. We are in need of a full professor, mostly to help with advising and underprepared students. More time is required with a hands-on approach to improve the skill sets of these underprepared students.

Courses are currently being reviewed to assess improvements in our faith integration objective.

In SMGT 101 Introduction to Sport Management we are contemplating options on how to improve discussion of Briner’s book. “Leadership Lessons of Jesus”.

We are reconsidering the Habitude book in SMGT 330 Sport Law.

We anticipate increasing guest speakers who can talk about the integration of faith as a current professional in the field living out their faith.

In addition, we discussed how to improve the debate format for Sport Law. It is our intent to consider a spontaneous requirement for any student in the group. The student would be expected to be able to respond to any staple of the requirement presentation on the spot. The hope is that this would force engagement from the students who are relying on a few key leaders.

### **Supporting Documents**

SMGT 315 and SMGT 330 FCARS and our ZOOM assessment meeting are uploaded to Dropbox.