Program Outcomes Assessment

MA/MS in Recreation

Created on: 03/02/2010 08:26:00 AM CST
Last Modified: 09/01/2015 09:46:08 PM CST
# Table of Contents

## General Information

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standing Requirements</td>
<td>1</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>2</td>
</tr>
<tr>
<td>Outcomes Library</td>
<td>2</td>
</tr>
<tr>
<td>Curriculum Map</td>
<td>4</td>
</tr>
<tr>
<td>Communication of Outcomes</td>
<td>4</td>
</tr>
</tbody>
</table>

## Archive

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archive</td>
<td>5</td>
</tr>
</tbody>
</table>

## 2010-2011 Assessment Cycle

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Plan</td>
<td>6</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>7</td>
</tr>
</tbody>
</table>

## 2011-2012 Assessment Cycle

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Plan</td>
<td>10</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>11</td>
</tr>
<tr>
<td>Action Plan</td>
<td>15</td>
</tr>
<tr>
<td>Status Report</td>
<td>20</td>
</tr>
</tbody>
</table>

## 2012-2013 Assessment Cycle

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Plan</td>
<td>27</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>30</td>
</tr>
<tr>
<td>Action Plan</td>
<td>35</td>
</tr>
<tr>
<td>Status Report</td>
<td>35</td>
</tr>
</tbody>
</table>

## 2013-2014 Assessment Cycle

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Plan</td>
<td>38</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>41</td>
</tr>
<tr>
<td>Action Plan</td>
<td>46</td>
</tr>
<tr>
<td>Status Report</td>
<td>48</td>
</tr>
</tbody>
</table>

## 2014-2015 Assessment Cycle

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Plan</td>
<td>52</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>55</td>
</tr>
<tr>
<td>Section</td>
<td>Page</td>
</tr>
<tr>
<td>--------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Action Plan</td>
<td>60</td>
</tr>
<tr>
<td>Status Report</td>
<td>60</td>
</tr>
<tr>
<td><strong>2015-2016 Assessment Cycle</strong></td>
<td>61</td>
</tr>
<tr>
<td>Assessment Plan</td>
<td>61</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>64</td>
</tr>
<tr>
<td>Action Plan</td>
<td>68</td>
</tr>
<tr>
<td>Status Report</td>
<td>68</td>
</tr>
<tr>
<td><strong>2016-2017 Assessment Cycle</strong></td>
<td>69</td>
</tr>
<tr>
<td>Assessment Plan</td>
<td>69</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>69</td>
</tr>
<tr>
<td><strong>2017-2018 Assessment Cycle</strong></td>
<td>70</td>
</tr>
<tr>
<td>Assessment Plan</td>
<td>70</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>70</td>
</tr>
<tr>
<td><strong>2018-2019 Assessment Cycle</strong></td>
<td>71</td>
</tr>
<tr>
<td>Assessment Plan</td>
<td>71</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>71</td>
</tr>
<tr>
<td><strong>2019-2020 Assessment Cycle</strong></td>
<td>72</td>
</tr>
<tr>
<td>Assessment Plan</td>
<td>72</td>
</tr>
<tr>
<td>Assessment Findings</td>
<td>72</td>
</tr>
<tr>
<td><strong>Appendix</strong></td>
<td>73</td>
</tr>
</tbody>
</table>
General Information (Program Outcomes Assessment)
# Standing Requirements

## Mission Statement

The Department of Recreation and Sport Management provides an exceptional undergraduate and graduate education with an emphasis on community engagement and public service; integrating teaching, research, and creative activity in an engaging, challenging, and supportive learning environment to prepare productive recreation and sport management professionals.

## Outcomes Library

### MA/MS in Recreation & Sport Management Outcome Set

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Mapping</strong></td>
</tr>
<tr>
<td>Knowledge Test</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of assessment concepts.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facility Planning &amp; Design</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Mapping</strong></td>
</tr>
<tr>
<td>Facility Design Project</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Student complete a needs analysis for a sport facility.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administrative Theory &amp; Management Practice</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Mapping</strong></td>
</tr>
<tr>
<td>Sport Development Plan</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Student will complete a sport development plan for a fictional small women's college.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Finance</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Mapping</strong></td>
</tr>
<tr>
<td>Business Plan</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Student complete a business plan for fictional sport organization.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Legal Aspects &amp; Risk Management</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Mapping</strong></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management Plan</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Working in committee, students complete a risk analysis of high school athletic facilities.</td>
<td></td>
</tr>
</tbody>
</table>

**Marketing**

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Plan</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice</td>
<td></td>
</tr>
</tbody>
</table>

**Communications & Media Relations**

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Guide</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.</td>
<td></td>
</tr>
</tbody>
</table>

**Leadership**

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philosophy Statement</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students articulate a statement of leadership philosophy in the sport setting.</td>
<td></td>
</tr>
</tbody>
</table>

**Ethics**

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philosophy Statement</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students articulate a statement of personal and professional responsibility in the sport setting.</td>
<td></td>
</tr>
</tbody>
</table>

**Governance**

Demonstrate understanding of policy analysis and the implications for sport governance.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis Paper</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of governance concepts.</td>
<td></td>
</tr>
</tbody>
</table>

**Professional Communication (GRADUATE SCHOOL)**

Students demonstrate professional communication proficiencies.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students deliver a professional level presentation on a topic related to the discipline.</td>
<td></td>
</tr>
</tbody>
</table>
Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship</td>
<td>No Mapping</td>
</tr>
</tbody>
</table>

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

Curriculum Map

Active Curriculum Maps

Graduate SPM Program Curriculum Map (See appendix)
Alignment Set: MA/MS in Recreation & Sport Management Outcome Set
Created: 04/30/2011 12:26:23 pm CST
Last Modified: 01/25/2012 9:39:51 am CST

Communication of Outcomes

Global program outcomes are provided to students in the following ways:

1. Listed on course syllabus & incorporate into introductory .ppt (where appropriate)
2. Posted on course blackboard site
3. Posted on department's webpage
4. Discuss connection between global outcome, course competence, and assignment in the assignment description
Archive (This area is to be used for archiving pre-TaskStream assessment data and for current documents.)

<table>
<thead>
<tr>
<th>Archive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File Attachments:</strong></td>
</tr>
</tbody>
</table>
| 1. **Recreational Sports Management** (See appendix)  
  Recreational Sports Management Assessment Plan |
| 2. **Recreational Sports Management** (See appendix)  
  Recreational Sports Management Assessment Strategy |
2010-2011 Assessment Cycle

Assessment Plan

Outcomes and Measures

MA/MS in Recreation & Sport Management Outcome Set

Assessment
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Knowledge Test
Students complete a series of items to demonstrate knowledge and application of assessment concepts.

Measure: Final Exam
Direct - Exam

Details/Description: Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

Target: Aggregated class mean score of 75% or higher on exam.

Implementation Plan (timeline): Each fall term
Responsible Individual(s): Instructor of record (Bodey)
Supporting Attachments:
- RCSM 604 Final Exam (F10).pdf (Adobe Acrobat Document) (See appendix)

Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project
Student complete a needs analysis for a sport facility.

Measure: Facility Design Project
Direct - Student Artifact

Details/Description: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

Target: Aggregated class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each summer term
Responsible Individual(s): Instructor of record (Sawyer)
Supporting Attachments:
- 620.Assignment Description.pdf (Adobe Acrobat Document) (See appendix)
- 620.Rubric.pdf (Adobe Acrobat Document) (See appendix)

Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

Media Guide
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

Measure: Media Guide
Direct - Student Artifact

Details/Description: The media guide to include table of contents, description of
team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Supporting Attachments:**
- [637 media guide grading rubric.pdf](#) (Adobe Acrobat Document) (See appendix)
- [637.Media Guide Assignment Description.pdf](#) (Adobe Acrobat Document) (See appendix)

### Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

### Analysis Paper
Students complete a series of items to demonstrate knowledge and application of governance concepts.

#### Measure: Final Exam
**Direct - Exam**

**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each time taught: 635 (spr)

**Responsible Individual(s):** Instructor of record (K. Bodey)

**Supporting Attachments:**
- [RCSM 635 Final (Sp11).pdf](#) (Adobe Acrobat Document) (See appendix)

### Assessment Findings

### MA/MS in Recreation & Sport Management Outcome Set

### Assessment
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

#### Knowledge Test
Students complete a series of items to demonstrate knowledge and application of assessment concepts.

#### Measure: Final Exam
**Direct - Exam**

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**
- [RCSM 604 Final Exam (F10).pdf](#) (Adobe Acrobat Document) (See appendix)

**Findings** for Final Exam
**Summary of Findings**: Class mean score = 49.6/100  
**Results**: Target Achievement: Not Met  
**Recommendations**: Continue to collect data  
**Reflections/Notes**: Failed to meet 75% standard  
**Substantiating Evidence:**
- RCSM 604 Artifacts 0-39 (Adobe Acrobat Document) (See appendix)
- RCSM 604 Artifacts 40-49 (Adobe Acrobat Document) (See appendix)
- RCSM 604 Artifacts 50-59 (Adobe Acrobat Document) (See appendix)
- RCSM 604 Artifacts 60-69 (Adobe Acrobat Document) (See appendix)
- RCSM 604 Artifacts 70-79 (Adobe Acrobat Document) (See appendix)

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### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

#### Facility Design Project

**Student complete a needs analysis for a sport facility.**

**Measure**: Facility Design Project  
Direct - Student Artifact

**Details/Description**: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target**: Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline)**: Each summer term

**Responsible Individual(s)**: Instructor of record (Sawyer)

**Supporting Attachments**:
- 620.Assignment Description.pdf (Adobe Acrobat Document) (See appendix)
- 620.Rubric.pdf (Adobe Acrobat Document) (See appendix)

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### Findings for Facility Design Project

**Summary of Findings**: Summer 2011: Ave grade 83%  
**Results**: Target Achievement: Met  
**Recommendations**: Continue to collect data.

**Substantiating Evidence**:
- 620_Final_Presentation_1.pdf (Adobe Acrobat Document) (See appendix)
- SPM 620- Project 1 (Met Expectations).pdf (Adobe Acrobat Document) (See appendix)
- SPM 620- Project 2 (Met Expectations).pdf (Adobe Acrobat Document) (See appendix)

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### Communications & Media Relations

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

#### Media Guide

**Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.**

**Measure**: Media Guide  
Direct - Student Artifact

**Details/Description**: The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual
imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

**Supporting Attachments:**
- 637 media guide grading rubric.pdf (Adobe Acrobat Document) (See appendix)
- 637.Media Guide Assignment Description.pdf (Adobe Acrobat Document) (See appendix)

---

**Findings for Media Guide**

**Summary of Findings:** Spring 2011: Ave grade 84%

**Results:** Target Achievement: Met

**Recommendations:** Continue to collect data

**Reflections/Notes:**

**Substantiating Evidence:**
- Cross Country Media Guide.pdf (Adobe Acrobat Document) (See appendix)

---

**Governance**

Demonstrate understanding of policy analysis and the implications for sport governance.

**Analysis Paper**

Students complete a series of items to demonstrate knowledge and application of governance concepts.

**Measure:** Final Exam

**Direct - Exam**

**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each time taught: 635 (spr)

**Responsible Individual(s):** Instructor of record (K. Bodey)

**Supporting Attachments:**
- RCSM 635 Final (Sp11).pdf (Adobe Acrobat Document) (See appendix)

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**Findings for Final Exam**

No Findings Added

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**Overall Recommendations**

No text specified

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**Overall Reflection**

No text specified
## Assessment Plan

### Outcomes and Measures

### MA/MS in Recreation & Sport Management Outcome Set

#### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

<table>
<thead>
<tr>
<th>Knowledge Test</th>
<th>Measure: Final Exam</th>
<th>Direct - Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of assessment concepts.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

**Note:** There is no rubric for this assignment - rather the exam and exam scores are the artifacts.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

#### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

<table>
<thead>
<tr>
<th>Facility Design Project</th>
<th>Measure: Facility Design Project</th>
<th>Direct - Student Artifact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student complete a needs analysis for a sport facility.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

#### Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

<table>
<thead>
<tr>
<th>Marketing Plan</th>
<th>Measure: Marketing Plan</th>
<th>Direct - Student Artifact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term
Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

Media Guide
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

Measure: Media Guide
Direct - Student Artifact

Details/Description: The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

Target: Aggregated class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each spring term

Responsible Individual(s): Instructor of record (Sawyer)

Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

Philosophy Statement
Students articulate a statement of personal and professional responsibility in the sport setting.

Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

Analysis Paper
Students complete a series of items to demonstrate knowledge and application of governance concepts.

Measure: Policy Analysis Paper
Direct - Student Artifact

Details/Description: Demonstrate understanding of policy analysis and the implications for sport governance.

Target: Aggregated class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each spring term

Responsible Individual(s): Instructor of record (Bodey)

Supporting Attachments:
Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

Internship
Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

No measures specified

Assessment Findings
MA/MS in Recreation & Sport Management Outcome Set

Assessment
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Knowledge Test
Students complete a series of items to demonstrate knowledge and application of assessment concepts.

<table>
<thead>
<tr>
<th>Measure: Final Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct - Exam</td>
</tr>
</tbody>
</table>

Details/Description: Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

Target: Aggregated class mean score of 75% or higher on exam.

Note: There is no rubric for this assignment - rather the exam and exam scores are the artifacts.

Implementation Plan (timeline): Each fall term

Responsible Individual(s): Instructor of record (Bodey)

Findings for Final Exam

Summary of Findings: N=18; Class mean: 77.2/100 = 77.2%
Results: Target Achievement: Met

Recommendations:

Reflections/Notes:

Substantiating Evidence:
- SPM604Fa11 Below Expectations.pdf (Adobe Acrobat Document) (See appendix)
- SPM604Fa11 Exceed Expectations.pdf (Adobe Acrobat Document) (See appendix)

These Findings are associated with the following Actions:
Advising- New course structure
(Action Plan; 2011-2012 Assessment Cycle)

Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project
Student complete a needs analysis for a sport facility.

<table>
<thead>
<tr>
<th>Measure: Facility Design Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct - Student Artifact</td>
</tr>
</tbody>
</table>

Details/Description: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

Target: Aggregated class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each summer term

Responsible Individual(s): Instructor of record (Sawyer)

Findings for Facility Design Project

Summary of Findings: There were 17 students in the class and the average score on the rubric was 87.5. They only issue that surfaced was finding a user friendly piece of software to design a 3D model.

Results: Target Achievement: Exceeded
Recommendations: Add a module to the course that provides a step by step facility development plan and a user friendly piece of software for the development of a 3D model.

Reflections/Notes: The students did a better-than-average job on the project.

Substantiating Evidence:
- Facility Master Plan (Adobe Acrobat Document) (See appendix)
- Facility Planning and Design Rubric (Word Document (Open XML)) (See appendix)
- Sample student project (Word Document (Open XML)) (See appendix)

These Findings are associated with the following Actions:

Monitor & Collect more data
(Action Plan; 2011-2012 Assessment Cycle)

Course Restructured
(As of 2013-2014 Assessment Cycle)

Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

Marketing Plan
Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice.

Measure: Marketing Plan
- Direct - Student Artifact

Details/Description: Students, in groups, develop a detailed marketing plan for an innovative sport-related product/service.

Target: Aggregated class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each spring term

Responsible Individual(s): Instructor of record (Sawyer)

Findings for Marketing Plan

Summary of Findings: There were 15 students in this class. The students did a better-than-average job on the marketing plans. The average grade for the plans was 88.5.

Results: Target Achievement: Exceeded

Recommendations: Add an additional module outlining in greater detail the needs for a marketing plan and the composition of the plan.

Reflections/Notes: Overall the students did well in the class and learned a great deal about the area of sport marketing.

Substantiating Evidence:
- Sample Student Sport Marketing Plan (Word Document (Open XML)) (See appendix)
- Sample Student Sport Marketing Plan (Word Document (Open XML)) (See appendix)
- Sample Student Sport Marketing Plan (Word Document (Open XML)) (See appendix)
- Sport Marketing Plan Rubric (Word Document (Open XML)) (See appendix)

These Findings are associated with the following Actions:

Monitor & Collect more data
(As of 2011-2012 Assessment Cycle)

Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.
**Media Guide**

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

**Measure:** Media Guide  
**Direct - Student Artifact**

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Sawyer)

---

**Findings for Media Guide**

**Summary of Findings:** There were 18 students in this class. They were very successful in completing a media guide and crisis communication plan. The average grade for the class on these projects was 91%.

**Results:** Target Achievement: Exceeded

**Recommendations:** Continue the project assignments and add a general communication plan to the project.

**Reflections/Notes:** I was very impressed by the results of these projects.

**Substantiating Evidence:**
- Sample student Crisis communication plan (Word Document (Open XML)) (See appendix)
- Sample Student Media Guide (Word Document (Open XML)) (See appendix)
- Student Crisis Communication Plan and Media Guide (Word Document (Open XML)) (See appendix)

**These Findings are associated with the following Actions:**

Monitor & Collect more data  
(Action Plan; 2011-2012 Assessment Cycle)

---

**Ethics**

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

---

**Philosophy Statement**  
No measures specified

---

**Governance**

Demonstrate understanding of policy analysis and the implications for sport governance.

---

**Analysis Paper**

Students complete a series of items to demonstrate knowledge and application of governance concepts.

**Measure:** Policy Analysis Paper  
**Direct - Student Artifact**

**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**
- Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)
### Findings for Policy Analysis Paper

**Summary of Findings:** N=2; Class Mean = 12.5/20.0 (62.5%)  
**Results:** Target Achievement: Not Met  
**Recommendations:** Small sample; continue to collect data.  
**Reflections/Notes:**

**Substantiating Evidence:**  

**These Findings are associated with the following Actions:**  
**Monitor & Collect more data**  
(Action Plan; 2011-2012 Assessment Cycle)

### Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

<table>
<thead>
<tr>
<th>Internship</th>
<th>No measures specified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.</td>
<td></td>
</tr>
</tbody>
</table>

### Overall Recommendations

No text specified

### Overall Reflection

No text specified

### Action Plan

### Actions

### MA/MS in Recreation & Sport Management Outcome Set

#### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

<table>
<thead>
<tr>
<th>Knowledge Test</th>
<th>Action: Advising- New course structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of assessment concepts.</td>
<td></td>
</tr>
</tbody>
</table>

**This Action is associated with the following Findings**

**Findings for Final Exam**  
(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)  
**Summary of Findings:** N=18; Class mean: 77.2/100 = 77.2%

**Action Details:** Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622
Implementation Plan (timeline): Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

Key/Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project
Student complete a needs analysis for a sport facility.

Action: Monitor & Collect more data

This Action is associated with the following Findings

Findings for Facility Design Project
(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

Summary of Findings: There were 17 students in the class and the average score on the rubric was 87.5. They only issue that surfaced was finding a user friendly piece of software to design a 3D model.

Action Details: Small n, therefore we would like to monitor this outcomes and collect more data to ensure appropriate actions take place.

Implementation Plan (timeline):

Key/Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Sport Development Plan
Student will complete a sport development plan for a fictional small women's college.

Action: Advising - Course offerings restructure

This Action is associated with the following Findings
No supporting Findings have been linked to this Action.

Action Details: Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs.

Implementation Plan (timeline): Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

Key/Responsible Personnel:
### Measures:
- Resource Allocations:
- Priority:

### Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

<table>
<thead>
<tr>
<th>Business Plan</th>
<th>Action: Monitor &amp; collect more data</th>
</tr>
</thead>
</table>
| Student complete a business plan for fictional sport organization. | **This Action is associated with the following Findings**
No supporting Findings have been linked to this Action. |
| Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle. |
| Implementation Plan (timeline): |
| Key/Responsible Personnel: |
| Measures: |
| Resource Allocations: |
| Priority: |

### Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

<table>
<thead>
<tr>
<th>Risk Management Plan</th>
<th>Action: Monitor &amp; Collect more data</th>
</tr>
</thead>
</table>
| Working in committee, students complete a risk analysis of high school athletic facilities. | **This Action is associated with the following Findings**
No supporting Findings have been linked to this Action. |
| Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle. |
| Implementation Plan (timeline): |
| Key/Responsible Personnel: |
| Measures: |
| Resource Allocations: |
| Priority: |

### Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

<table>
<thead>
<tr>
<th>Marketing Plan</th>
<th>Action: Monitor &amp; collect more data</th>
</tr>
</thead>
</table>
| Students in groups develop | **This Action is associated with the following Findings**
No supporting Findings have been linked to this Action. |
| Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle. |
| Implementation Plan (timeline): |
| Key/Responsible Personnel: |
| Measures: |
| Resource Allocations: |
| Priority: |
This Action is associated with the following Findings

Findings for Marketing Plan
(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

Summary of Findings: There were 15 students in this class. The students did a better-than-average job on the marketing plans. The average grade for the plans was 88.5.

Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

Implementation Plan (timeline):

Key/ Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

Media Guide
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

Action: Monitor & Collect more data

This Action is associated with the following Findings

Findings for Media Guide
(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

Summary of Findings: There were 18 students in this class. They were very successful in completing a media guide and crisis communication plan. The average grade for the class on these projects was 91%.

Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

Implementation Plan (timeline):

Key/ Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

Philosophy Statement
Students articulate a statement of leadership philosophy in the sport setting.

Action: Monitor & Collect more data

This Action is associated with the following Findings

Findings for Leadership Philosophy
(Assessment Plan and Assessment Findings; 2012-2013 Assessment Cycle)

Summary of Findings: N=16
Average = 80%
**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

---

**Ethics**

Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

**Philosophy Statement**

Students articulate a statement of personal and professional responsibility in the sport setting.

**Action:** Monitor & Collect more data

**This Action is associated with the following Findings**

**Findings for Ethical Philosophy Paper**
(Assessment Plan and Assessment Findings; 2012-2013 Assessment Cycle)

**Summary of Findings:** Paper combined with leadership philosophy

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

---

**Governance**

Demonstrate understanding of policy analysis and the implications for sport governance.

**Analysis Paper**

Students complete a series of items to demonstrate knowledge and application of governance concepts.

**Action:** Monitor & Collect more data

**This Action is associated with the following Findings**

**Findings for Policy Analysis Paper**
(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

**Summary of Findings:** N=2; Class Mean = 12.5/20.0 (62.5%)

**Action Details:**

**Implementation Plan (timeline):** Spring 2013

**Key/Responsible Personnel:**
Measures:
Resource Allocations:
Priority:

**Professional Communication (GRADUATE SCHOOL)**
Students demonstrate professional communication proficiencies.

**Presentation**
Students deliver a professional level presentation on a topic related to the discipline.

**Action:** Monitor & Collect more data

This Action is associated with the following Findings
No supporting Findings have been linked to this Action.

Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

Implementation Plan (timeline):

Key/Responsible Personnel:

Measures:
Resource Allocations:
Priority:

**Engagement (GRADUATE SCHOOL)**
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

**Internship**
Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

No actions specified

**Status Report**

**Action Statuses**

**MA/MS in Recreation & Sport Management Outcome Set**

**Assessment**
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

**Knowledge Test**
Students complete a series of items to demonstrate knowledge and application of assessment concepts.

**Action:** Advising- New course structure

Action Details: Disccovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622

Implementation Plan (timeline): Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria
Key/Responsible Personnel:
Measures:
Resource Allocations:
Priority:

Status for Advising- New course structure

Current Status: In Progress
Resource Allocation(s) Status: Currently enrolled & newly enrolled students being advised of new recommend advisement plan
Next Steps/Additional Information:

Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project
Student complete a needs analysis for a sport facility.

Action: Monitor & Collect more data

Action Details: Small n, therefore we would like to monitor this outcomes and collect more data to ensure appropriate actions take place.

Implementation Plan (timeline):
Key/Responsible Personnel:
Measures:
Resource Allocations:
Priority:

Status for Monitor & Collect more data

Current Status: In Progress
Resource Allocation(s) Status: As this is a continue to monitor, we will continue to collect data through the next year of the course offering
Next Steps/Additional Information:

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Sport Development Plan
Student will complete a sport development plan for a fictional small women’s college.

Action: Advising- Course offerings restructure

Action Details: Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs
Implementation Plan (timeline): Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

Key/Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Status for Advising- Course offerings restructure

Current Status: In Progress

Resource Allocation(s) Status: Currently enrolled & newly enrolled students being advised of new recommend advisement plan

Next Steps/Additional Information:

Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

Business Plan
Student complete a business plan for fictional sport organization.

Action: Monitor & collect more data

Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

Implementation Plan (timeline):

Key/Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Status for Monitor & collect more data

Current Status: In Progress

Resource Allocation(s) Status: We have continued to collect data on this and plan to continue data collection for this outcome. Initial findings were mixed.

Next Steps/Additional Information:

Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.  

22
**Risk Management Plan**

Working in committee, students complete a risk analysis of high school athletic facilities.

- **Action:** Monitor & Collect more data
- **Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

- **Implementation Plan (timeline):**
- **Key/Responsible Personnel:**
- **Measures:**
- **Resource Allocations:**
- **Priority:**

- **Status** for Monitor & Collect more data

- **Current Status:** In Progress
- **Resource Allocation(s) Status:** Additional data collected in Fall 2013...results pending

- **Next Steps/Additional Information:**

**Marketing**

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

- **Marketing Plan**

  Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice.

- **Action:** Monitor & collect more data
- **Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

- **Implementation Plan (timeline):**
- **Key/Responsible Personnel:**
- **Measures:**
- **Resource Allocations:**
- **Priority:**

- **Status** for Monitor & collect more data

- **Current Status:** In Progress
- **Resource Allocation(s) Status:** Determined we needed more evidence to either support outcome measure or revisit outcome. Continuing to collect more data

- **Next Steps/Additional Information:**

**Communications & Media Relations**

Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.
**Media Guide**
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

**Action:** Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

**Status** for Monitor & Collect more data

**Current Status:** Completed

**Resource Allocation(s) Status:** Additional data collected during summer 2013

**Next Steps/Additional Information:** Findings suggest acceptable levels of accomplishment towards outcome measure

**Leadership**
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

**Philosophy Statement**
Students articulate a statement of leadership philosophy in the sport setting.

**Action:** Monitor & Collect more data

**Action Details:** Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:**

**Status** for Monitor & Collect more data

**Current Status:** In Progress

**Resource Allocation(s) Status:** Additional data collected during Fall 2013 semester

**Next Steps/Additional Information:**

**Ethics**
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.
Action: Monitor & Collect more data

Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

Implementation Plan (timeline):

Key/Responsible Personnel: 

Measures:

Resource Allocations:

Priority:

Status for Monitor & Collect more data

Current Status: In Progress

Resource Allocation(s) Status: Additional data being collected Fall 2013

Next Steps/Additional Information:

Governance

Demonstrate understanding of policy analysis and the implications for sport governance.

Analysis Paper

Students complete a series of items to demonstrate knowledge and application of governance concepts.

Action: Monitor & Collect more data

Action Details:

Implementation Plan (timeline): Spring 2013

Key/Responsible Personnel: 

Measures:

Resource Allocations:

Priority:

Status for Monitor & Collect more data

Current Status: Completed

Resource Allocation(s) Status: Data collected from Spring 2013 suggest outcome measure is meeting/exceeding expectations

Next Steps/Additional Information:

Professional Communication (GRADUATE SCHOOL)

Students demonstrate professional communication proficiencies.
Action: Monitor & Collect more data

Action Details: Continue to monitor this outcome, there was not enough data to make appropriate recommendations for strategy. Therefore, we will monitor this outcome and report more findings during the next assessment cycle.

Implementation Plan (timeline):

Key/Responsible Personnel:

Measures:

Resource Allocations:

Priority:

Status for Monitor & Collect more data

Current Status: In Progress

Resource Allocation(s) Status: Too few of presentations examined...additional data being collected 2013-2014 terms

Next Steps/Additional Information:

Engagement (GRADUATE SCHOOL)

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

Internship

No actions specified

Status Summary

No text specified

Summary of Next Steps

No text specified
# 2012-2013 Assessment Cycle

## Assessment Plan

### Outcomes and Measures

### MA/MS in Recreation & Sport Management Outcome Set

#### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

<table>
<thead>
<tr>
<th>Knowledge Test</th>
</tr>
</thead>
</table>
| **Measure:** Final Exam  
Direct - Exam |

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.  
**Target:** Aggregated class mean score of 75% or higher on exam.  
There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term  
**Responsible Individual(s):** Instructor of record (Bodey)

#### Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

<table>
<thead>
<tr>
<th>Facility Design Project</th>
</tr>
</thead>
</table>
| **Measure:** Facility Design Project  
Direct - Student Artifact |

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.  
**Target:** Aggregated class mean score of 75% or higher on rubric.  
**Implementation Plan (timeline):** Each summer term  
**Responsible Individual(s):** Instructor of record (Sawyer)

#### Administrative Theory & Management Practice

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

<table>
<thead>
<tr>
<th>Sport Development Plan</th>
</tr>
</thead>
</table>
| **Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact |

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.  
**Target:** Aggregate class mean score of 75% of higher on rubric.  
**Implementation Plan (timeline):** Each fall term  
**Responsible Individual(s):** Instructor of record (Sawyer)
### Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

<table>
<thead>
<tr>
<th>Business Plan</th>
<th>Measure: Business Plan for a fictional sport organization.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td>Details/Description:</td>
<td>The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.</td>
</tr>
<tr>
<td>Target:</td>
<td>Aggregate class mean score of 75% or higher on rubric.</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
<td>Each fall term</td>
</tr>
<tr>
<td>Responsible Individual(s):</td>
<td>Instructor of record (Stringas)</td>
</tr>
</tbody>
</table>

### Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

<table>
<thead>
<tr>
<th>Risk Management Plan</th>
<th>Measure: Students will complete a risk management audit and plan for a sport organization and a legal research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td>Details/Description:</td>
<td>Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.</td>
</tr>
<tr>
<td>Target:</td>
<td>Aggregate class mean score of 75% or higher on rubric.</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
<td>Each spring term</td>
</tr>
<tr>
<td>Responsible Individual(s):</td>
<td>Instructor of record (Sawyer)</td>
</tr>
</tbody>
</table>

### Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

<table>
<thead>
<tr>
<th>Marketing Plan</th>
<th>Measure: Marketing Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td>Details/Description:</td>
<td>Students, in groups, develop a detailed marketing plan for an innovative sport related product/service of their choice.</td>
</tr>
<tr>
<td>Target:</td>
<td>Aggregated class mean score of 75% or higher on rubric.</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
<td>Each spring term</td>
</tr>
<tr>
<td>Responsible Individual(s):</td>
<td>Instructor of record (Stringas)</td>
</tr>
</tbody>
</table>

### Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

<table>
<thead>
<tr>
<th>Media Guide</th>
<th>Measure: Media Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td>Details/Description:</td>
<td>The media guide to include table of contents, description of team/community, team history, coach &amp; player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.</td>
</tr>
<tr>
<td>Target:</td>
<td>Aggregated class mean score of 75% or higher on rubric.</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
<td>Each summer term</td>
</tr>
</tbody>
</table>
**Responsible Individual(s):** Instructor of record (Witkemper)

### Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

**Philosophy Statement**
Students articulate a statement of leadership philosophy in the sport setting.

**Measure:** Leadership Philosophy  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.  
**Target:** Aggregate class mean score of 75% or higher on the rubric.  
**Implementation Plan (timeline):** Each fall term  
**Responsible Individual(s):** Instructor of record (Bodey)

### Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

**Philosophy Statement**
Students articulate a statement of personal and professional responsibility in the sport setting.

**Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.  
**Target:** Aggregated class mean score of 75% or higher on rubric.  
**Implementation Plan (timeline):** Each fall term.  
**Responsible Individual(s):** Instructor of record (Bodey)

### Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

**Analysis Paper**
Students complete a series of items to demonstrate knowledge and application of governance concepts.

**Measure:** Policy Analysis Paper  
Direct - Student Artifact

**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.  
**Target:** Aggregated class mean score of 75% or higher on rubric.  
**Implementation Plan (timeline):** Each term the course is taught (spring)  
**Responsible Individual(s):** Instructor of record (Bodey)  
**Supporting Attachments:**  
Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

### Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

**Internship**
Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

**Measure:** Supervisor Evaluation  
Direct - Other

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.
**Assessment Findings**

**Finding per Measure**

## MA/MS in Recreation & Sport Management Outcome Set

### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

<table>
<thead>
<tr>
<th>Knowledge Test</th>
<th>Measure: Final Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of assessment concepts.</td>
<td>Direct - Exam</td>
</tr>
</tbody>
</table>

#### Details/Description: Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

#### Target: Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

#### Implementation Plan (timeline): Each fall term

#### Responsible Individual(s): Instructor of record (Bodey)

### Findings for Final Exam

**Summary of Findings:** N=27

Average = 77.2%

**Results:** Target Achievement: Met

**Recommendations:** Add additional supplemental materials to blackboard.

**Reflections/Notes:**

**Substantiating Evidence:**

- SPM604.F12 Below Expectations.pdf (Adobe Acrobat Document) (See appendix)
- SPM604.F12 Exceeds Expectations.pdf (Adobe Acrobat Document) (See appendix)

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## Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

### Facility Design Project

Student complete a needs analysis for a sport facility.

#### Measure: Facility Design Project

Direct - Student Artifact

#### Details/Description: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

#### Target: Aggregated class mean score of 75% or higher on rubric.

#### Implementation Plan (timeline): Each summer term

#### Responsible Individual(s): Instructor of record (Sawyer)
# Findings for Facility Design Project

*No Findings Added*

## Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

### Sport Development Plan
Student will complete a sport development plan for a fictional small women's college.

**Measure:** Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% of higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Sawyer)

*Findings for Sport Development Plan for a fictitious small college*

*No Findings Added*

## Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

### Business Plan
Student complete a business plan for fictional sport organization.

**Measure:** Business Plan for a fictional sport organization.  
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

*Findings for Business Plan for a fictional sport organization.*

*No Findings Added*

## Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

### Risk Management Plan
Working in committee, students complete a risk analysis of high school athletic facilities.

**Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research  
Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each spring term  
Responsibe Individual(s): Instructor of record (Sawyer)  

Findings for Students will complete a risk management audit and plan for a sport organization and a legal researc

No Findings Added

Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

Marketing Plan
Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

Measure: Marketing Plan
Direct - Student Artifact

Details/Description: Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.
Target: Aggregated class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each spring term  
Responsibe Individual(s): Instructor of record (Strigas)  

Findings for Marketing Plan

No Findings Added

Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

Media Guide
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

Measure: Media Guide
Direct - Student Artifact

Details/Description: The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.
Target: Aggregated class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each summer term  
Responsibe Individual(s): Instructor of record (Witkemper)  

Findings for Media Guide

Summary of Findings: n = 22
AVG Score = 90%
Results: Target Achievement: Met
Recommendations : Improve project guidelines provided to students to be more specific about about grading rubric and expectations for final artifact.
Reflections/Notes: 
Substantiating Evidence:
Media Guide Grading Rubric (Adobe Acrobat Document) (See appendix)
Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

Philosophy Statement
Students articulate a statement of leadership philosophy in the sport setting.

Measure: Leadership Philosophy
Direct - Student Artifact

Details/Description: Students articulate a statement of professional leadership philosophy in the sport setting.
Target: Aggregate class mean score of 75% or higher on the rubric.
Implementation Plan (timeline): Each fall term
Responsible Individual(s): Instructor of record (Bodey)

Findings for Leadership Philosophy

Summary of Findings: N=16
Average = 80%
Results: Target Achievement: Met
Recommendations: Separate philosophy & ethics statements
Reflections/Notes:

Substantiating Evidence:

These Findings are associated with the following Actions:
Monitor & Collect more data
(_ACTION PLAN; 2011-2012 Assessment Cycle)

Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

Philosophy Statement
Students articulate a statement of personal and professional responsibility in the sport setting.

Measure: Ethical Philosophy Paper
Direct - Student Artifact

Details/Description: Students articulate a statement of personal and professional ethical responsibility in the sport setting.
Target: Aggregated class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each fall term.
Responsible Individual(s): Instructor of record (Bodey)

Findings for Ethical Philosophy Paper

Summary of Findings: Paper combined with leadership philosophy
Results: Target Achievement: Met
Recommendations:
Reflections/Notes:
These Findings are associated with the following Actions:

Monitor & Collect more data
(Action Plan; 2011-2012 Assessment Cycle)

Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

Analysis Paper
Students complete a series of items to demonstrate knowledge and application of governance concepts.

Measure: Policy Analysis Paper
Direct - Student Artifact

Details/Description: Demonstrate understanding of policy analysis and the implications for sport governance.
Target: Aggregated class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each term the course is taught (spring)

Responsible Individual(s): Instructor of record (Bodey)
Supporting Attachments:
 Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

Findings for Policy Analysis Paper

Summary of Findings: N=33; Ave = 82.25/100; 31 students achieved 70 (of 100) on the assignment.
Results: Target Achievement: Met
Recommendations:
Reflections/Notes: Students appear to have difficulty outlining the associated causal model.

Substantiating Evidence:
635 Below Expectations.pdf (Adobe Acrobat Document) (See appendix)
635 Met Expectations.pdf (Adobe Acrobat Document) (See appendix)

Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

Internship
Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

Measure: Supervisor Evaluation
Direct - Other

Details/Description: Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.
Target: Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation
Implementation Plan (timeline): Each fall, spring, summer term
Responsible Individual(s): Instructor of record (Sawyer)

Findings for Supervisor Evaluation

No Findings Added
Overall Recommendations

No text specified

Overall Reflection

No text specified

Action Plan

Actions

MA/MS in Recreation & Sport Management Outcome Set

Assessment
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Action Plan:  
No actions specified

Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622

Action Strategy - There is a need reorder/restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Action Plan  
No actions specified

Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs

Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.
Status Report

Action Statuses

MA/MS in Recreation & Sport Management Outcome Set

Assessment
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Action Plan:  No actions specified

- Discovered - Research being conducted in SPM 692 is not data driven and the general appearance of students inability to manipulate data as evident from SPM 622
- Action Strategy - There is a need reorder/ restructure course content to increase evidence based practices in SPM 604 still meeting the 70% criteria

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Action Plan  No actions specified

- Discovered Course designed with the expectation of program development by students, however, it was determined students were struggling in their understanding of the financial aspects during the development of their programs
- Action Strategy Re-order sequence of courses provided to students to provide more opportunities for student success: 1st Fall 604, 622, 631; 2nd Fall 621, 629, 692. This should allow students to have received course instruction in all functional study areas to complete program development for this course.

Status Summary

Action Strategy #1: SPM 604 was moved to students first semester (assuming they begin in Fall) and course content was structured to match action strategy, however; no noticeable difference was discovered in student success for SPM 622. We will continue to monitor and collect data to ensure student success in SPM 622

Action Strategy #2: Course offerings were changed to establish a more even workload for students. However due to revolving admittance and deployment constraints, not all students can follow the same program of study. Therefore we have again not seen a noticeable change in student success based on this action strategy. We will continue to monitor and collect more data.
**Summary of Next Steps**

No text specified
### 2013-2014 Assessment Cycle

#### Assessment Plan

### Outcomes and Measures

#### MA/MS in Recreation & Sport Management Outcome Set

**Assessment**
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

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<th>Knowledge Test</th>
<th><strong>Measure:</strong> Final Exam  Direct - Exam</th>
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| Students complete a series of items to demonstrate knowledge and application of assessment concepts. | Details/Description: Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.  
**Target:** Aggregated class mean score of 75% or higher on exam.  
There is no rubric for this assignment - rather the exam & exam score are the artifact.  
**Implementation Plan (timeline):** Each fall term  
**Responsible Individual(s):** Instructor of record (Bodey) |

#### Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

<table>
<thead>
<tr>
<th>Facility Design Project</th>
<th><strong>Measure:</strong> Facility Design Project  Direct - Student Artifact</th>
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</table>
| Student complete a needs analysis for a sport facility. | Details/Description: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.  
**Target:** Aggregated class mean score of 75% or higher on rubric.  
**Implementation Plan (timeline):** Each summer term  
**Responsible Individual(s):** Instructor of record (Sawyer) |

#### Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

<table>
<thead>
<tr>
<th>Sport Development Plan</th>
<th><strong>Measure:</strong> Sport Development Plan for a fictitious small college  Direct - Student Artifact</th>
</tr>
</thead>
</table>
| Student will complete a sport development plan for a fictional small women's college. | Details/Description: The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.  
**Target:** Aggregate class mean score of 75% of higher on rubric.  
**Implementation Plan (timeline):** Each fall term  
**Responsible Individual(s):** Instructor of record (Sawyer) |
## Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

**Business Plan**
Student complete a business plan for fictional sport organization.

- **Measure:** Business Plan for a fictional sport organization.
  - Direct - Student Artifact
  - **Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.
  - **Target:** Aggregate class mean score of 75% or higher on rubric.
  - **Implementation Plan (timeline):** Each fall term
  - **Responsible Individual(s):** Instructor of record (Stringa)

## Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

**Risk Management Plan**
Working in committee, students complete a risk analysis of high school athletic facilities.

- **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research
  - Direct - Student Artifact
  - **Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.
  - **Target:** Aggregate class mean score of 75% or higher on rubric.
  - **Implementation Plan (timeline):** Each spring term
  - **Responsible Individual(s):** Instructor of record (Sawyer)

## Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

**Marketing Plan**
Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice

- **Measure:** Marketing Plan
  - Direct - Student Artifact
  - **Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport related product/service.
  - **Target:** Aggregated class mean score of 75% or higher on rubric.
  - **Implementation Plan (timeline):** Each spring term
  - **Responsible Individual(s):** Instructor of record (Stringa)

## Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

**Media Guide**
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

- **Measure:** Media Guide
  - Direct - Student Artifact
  - **Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.
  - **Target:** Aggregated class mean score of 75% or higher on rubric.
  - **Implementation Plan (timeline):** Each summer term
**Leadership**
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

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<tr>
<th>Philosophy Statement</th>
<th>Details/Description: Students articulate a statement of professional leadership philosophy in the sport setting.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Leadership Philosophy</td>
<td><strong>Target:</strong> Aggregate class mean score of 75% or higher on the rubric. <strong>Implementation Plan (timeline):</strong> Each fall term</td>
</tr>
<tr>
<td>Direct - Student Artifact</td>
<td><strong>Responsible Individual(s):</strong> Instructor of record (Witkemper)</td>
</tr>
</tbody>
</table>

**Ethics**
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

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<tr>
<td><strong>Measure:</strong> Ethical Philosophy Paper</td>
<td><strong>Target:</strong> Aggregated class mean score of 75% or higher on rubric. <strong>Implementation Plan (timeline):</strong> Each fall term.</td>
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<td><strong>Responsible Individual(s):</strong> Instructor of record (Bodey)</td>
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</table>

**Governance**
Demonstrate understanding of policy analysis and the implications for sport governance.

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<tr>
<th>Analysis Paper</th>
<th>Details/Description: Demonstrate understanding of policy analysis and the implications for sport governance.</th>
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</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Policy Analysis Paper</td>
<td><strong>Target:</strong> Aggregated class mean score of 75% or higher on rubric. <strong>Implementation Plan (timeline):</strong> Each term the course is taught (spring)</td>
</tr>
<tr>
<td>Direct - Student Artifact</td>
<td><strong>Responsible Individual(s):</strong> Instructor of record (Bodey) <strong>Supporting Attachments:</strong> Governance Rubric&amp;Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)</td>
</tr>
</tbody>
</table>

**Engagement (GRADUATE SCHOOL)**
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

<table>
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<tr>
<th>Internship</th>
<th>Details/Description: Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Supervisor Evaluation</td>
<td><strong>Direct - Other</strong></td>
</tr>
<tr>
<td><strong>Responsible Individual(s):</strong> Instructor of record (Bodey)</td>
<td><strong>Details/Description:</strong> Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.</td>
</tr>
</tbody>
</table>
**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

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### Assessment Findings

#### Finding per Measure

**MA/MS in Recreation & Sport Management Outcome Set**

#### Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

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<th>Knowledge Test</th>
<th>Measure: Final Exam</th>
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**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Bodey)

---

**Findings for Final Exam**

**Summary of Findings:** Aggregate Mean = 78.4%

**N=34**

**Results:** Target Achievement: Met

**Recommendations:** Continue to add ancillary resources. Encourage students to utilize these recommended resources.

**Reflections/Notes:** Additional online resources (help videos, internet resources, etc.) linked to course blackboard site. Typically, less than 30% of students viewed a given resource.

**Substantiating Evidence:**

 Artifact - SPM 604 (Adobe Acrobat Document) (See appendix)

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**Facility Planning & Design**

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

<table>
<thead>
<tr>
<th>Facility Design Project</th>
<th>Measure: Facility Design Project</th>
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</thead>
<tbody>
<tr>
<td>Student complete a needs analysis for a sport facility.</td>
<td>Direct - Student Artifact</td>
</tr>
</tbody>
</table>

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term

**Responsible Individual(s):** Instructor of record (Sawyer)

---
Findings for Facility Design Project

No Findings Added

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Sport Development Plan
Student will complete a sport development plan for a fictional small women's college.

Measure: Sport Development Plan for a fictitious small college
Direct - Student Artifact

Details/Description: The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

Target: Aggregate class mean score of 75% of higher on rubric.

Implementation Plan (timeline): Each fall term

Responsible Individual(s): Instructor of record (Sawyer)

Findings for Sport Development Plan for a fictitious small college

Summary of Findings: Class average was 87%

Results: Target Achievement: Met

Recommendations: Continue as planned

Reflections/Notes: Class average exceeding the minimum expectations of 75%

Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

Business Plan
Student complete a business plan for fictional sport organization.

Measure: Business Plan for a fictional sport organization.
Direct - Student Artifact

Details/Description: The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

Target: Aggregate class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each fall term

Responsible Individual(s): Instructor of record (Strigas)

Findings for Business Plan for a fictional sport organization.

Summary of Findings: Class average was 84%

Results: Target Achievement: Met

Recommendations: Continue as planned

Reflections/Notes: Class average exceeding the minimum expectations of 75%

Substantiating Evidence:
- SPM 622 - Business Plan Artifact.pdf (Adobe Acrobat Document) (See appendix)
- SPM 622 - Business Plan Instructions.docx (Word Document (Open XML)) (See appendix)
### Legal Aspects & Risk Management

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

<table>
<thead>
<tr>
<th>Risk Management Plan</th>
<th>Measure: Students will complete a risk management audit and plan for a sport organization and a legal research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td></td>
<td><strong>Details/Description:</strong> Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.</td>
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<tr>
<td></td>
<td><strong>Target:</strong> Aggregate class mean score of 75% or higher on rubric.</td>
</tr>
<tr>
<td></td>
<td><strong>Implementation Plan (timeline):</strong> Each spring term</td>
</tr>
<tr>
<td></td>
<td><strong>Responsible Individual(s):</strong> Instructor of record (Sawyer)</td>
</tr>
</tbody>
</table>

**Findings for Students will complete a risk management audit and plan for a sport organization and a legal research**

**Summary of Findings:** Data not collected - course instructor changed and course assignments changed.

**Recommendations:** Outcome measure(s) need to be revised.

**Reflections/Notes:**

**These Findings are associated with the following Actions:**

**New artifact required**

(=Action Plan; 2013-2014 Assessment Cycle)

### Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

<table>
<thead>
<tr>
<th>Marketing Plan</th>
<th>Measure: Marketing Plan</th>
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<tr>
<td></td>
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<td><strong>Details/Description:</strong> Students, in groups, develop a detailed marketing plan for an innovative sport-related product/service.</td>
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<td><strong>Implementation Plan (timeline):</strong> Each spring term</td>
</tr>
<tr>
<td></td>
<td><strong>Responsible Individual(s):</strong> Instructor of record (Stringas)</td>
</tr>
</tbody>
</table>

**Findings for Marketing Plan**

**Summary of Findings:** Class average was 89%

**Results:** Target Achievement: Met

**Recommendations:** Continue as planned

**Reflections/Notes:** Class averaging exceeding the minimum expectations of 75%

**Substantiating Evidence:**

- [SPM 624 - Sport Marketing Plan Instructions.pdf](#) (Adobe Acrobat Document) (See appendix)
- [SPM 624 - Sport Marketing Plan Artifact.pdf](#) (Adobe Acrobat Document) (See appendix)
Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

**Measure:** Media Guide
Direct - Student Artifact

**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.
**Implementation Plan (timeline):** Each summer term
**Responsible Individual(s):** Instructor of record (Witkemper)

**Findings for Media Guide**

**Summary of Findings:** Avg 89%
**Results:** Target Achievement: Met
**Recommendations:** Continue as planned
**Reflections/Notes:** Class average exceeded minimum expectations

Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

**Philosophy Statement**
Students articulate a statement of leadership philosophy in the sport setting.

**Measure:** Leadership Philosophy
Direct - Student Artifact

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.
**Target:** Aggregate class mean score of 75% or higher on the rubric.
**Implementation Plan (timeline):** Each fall term
**Responsible Individual(s):** Instructor of record (Bodey)

**Findings for Leadership Philosophy**

**Summary of Findings:** Mean score: 25.83/30.00 (86.1%); N=24
**Results:** Target Achievement: Exceeded
**Recommendations:** Continue as planned.
**Reflections/Notes:**

**Substantiating Evidence:**
- SPM 631 Below Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)
- SPM 631 Met Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)

Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.
Philosophy Statement
Students articulate a statement of personal and professional responsibility in the sport setting.

Measure: Ethical Philosophy Paper
Direct - Student Artifact

Details/Description: Students articulate a statement of personal and professional ethical responsibility in the sport setting.
Target: Aggregated class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each fall term.
Responsible Individual(s): Instructor of record (Bodey)

Findings for Ethical Philosophy Paper

Summary of Findings: Mean score: 25.83/30.00 (86.1%); N=24
Results: Target Achievement: Exceeded
Recommendations: Continue as planned.
Reflections/Notes:
Substantiating Evidence:
• SPM 631 Below Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)
• SPM 631 Met Expectations (Fa13).pdf (Adobe Acrobat Document) (See appendix)

Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

Analysis Paper
Students complete a series of items to demonstrate knowledge and application of governance concepts.

Measure: Policy Analysis Paper
Direct - Student Artifact

Details/Description: Demonstrate understanding of policy analysis and the implications for sport governance.
Target: Aggregated class mean score of 75% or higher on rubric.
Implementation Plan (timeline): Each term the course is taught (spring)

Responsible Individual(s): Instructor of record (Bodey)
Supporting Attachments:
• Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

Findings for Policy Analysis Paper

Summary of Findings: Course moved to summer term, data to be posted in future.
Recommendations:
Reflections/Notes:

Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

Internship
Students apply knowledge, skills, and dispositions

Measure: Supervisor Evaluation
Direct - Other
Details/Description: Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

Target: Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation.

Implementation Plan (timeline): Each fall, spring, summer term.

Responsible Individual(s): Instructor of record (Sawyer)

Findings for Supervisor Evaluation:

Summary of Findings: Class average was 93.5%.

Results: Target Achievement: Met

Recommendations: Continue as planned.

Reflections/Notes: Class average exceeding the minimum expectations of 80%.

Substantiating Evidence:

- SPM 629 - FINAL Supervisor Evaluation .docx (Word Document (Open XML)) (See appendix)

These Findings are associated with the following Actions:

Course Restructuring
(Debrief Plan; 2013-2014 Assessment Cycle)

Overall Recommendations

No text specified.

Overall Reflection

No text specified.

Action Plan

MA/MS in Recreation & Sport Management Outcome Set

Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project

Under new instruction. Outcome to be re-assessed and updated for next assessment cycle. (Once every 3rd year) this course is measured. New measure will be created in Spring 2015 and data will be collected. In order to properly ensure we are meeting expected standards, SPM faculty will devise a 5-6 item questionnaire to send to students to obtain feedback on vaule.

Action: Course Restructured

This Action is associated with the following Findings

Findings for Facility Design Project
(Debrief Plan and Assessment Findings; 2011-2012 Assessment Cycle)

Summary of Findings: There were 17 students in the class and the average score on the rubric was 87.5. They only issue that surfaced was finding a user friendly piece of software to design a 3D model.

Action Details: Previous instructor on record responsible for this outcome measure did not supply findings for 2012-2013. Despite this lack of information this course is not taught by a new full time SPM faculty member. Therefore, this course that directly relates to this outcomes measure is being restrucutred by the new instructor. A new artifact will be determined and data collected Spring 2015.
Implementation Plan (timeline): May 2015

Key/Responsible Personnel: Dr. Blaszka

Measures:

Resource Allocations:

Priority: High

**Administrative Theory & Management Practice**

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

**Action Plan**

Course content was restructured Fall 2014 as previous material did not meet the expectations of landing foundational knowledge in administrative theory. New materials included examination of 8 administrative theories from the general business industry and were applied to the sport industry. Course content will need to be updated again in Fall 2015 to include a final comprehensive exam to ensure students adequately obtain knowledge on administrative theory.

**Action: Course Restructure**

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** Course was restructured in Fall 2014 due to a new instructor. Previous material was found to be irrelevant toward administrative theory and practices and therefore a change was warranted. New artifacts were developed for Fall 2014 and moving forward into Fall 2015 a final artifact will be created in the form of a final exam to determine students individual comprehension of content related to this outcome measure.

Implementation Plan (timeline): Fall 2015 completion

Key/Responsible Personnel: Dr. Witkemper

Measures:

Resource Allocations:

Priority: High

**Legal Aspects & Risk Management**

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

**Risk Management Plan**

Course under new instruction therefore content is being reviewed to generate a proper outcome measure for Fall 2015.

**Action: New artifact required**

**This Action is associated with the following Findings**

Findings for Students will complete a risk management audit and plan for a sport organization and a legal research

( Assessment Plan and Assessment Findings; 2013-2014 Assessment Cycle)

Summary of Findings: Data not collected - course instructor changed and course assignments changed.

**Action Details:** Course instructor has changed and therefore the action to be taken for this outcome measure is to be evaluated and restructured to meet the new criteria for the changes in course content.

Implementation Plan (timeline): SPM Faculty are devising questionnaire to send students the semester that follows this course. This measurement will allow for the creation of a new assessment outcome which is more closely related to new instructors content and more applicable to advancing student knowledge in sport management.

Key/Responsible Personnel: SPM faculty as a whole will create survey
**Engagement (GRADUATE SCHOOL)**

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

**Internship**

Currently under revision due to International complication to Internship requirements

**Action:** Course Restructuring

This Action is associated with the following Findings

**Findings for Supervisor Evaluation**

(Assessment Plan and Assessment Findings; 2013-2014 Assessment Cycle)

**Summary of Findings:** Class average was 93.5%

**Action Details:** Due to current issues requiring an Internship for international students this assessment outcomes will need to be revised. Despite the fact students are currently exceeding expectation for this outcome measure action is still needed.

**Implementation Plan (timeline):** Courses that directly relate to this outcome measure are being restructured with a completion date of May 2015.

**Key/Responsible Personnel:** Dr. Strigas

**Measures:**

**Resource Allocations:**

**Priority:** High

---

**Status Report**

**Action Statuses**

**MA/MS in Recreation & Sport Management Outcome Set**

**Facility Planning & Design**

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

**Facility Design Project**

Under new instruction. Outcome to be re-assessed and updated for next assessment cycle. (Once every 3rd year) this course is measured. New measure will be created in Spring 2015 and data will be collected. In order to properly ensure we are meeting expected standards, SPM faculty will devise a 5-6 item questionnaire to send to students to obtain feedback on vaule,

**Action:** Course Restructured

**Action Details:** Previous instructor on record responsible for this outcome measure did not supply findings for 2012-2013. Despite this lack of information this course is not taught by a new full time SPM faculty member. Therefore, this course that directly relates to this outcomes measure is being restructured by the new instructor. A new artifcat will be determined and data collected Spring 2015

**Implementation Plan (timeline):** May 2015

**Key/Responsible Personnel:** Dr. Blaszka

**Measures:**

**Resource Allocations:**
**Administrative Theory & Management Practice**

Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

**Action Plan**
Course content was restructured Fall 2014 as previous material did not meet the expectations of landing foundational knowledge in administrative theory. New materials included examination of 8 administrative theories from the general business industry and were applied to the sport industry. Course content will need to be updated again in Fall 2015 to include a final comprehensive exam to ensure students adequately obtain knowledge on administrative theory.

**Action: Course Restructure**

**Action Details:** Course was restructured in Fall 2014 due to a new instructor. Previous material was found to be irrelevant toward administrative theory and practices and therefore a change was warranted. New artifacts were developed for Fall 2014 and moving forward into Fall 2015 a final artifact will be created in the form of a final exam to determine students individual comprehension of content related to this outcome measure.

**Implementation Plan (timeline):** Fall 2015 completion

**Key/Responsible Personnel:** Dr. Witkemper

**Measures:**

**Resource Allocations:**

**Priority:** High

**Status for Course Restructure**

**Current Status:** In Progress

**Resource Allocation(s) Status:** Final Exam over administrative theories has been partially developed but has not yet been implemented into the course.

**Next Steps/Additional Information:** Implement new artifact Fall 2015. Also, Instructor is working with Quality Matters in an effort to have the course QM certified.

**Substantiating Evidence:**

[SPM 621 Final Exam.docx (Word Document (Open XML)) (See appendix)]

**Legal Aspects & Risk Management**

Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

**Risk Management Plan**
Course under new

**Action: New artifact required**
Action Details: Course instructor has changed and therefore the action to be taken for this outcome measure is to be evaluated and restructured to meet the new criteria for the changes in course content.

Implementation Plan (timeline): SPM Faculty are devising questionnaire to send students the semester that follows this course. This measurement will allow for the creation of a new assessment outcome which is more closely related to new instructors content and more applicable to advancing student knowledge in sport management.

Key/Responsible Personnel: SPM faculty as a whole will create survey

Measures: Survey

Resource Allocations:

Priority: High

---

Status for New artifact required

Current Status: In Progress

Resource Allocation(s) Status: Instructor still finalizing data after first semester teaching this course to determine if the desired artifact will be a viable option going forward to reflect this measure.

Next Steps/Additional Information: Instructor is working on having this course become QM certified through Quality Matters.

---

Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

Internship
Currently under revision due to International complication to Internship requirements

Action: Course Restructuring

Action Details: Due to current issues requiring an Internship for international students this assessment outcomes will need to be revised. Despite the fact students are currently exceeding expectation for this outcome measure action is still needed.

Implementation Plan (timeline): Courses that directly relate to this outcome measure are being restructured with a completion date of May 2015.

Key/Responsible Personnel: Dr. Strigas

Measures:

Resource Allocations:

Priority: High

---

Status for Course Restructuring

Current Status: Completed

Resource Allocation(s) Status: This course is being removed as a requirement due to regulations of monitoring international student internships

Next Steps/Additional Information: Finalize language in program removing course as a requirement
### Status Summary

*No text specified*

### Summary of Next Steps

*No text specified*
## Assessment Plan

### Outcomes and Measures

### MA/MS in Recreation & Sport Management Outcome Set

**Assessment**
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

<table>
<thead>
<tr>
<th>Knowledge Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of assessment concepts.</td>
</tr>
</tbody>
</table>

**Measure**: Final Exam  
Direct - Exam

**Details/Description**: Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.
**Target**: Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline)**: Each fall term

**Responsible Individual(s)**: Instructor of record (Bodey)

### Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

<table>
<thead>
<tr>
<th>Facility Design Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student complete a needs analysis for a sport facility.</td>
</tr>
</tbody>
</table>

**Measure**: Facility Design Project  
Direct - Student Artifact

**Details/Description**: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.
**Target**: Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline)**: Each summer term

**Responsible Individual(s)**: Instructor of record (Blaszka)

### Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

<table>
<thead>
<tr>
<th>Sport Development Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student will complete a sport development plan for a fictional small women’s college.</td>
</tr>
</tbody>
</table>

**Measure**: Sport Development Plan for a fictitious small college  
Direct - Student Artifact

**Details/Description**: The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.
**Target**: Aggregate class mean score of 75% of higher on rubric.

**Implementation Plan (timeline)**: Each fall term

**Responsible Individual(s)**: Instructor of record (Witkemer)
## Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

**Business Plan**
Student complete a business plan for fictional sport organization.

| **Measure:** Business Plan for a fictional sport organization. |
| Direct - Student Artifact |

| Details/Description: The student will develop a business plan including a market analysis and financial plan for a fictional sport organization. |
| **Target:** Aggregate class mean score of 75% or higher on rubric. |
| **Implementation Plan (timeline):** Each fall term |
| **Responsible Individual(s):** Instructor of record (Stringas) |

## Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

**Risk Management Plan**
Working in committee, students complete a risk analysis of high school athletic facilities.

| **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research |
| Direct - Student Artifact |

| Details/Description: Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice. |
| **Target:** Aggregate class mean score of 75% or higher on rubric. |
| **Implementation Plan (timeline):** Each spring term |
| **Responsible Individual(s):** Instructor of record (Bodey) |

## Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

**Marketing Plan**
Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice.

| **Measure:** Marketing Plan |
| Direct - Student Artifact |

| Details/Description: Students, in groups, develop a detailed marketing plan for an innovative sport related product/service. |
| **Target:** Aggregated class mean score of 75% or higher on rubric. |
| **Implementation Plan (timeline):** Each spring term |
| **Responsible Individual(s):** Instructor of record (Stringas) |

## Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

**Media Guide**
Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

| **Measure:** Media Guide |
| Direct - Student Artifact |

| Details/Description: The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization. |
| **Target:** Aggregated class mean score of 75% or higher on rubric. |
| **Implementation Plan (timeline):** Each summer term |
### Responsible Individual(s):
Instructor of record (Witkemer)

### Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

**Philosophy Statement**
Students articulate a statement of leadership philosophy in the sport setting.

**Measure:** Leadership Philosophy  
Direct - Student Artifact

<table>
<thead>
<tr>
<th>Details/Description</th>
<th>Target</th>
<th>Implementation Plan (timeline)</th>
<th>Responsible Individual(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students articulate a statement of professional leadership philosophy in the sport setting.</td>
<td>Aggregate class mean score of 75% or higher on the rubric.</td>
<td>Each fall term</td>
<td>Instructor of record (Bodey)</td>
</tr>
</tbody>
</table>

### Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

**Philosophy Statement**
Students articulate a statement of personal and professional responsibility in the sport setting.

**Measure:** Ethical Philosophy Paper  
Direct - Student Artifact

<table>
<thead>
<tr>
<th>Details/Description</th>
<th>Target</th>
<th>Implementation Plan (timeline)</th>
<th>Responsible Individual(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students articulate a statement of personal and professional ethical responsibility in the sport setting.</td>
<td>Aggregated class mean score of 75% or higher on rubric.</td>
<td>Each fall term.</td>
<td>Instructor of record (Bodey)</td>
</tr>
</tbody>
</table>

### Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

**Analysis Paper**
Students complete a series of items to demonstrate knowledge and application of governance concepts.

**Measure:** Policy Analysis Paper  
Direct - Student Artifact

<table>
<thead>
<tr>
<th>Details/Description</th>
<th>Target</th>
<th>Implementation Plan (timeline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate understanding of policy analysis and the implications for sport governance.</td>
<td>Aggregated class mean score of 75% or higher on rubric.</td>
<td>Each term the course is taught (spring)</td>
</tr>
</tbody>
</table>

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**
File: Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

### Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship
Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

**Measure:** Supervisor Evaluation  
Direct - Other

<table>
<thead>
<tr>
<th>Details/Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.</td>
<td></td>
</tr>
</tbody>
</table>
Target: Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

Implementation Plan (timeline): Each fall, spring, summer term

Responsible Individual(s): Instructor of record (Strigas)

Assessment Findings

Finding per Measure

MA/MS in Recreation & Sport Management Outcome Set

Assessment

Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Knowledge Test

Students complete a series of items to demonstrate knowledge and application of assessment concepts.

Measure: Final Exam

Direct - Exam

Details/Description: Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

Target: Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

Implementation Plan (timeline): Each fall term

Responsible Individual(s): Instructor of record (Bodey)

Findings for Final Exam

Summary of Findings: Data was not collected in AY14-15.

Recommendations: Collect data in Fall 2015

Reflections/Notes:

Facility Planning & Design

Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project

Student complete a needs analysis for a sport facility.

Measure: Facility Design Project

Direct - Student Artifact

Details/Description: The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

Target: Aggregated class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each summer term

Responsible Individual(s): Instructor of record (Blaszka)

Findings for Facility Design Project

Summary of Findings: Mean score on student project surpassed minimum expectations of 75%

\[ M = 84\% \]
Results: Target Achievement: Met

Recommendations: Current instructor is not satisfied with artifact for assessment. Will likely change artifact for upcoming Spring 2016 semester

Reflections/Notes:

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Sport Development Plan
Student will complete a sport development plan for a fictional small women’s college.

Measure: Sport Development Plan for a fictitious small college
Direct - Student Artifact

Details/Description: The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

Target: Aggregate class mean score of 75% of higher on rubric.

Implementation Plan (timeline): Each fall term

Responsible Individual(s): Instructor of record (Witkemer)

Findings for Sport Development Plan for a fictitious small college

Summary of Findings: Findings can’t be set at this time. Instructor of record changed the artifact to reflect administrative theory which is the premise of the course. Previous artifact did not reflect theory.

Class mean on current course projects:
M = 88%

Results: Target Achievement: Met

Recommendations: Current course is being redeveloped to meet Quality Matters standards. New artifact are being created for this course.

Reflections/Notes:

Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

Business Plan
Student complete a business plan for fictional sport organization.

Measure: Business Plan for a fictional sport organization.
Direct - Student Artifact

Details/Description: The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

Target: Aggregate class mean score of 75% or higher on rubric.

Implementation Plan (timeline): Each fall term

Responsible Individual(s): Instructor of record (Strigas)

Findings for Business Plan for a fictional sport organization.

Summary of Findings: Instructor of record has not provided findings to SPM assessment coordinator at this time. I will continue to work with the instructor to discover and report this information.
Program Outcomes Assessment  
MA/MS in Recreation

**Results:** Target Achievement: Not Met

**Recommendations:** Teach instructor of record how to input own data.

**Reflections/Notes:**

---

### Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

**Risk Management Plan**
Working in committee, students complete a risk analysis of high school athletic facilities.

- **Measure:** Students will complete a risk management audit and plan for a sport organization and a legal research
  - Direct - Student Artifact

**Details/Description:** Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Bodey)

**Findings for Students will complete a risk management audit and plan for a sport organization and a legal research**

- **Summary of Findings:** No data collected in AY14-15.
  - **Recommendations:** Collect data in Spring 2016.
  - **Reflections/Notes:**

---

### Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

**Marketing Plan**
Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice.

- **Measure:** Marketing Plan
  - Direct - Student Artifact

**Details/Description:** Students, in groups, develop a detailed marketing plan for an innovative sport-related product/service.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each spring term

**Responsible Individual(s):** Instructor of record (Strigas)

**Findings for Marketing Plan**

- **Summary of Findings:** No data collected. Data will be collected and reported in next cycle.
  - **Results:** Target Achievement: Not Met
  - **Recommendations:**
  - **Reflections/Notes:**

---
Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

<table>
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<th>Measure: Media Guide</th>
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<tr>
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**Details/Description:** The media guide to include table of contents, description of team/community, team history, coach & player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization.

**Target:** Aggregated class mean score of 75% or higher on rubric.
**Implementation Plan (timeline):** Each summer term
**Responsible Individual(s):** Instructor of record (Witkemper)

**Findings for Media Guide**

**Summary of Findings:** Students surpassed expectations

M = 89%

**Results:** Target Achievement: Exceeded

**Recommendations:**
**Reflections/Notes:**

Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

<table>
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</table>

**Details/Description:** Students articulate a statement of professional leadership philosophy in the sport setting.

**Target:** Aggregate class mean score of 75% or higher on the rubric.
**Implementation Plan (timeline):** Each fall term
**Responsible Individual(s):** Instructor of record (Bodey)

**Findings for Leadership Philosophy**

**Summary of Findings:** No data collected in AY14-15

**Recommendations:**
**Reflections/Notes:**

Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

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<th>Measure: Ethical Philosophy Paper</th>
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</thead>
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<td>Direct - Student Artifact</td>
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</tbody>
</table>

**Details/Description:** Students articulate a statement of personal and professional ethical responsibility in the sport setting.
**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term.

**Responsible Individual(s):** Instructor of record (Bodey)

---

**Findings for Ethical Philosophy Paper**

**Summary of Findings:** No data collected for AY 14-15

**Recommendations :**

**Reflections/Notes :**

---

**Governance**

Demonstrate understanding of policy analysis and the implications for sport governance.

**Analysis Paper**

Students complete a series of items to demonstrate knowledge and application of governance concepts.

**Measure:** Policy Analysis Paper

**Direct - Student Artifact**

**Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each term the course is taught (spring)

**Responsible Individual(s):** Instructor of record (Bodey)

**Supporting Attachments:**

- Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

---

**Findings for Policy Analysis Paper**

**Summary of Findings:** Grading in process.

**Recommendations :**

**Reflections/Notes :**

---

**Engagement (GRADUATE SCHOOL)**

Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

**Internship**

Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

**Measure:** Supervisor Evaluation

**Direct - Other**

**Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.

**Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor's evaluation

**Implementation Plan (timeline):** Each fall, spring, summer term

**Responsible Individual(s):** Instructor of record (Strigas)

---

**Findings for Supervisor Evaluation**

---
**Summary of Findings**: Data being collected in next assessment cycle

**Results**: Target Achievement: Not Met

**Recommendations**: 

**Reflections/Notes**: 

---

### Overall Recommendations

*No text specified*

### Overall Reflection

*No text specified*

---

#### Action Plan

**Actions**

---

#### Status Report

**Action Statuses**

**Status Summary**

*No text specified*

### Summary of Next Steps

*No text specified*
2015-2016 Assessment Cycle

Assessment Plan

Outcomes and Measures

MA/MS in Recreation & Sport Management Outcome Set

Assessment
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

Knowledge Test
Students complete a series of items to demonstrate knowledge and application of assessment concepts.

- **Measure:** Final Exam
  - Direct - Exam
  
  - **Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.
  - **Target:** Aggregated class mean score of 75% or higher on exam.
  - There is no rubric for this assignment - rather the exam & exam score are the artifact.

  - **Implementation Plan (timeline):** Each fall term
  - **Responsible Individual(s):** Instructor of record (Bodey)

Facility Planning & Design
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

Facility Design Project
Student complete a needs analysis for a sport facility.

- **Measure:** Facility Design Project
  - Direct - Student Artifact

  - **Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.
  - **Target:** Aggregated class mean score of 75% or higher on rubric.
  - **Implementation Plan (timeline):** Each summer term
  - **Responsible Individual(s):** Instructor of record (Blaszk)

Administrative Theory & Management Practice
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.

Sport Development Plan
Student will complete a sport development plan for a fictional small women’s college.

- **Measure:** Sport Development Plan for a fictitious small college
  - Direct - Student Artifact

  - **Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.
  - **Target:** Aggregate class mean score of 75% of higher on rubric.
  - **Implementation Plan (timeline):** Each fall term
  - **Responsible Individual(s):** Instructor of record (Witkemper)
## Finance
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

<table>
<thead>
<tr>
<th>Business Plan</th>
<th>Measure: Business Plan for a fictional sport organization.  Direct - Student Artifact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student complete a business plan for fictional sport organization.</td>
<td>Details/Description: The student will develop a business plan including a market analysis and financial plan for a fictional sport organization. Target: Aggregate class mean score of 75% or higher on rubric. Implementation Plan (timeline): Each fall term Responsible Individual(s): Instructor of record (Stringas)</td>
</tr>
</tbody>
</table>

## Legal Aspects & Risk Management
Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.

<table>
<thead>
<tr>
<th>Risk Management Plan</th>
<th>Measure: Students will complete a risk management audit and plan for a sport organization and a legal research. Direct - Student Artifact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working in committee, students complete a risk analysis of high school athletic facilities.</td>
<td>Details/Description: Each student will complete a risk management audit and plan for a sport organization (real not fictional) of their choice. Further, they will complete a 4-5,000 word research paper on a legal issue of their choice. Target: Aggregate class mean score of 75% or higher on rubric. Implementation Plan (timeline): Each spring term Responsible Individual(s): Instructor of record (Bodey)</td>
</tr>
</tbody>
</table>

## Marketing
Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

<table>
<thead>
<tr>
<th>Marketing Plan</th>
<th>Measure: Marketing Plan  Direct - Student Artifact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students in groups develop a detailed marketing plan for an innovative sport related product/service of their choice</td>
<td>Details/Description: Students, in groups, develop a detailed marketing plan for an innovative sport related product/service. Target: Aggregated class mean score of 75% or higher on rubric. Implementation Plan (timeline): Each spring term Responsible Individual(s): Instructor of record (Stringas)</td>
</tr>
</tbody>
</table>

## Communications & Media Relations
Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

<table>
<thead>
<tr>
<th>Media Guide</th>
<th>Measure: Media Guide  Direct - Student Artifact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.</td>
<td>Details/Description: The media guide to include table of contents, description of team/community, team history, coach &amp; player biographies, schedule, and season re-cap. Visual imagery to include action photographs and/or positive marketing attributes of the organization. Target: Aggregated class mean score of 75% or higher on rubric. Implementation Plan (timeline): Each summer term</td>
</tr>
</tbody>
</table>
### Responsible Individual(s):
Instructor of record (Witkemper)

### Leadership
Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

<table>
<thead>
<tr>
<th>Philosophy Statement</th>
<th>Measure: Leadership Philosophy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students articulate a statement of leadership philosophy in the sport setting.</td>
<td>Direct - Student Artifact</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Details/Description</th>
<th>Target</th>
<th>Implementation Plan (timeline)</th>
<th>Responsible Individual(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students articulate a statement of professional leadership philosophy in the sport setting.</td>
<td>Aggregate class mean score of 75% or higher on the rubric.</td>
<td>Each fall term</td>
<td>Instructor of record (Bodey)</td>
</tr>
</tbody>
</table>

### Ethics
Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

<table>
<thead>
<tr>
<th>Philosophy Statement</th>
<th>Measure: Ethical Philosophy Paper</th>
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<tbody>
<tr>
<td>Students articulate a statement of personal and professional responsibility in the sport setting.</td>
<td>Direct - Student Artifact</td>
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</tbody>
</table>

<table>
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<tr>
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<th>Implementation Plan (timeline)</th>
<th>Responsible Individual(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students articulate a statement of personal and professional ethical responsibility in the sport setting.</td>
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<td>Instructor of record (Bodey)</td>
</tr>
</tbody>
</table>

### Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

<table>
<thead>
<tr>
<th>Analysis Paper</th>
<th>Measure: Policy Analysis Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students complete a series of items to demonstrate knowledge and application of governance concepts.</td>
<td>Direct - Student Artifact</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Details/Description</th>
<th>Target</th>
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</thead>
<tbody>
<tr>
<td>Demonstrate understanding of policy analysis and the implications for sport governance.</td>
<td>Aggregated class mean score of 75% or higher on rubric.</td>
<td>Each term the course is taught (spring)</td>
<td>Instructor of record (Bodey)</td>
</tr>
</tbody>
</table>

### Supporting Attachments:
- Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

### Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

### Internship
Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

<table>
<thead>
<tr>
<th>Measure: Supervisor Evaluation</th>
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<tbody>
<tr>
<td>Direct - Other</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Details/Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.</td>
<td></td>
</tr>
</tbody>
</table>
Assessment Findings

Finding per Measure

MA/MS in Recreation & Sport Management Outcome Set

**Assessment**
Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.

**Knowledge Test**
Students complete a series of items to demonstrate knowledge and application of assessment concepts.

**Measure:** Final Exam
Direct - Exam

**Details/Description:** Assessment concepts to include planning evaluations, operationalizing constructs, survey design & administration, and hypothesis testing.

**Target:** Aggregated class mean score of 75% or higher on exam.

There is no rubric for this assignment - rather the exam & exam score are the artifact.

**Implementation Plan (timeline):** Each fall term
**Responsible Individual(s):** Instructor of record (Bodey)

**Findings for Final Exam**

No Findings Added

**Facility Planning & Design**
Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.

**Facility Design Project**
Student complete a needs analysis for a sport facility.

**Measure:** Facility Design Project
Direct - Student Artifact

**Details/Description:** The project to include a needs assessment, building wish book, equipment wish book, and 2D & 3D design of the proposed facility.

**Target:** Aggregated class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each summer term
**Responsible Individual(s):** Instructor of record (Blaszka)

**Findings for Facility Design Project**

No Findings Added

**Administrative Theory & Management Practice**
Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.
**Sport Development Plan**
Student will complete a sport development plan for a fictional small women's college.

**Measure:** Sport Development Plan for a fictitious small college
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**Details/Description:** The students will prepare sport development plan for a small fictitious college that presently does not have an athletic (sport) program which will include, but not limited to: philosophy, goals, objectives, action plans, marketing analysis, financial plan, facility plan, and much more.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Witkemper)

---

**Findings for Sport Development Plan for a fictitious small college**

*No Findings Added*

**Finance**
Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.

**Business Plan**
Student complete a business plan for fictional sport organization.

**Measure:** Business Plan for a fictional sport organization.
Direct - Student Artifact

**Details/Description:** The student will develop a business plan including a market analysis and financial plan for a fictional sport organization.

**Target:** Aggregate class mean score of 75% or higher on rubric.

**Implementation Plan (timeline):** Each fall term

**Responsible Individual(s):** Instructor of record (Strigas)

---

**Findings for Business Plan for a fictional sport organization.**

*No Findings Added*

**Legal Aspects & Risk Management**
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**Risk Management Plan**
Working in committee, students complete a risk analysis of high school athletic facilities.

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---

**Findings for Students will complete a risk management audit and plan for a sport organization and a legal research**

*No Findings Added*
### Marketing

Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.

**Marketing Plan**

Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice.

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- **Implementation Plan (timeline):** Each spring term
- **Responsible Individual(s):** Instructor of record (Stringas)

**Findings for Marketing Plan**

No Findings Added

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Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.

**Media Guide**

Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.

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**Findings for Media Guide**

No Findings Added

### Leadership

Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.

**Philosophy Statement**

Students articulate a statement of leadership philosophy in the sport setting.

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**Findings for Leadership Philosophy**

No Findings Added
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Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.

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- **Implementation Plan (timeline):** Each fall term.
- **Responsible Individual(s):** Instructor of record (Bodey)

- **Findings for Ethical Philosophy Paper**
  
  *No Findings Added*

### Governance
Demonstrate understanding of policy analysis and the implications for sport governance.

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- **Details/Description:** Demonstrate understanding of policy analysis and the implications for sport governance.
- **Target:** Aggregated class mean score of 75% or higher on rubric.
- **Implementation Plan (timeline):** Each term the course is taught (spring)

- **Responsible Individual(s):** Instructor of record (Bodey)

- **Supporting Attachments:**
  - Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document) (See appendix)

- **Findings for Policy Analysis Paper**
  
  *No Findings Added*

### Engagement (GRADUATE SCHOOL)
Students engage in and meaningfully contribute to diverse and complex communities and professional environments.

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<th>Measure: Supervisor Evaluation</th>
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- **Details/Description:** Students apply knowledge, skills, and dispositions gained through program of study in a sport management setting.
- **Target:** Aggregated class mean score of 80% or higher on the rubric and site supervisor’s evaluation
- **Implementation Plan (timeline):** Each fall, spring, summer term
- **Responsible Individual(s):** Instructor of record (Stringas)

- **Findings for Supervisor Evaluation**
  
  *No Findings Added*
No Findings Added

Overall Recommendations

No text specified

Overall Reflection

No text specified

Action Plan

Status Report
2016-2017 Assessment Cycle

✦ Assessment Plan

✦ Assessment Findings
2017-2018 Assessment Cycle

Assessment Plan

Assessment Findings
2018-2019 Assessment Cycle

Assessment Plan

Assessment Findings
2019-2020 Assessment Cycle

Assessment Plan

Assessment Findings
Appendix

A. Graduate SPM Program Curriculum Map (Curriculum Map)
B. Recreational Sports Management (Adobe Acrobat Document)
C. Recreational Sports Management (Adobe Acrobat Document)
D. 620.Assignment Description.pdf (Adobe Acrobat Document)
F. 637 media guide grading rubric.pdf (Adobe Acrobat Document)
H. RCSM 604 Final Exam (F10).pdf (Adobe Acrobat Document)
I. RCSM 635 Final (Sp11).pdf (Adobe Acrobat Document)
J. 620_Final_Presentation_1.pdf (Adobe Acrobat Document)
L. RCSM 604 Artifacts 0-39 (Adobe Acrobat Document)
M. RCSM 604 Artifacts 40-49 (Adobe Acrobat Document)
N. RCSM 604 Artifacts 50-59 (Adobe Acrobat Document)
O. RCSM 604 Artifacts 60-69 (Adobe Acrobat Document)
P. RCSM 604 Artifacts 70-79 (Adobe Acrobat Document)
Q. SPM 620- Project 1 (Met Expectations).pdf (Adobe Acrobat Document)
R. SPM 620- Project 2 (Met Expectations).pdf (Adobe Acrobat Document)
S. Governance Rubric&Assignment.043012.pdf (Adobe Acrobat Document)
T. Facility Master Plan (Adobe Acrobat Document)
U. Facility Planning and Design Rubric (Word Document (Open XML))
X. Sample student Crisis communication plan (Word Document (Open XML))
Y. Sample Student Media Guide (Word Document (Open XML))
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Sample student project</strong> (Word Document (Open XML))</td>
</tr>
<tr>
<td>2.</td>
<td><strong>Sample Student Sport Marketing Plan</strong> (Word Document (Open XML))</td>
</tr>
<tr>
<td>3.</td>
<td><strong>Sample Student Sport Marketing Plan</strong> (Word Document (Open XML))</td>
</tr>
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<td>4.</td>
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<td>8.</td>
<td><strong>Sample Student Sport Marketing Plan</strong> (Word Document (Open XML))</td>
</tr>
<tr>
<td>9.</td>
<td><strong>Sample Student Sport Marketing Plan</strong> (Word Document (Open XML))</td>
</tr>
</tbody>
</table>

**Program Outcomes Assessment**

**MA/MS in Recreation**
If **Program Elimination** is pending you need not complete the form.

<table>
<thead>
<tr>
<th>Question</th>
<th>Type of Answer</th>
<th>From Available Info</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationally Accredited Organization</td>
<td>Y/N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Learning Outcomes Clearly Articulated</td>
<td>Y/N</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>File</td>
<td>Program coordinator, Dean’s office</td>
<td></td>
</tr>
<tr>
<td>Students Know their Learning Outcomes</td>
<td>Y/N</td>
<td>In process of placing in syllabi</td>
<td></td>
</tr>
<tr>
<td></td>
<td>File</td>
<td>Will be on file with program coordinator</td>
<td></td>
</tr>
<tr>
<td>Program Actively Using Student Learning Outcomes</td>
<td>Y/N</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Does Assessment Plan Exist?</td>
<td>Y/N</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>File/copy</td>
<td>Program coordinator, Dean’s office</td>
<td></td>
</tr>
<tr>
<td>When Was It Adopted?</td>
<td></td>
<td></td>
<td>Fall 2007</td>
</tr>
<tr>
<td>Data Actively Collected &amp; CBE</td>
<td>Data Ever Collected?</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Data Recently/ Actively Collected?</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data Systematically Analyzed &amp; CBE</td>
<td>Data Analyzed?</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis Discussed in Depts &amp; CBE</td>
<td>Analysis Discussed?</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis Impacts Curriculum for Pgm &amp; CBE</td>
<td>Any Changes to Pgm Curriculum Since 2000</td>
<td>NO E. Robbins Fall 07 Survey Response</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment Plan Adjustments Discussed &amp; CBE</td>
<td>Has the Assessment Plan been modified since 2001</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Were changes as a result of SLO, Data, Analysis?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjustments Implemented &amp; CBE</td>
<td>Has the adjusted plan been implemented</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evidence</td>
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Completed by: ______________________
If **Program Elimination** is pending you need not complete the form.

<table>
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<tr>
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If **Program Elimination** is pending you need not complete the form.

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Learning Outcomes For The Sport Management Specializations (B.A., B.S., M.A., M.S.):

The specific learning outcomes listed below are directly related to the Sport Management Program Standards and Review Protocol published by the Sport Management Program Review Council (SMPRC, 2000). SMPRC is associated with the National Association for Sport and Physical Education (NASPE; www.aahperd.naspe.org)/North American Society for Sport Management (NASSM; www.nassm.org), the professional (NASPE) and scholarly (NASSM) societies that approve (i.e., accredit) United States sport management programs.

1. **Socio-Cultural**: Students will understand that sport is a microcosm of society influenced by cultural traditions, social values, and psychosocial experiences -- and that sport managers are immersed in the socio-cultural milieu with sport as the focus.

2. **Management and Leadership**: Students will understand concepts of management and leadership by describing the various skills, roles, and functions of sport managers -- and concepts of leadership theory/practices related to sport managerial responsibilities.

3. **Ethics**: Students will analyze moral issues related to sport in its intrinsic and extrinsic dimensions -- and develop a personal philosophy regarding social responsibility in the sport management setting.

4. **Marketing**: Students will apply fundamental marketing concepts to the sport industry -- and understand the unique sport product and consumer markets.

5. **Communication**: Students will understand the principles of interpersonal and mass communication and understand interaction with internal and external sport publics.

6. **Budget and Finance**: Students will understand budget/finance as a critical component of all sport industries -- and analyze financial control methods and principles.

7. **Legal Aspects**: Students will understand legal concepts in areas that they are most likely to encounter within the sport management environment.

8. **Economics**: Students will understand sport economic principles as they fit
into national economy -- and understand that sport economics are shaped by external influences.

9. **Governance**: Students will understand the various agencies that govern sport and identify their authority, organizational structure, and functions.

**Assessment Strategies**

1. **Learning (Or Service) Outcomes Assessed**:

   All learning outcomes are assessed annually as a strategy for aggressively appraising sport management curriculum and course content. Revisions are implemented as needed.

2. **Assessment Methods And Procedures**:

   Assessment is related to a set of values established by the sport management academic field. Assessment is multi-dimensional, based on integrated learning experiences, and involves an on-going linked series of activities. Internal and external assessments are conducted regularly.

   **Internal Assessments**:

   Learning outcomes are evaluated throughout a student's sport management academic program. Assessment involves an overall evaluation of academic performance, as well as individual evaluations related to the learning outcomes.

3. **Individual Evaluations Related To The Learning Outcomes**:

   **Project Assessments**

   Students are assessed through oral and written projects, case studies, examinations, as well as service- and active-learning.

**DESCRIPTION OF EXAMPLE PROJECTS USED FOR INTERNAL ASSESSMENTS**

- **Management Observation**: An observation of a BGSU Athletics Department administrator (e.g., marketing/promotions, game management, media relations). A personal reflection paper summarizing experiences is required (COURSE: RCSM 264 - Introduction to Sport Management).

- **Applied Sport Marketing Research**: A project where students analyze demographic and psychographic data for season ticket holders in either football, men’s basketball, or women’s basketball. This project involves the profiling of ticket holders as well as the evaluation of several aspects of fans'
overall game experiences (COURSE: RCSM 420 - Sport Marketing).

• **Event Management Report**: A project addressing a sport and event manager's leadership style, focusing on communication methods and suggesting techniques for more efficient communication/event management. (COURSE: RCSM 450 – Venue and Event Design and Management).

• **A Sociological Analysis of Sport in American Society**: A project where teams of students construct a “sociology of sport jeopardy game” with 12 key categories and five questions in each category as well as a final jeopardy category and question (COURSE: RCSM 355 – Communications and Media Relations).

• **Venue Design and Analysis**: A project where each student critiques a sport venue, including risk assessment and risk reduction methods, and renovates that venue to allow the venue manager to have a more efficient, profitable facility (COURSE: RCSM 450 – Venue and Event Design and Management).

• **Risk Management Assessment**: A project addressing the legal risks associated with students and their chosen careers in recreation and sport management and a strategic risk management plan to help alleviate those legal risks (COURSE: RCSM 435 – Legal Aspects of Recreation and Sport Management).

• **Ethical Issue Assignment**: A group project addressing an issue related to sport and ethics in which students apply ethical principles to sport situations (COURSE: RCSM 340 – Governance and Standards of American Sport).

• **Community and Media Relations Assignments**: A project in which students select a high school and a sport and develop a detailed media guide that can be used by the high school and a community relations guide for the high school athletic program (COURSE: RCSM 355 – Communications and Media Relations).

• **Budget Development**: Student teams develop and justify a budget for a fictitious sport organization. The budget includes detail revenue and expenditure projections (COURSE: RCSM 334 – Financial Aspects of Recreation and Sport Management).

• **Sport Organization Analysis Project**: A project involving analysis of a selected sport organization's history of the organization, mission statement,
core purpose/values, organizational structure, internal/external analysis (SWOT), product(s), target customers, financial performance and other performance indicators (e.g., ratings), leadership/major players, future performance predictions, and employment opportunities (COURSE: RCSM 420 – Sport Marketing).

• **Practicum and Internship:** Each student completes 280 hours of practicum prior to completing a 600 hour internship in the field. The students are evaluated by the host and the hosts are requested to provide input into the level of preparation each student has based on the learning objectives outlined above (COURSES: RCSM 390 – Practicum; RCSM 491 – Internship).