

PROGRAM INFORMATION PROFILE

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

Name of Institution: Winston-Salem State University
Program/Specialized Accreditor(s): COSMA
Institutional Accreditor: SACSCOC
Date of Next Comprehensive Program Accreditation Review: 2028
Date of Next Comprehensive Institutional Accreditation Review: 2030
URL where accreditation status is stated: <https://www.wssu.edu/admissions/programs/sport-management.html>

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

1. Graduation Year: _____ # of Graduates: _____ Graduation Rate: ***See below** _____
2. Average Time to Degree: 4-Year Degree: _____ 5-year Degree _____
3. Annual Transfer Activity (into Program): Year: _____
of Transfers: _____ Transfer Rate: _____
4. Graduates Entering Graduate School: Year: 2021-22 (Did not capture 4 student summer graduates data for graduate school)
of Graduates: 31 # Entering Graduate School: 8
5. Job Placement (if appropriate): Year: 2021-22 (Did not capture summer graduates data for job placement)
of Graduates: 31 # Employed: 13

	Academic Year
Degrees Awarded	2021-2022
BS Sport Management	27

4-Year Graduation Rate	50%
5-Year Graduation Rate	85%

Average Time to Degree	4.2 years
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PROGRAM DIVERSITY PERFORMANCE DATA

(completed by all programs)

COMPLETE THIS FORM **OR** PROVIDE THE SAME INFORMATION IN A FORMAT
ALREADY IN USE

Dashboard Data

Total Sport Management Undergraduate Enrollment (majors, minors, tracks, concentrations)	*See below		
Total Sport Management Master's Enrollment (majors, minors, tracks, concentrations)			
Total Sport Management Doctoral Enrollment (majors, minors, tracks, concentrations)			
Percentages of female and male majors (separate out undergraduate, master's and doctoral)		Number	Percentage
	# Female		
	# Male		
Student Demographics: Number of Students by race/ethnicity (separate out undergraduate, master's and doctoral)		Number	Percentage
	# African American/Black		
	# American Indian/Alaskan Native		
	# Asian		
	# Caucasian/White		
	# Hispanic/Latinx		
	# Native Hawaiian/Pacific Islander		
	# Two or more races		
	# Unknown		
Student: Faculty Advising Ratio		Number	
	#Students		
	#Faculty		
Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty		Number	Percentage
	Full-time faculty	3	
	#Tenured faculty	2	
	#Tenured track faculty		
Total Number of Part Time/Adjunct Sport Management Faculty		Number	Percentage
	Adjunct		
	#PT faculty	1	
Ratio of Male and Female Faculty		Number	
	#Female Faculty	1	
	#Male Faculty	3	
Faculty Demographics: Number of Faculty by race/ethnicity		Number	Percentage
	# African American/Black	3	
	# American Indian/Alaskan Native		
	# Asian	1	
	# Caucasian/White		
	# Hispanic/Latinx		
	# Native Hawaiian/Pacific Islander		
	# Two or more races		
	# Unknown		

Undergraduate Enrollment	Fall 2021
New Freshmen	24
Transfer Students	7
Continuing UG Students	103
Total SPM UG Enrollment	134

Gender	Headcount	%
Female	23	17%
Male	111	83%

Race/Ethnicity	Headcount	%
African American/Black	120	90%
American Indian/Alaskan Native	1	1%
Asian	0	0%
White	3	2%
Hispanic/Latinx	3	2%
Native Hawaiian/Pacific Islander	0	0%
Two or more races	2	1%
Unknown	5	4%

Total Faculty (Dept of Health, Phys Ed, Sports Studies)	13
Student : Faculty Ratio	10 to 1

Student Learning Outcomes Matrix - Academic Year 2021 – 2022

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1 - Demonstrate knowledge of sound business practices and administrative procedures related to sports					
Measure 1 Case Study Assignment in SPM 4306- Direct	85% of students will achieve a score of least a score of 9 out of 12 on rubric items Analysis and Evaluation of Issues/Problems and Recommendations on Effective Solutions/Strategies	18	17	94%	Exceeds expectation
Measure 2 Internship supervisor evaluations-Indirect	85% of students will be rated by their supervisor as outstanding- 5, or more than satisfactory- 4 on Professional Performance #1, 3, 6, 10, 13	20	19	95%	Exceeds expectation
SLO 2 - Apply key course learning concepts through experiential learning activities and the internship experience					
Measure 1 Internship e-portfolio- Direct	85% of students will achieve at least 16 out of 20 points on the rubric item “The Weebly page serves its purpose and shows creativity. The layout and design is attractive and well thought out”.	18	14	77%	Does not meet expectation
Measure 2 SPM Senior exit survey- Indirect	85% of students will rate strongly (4 or 5) on SPM Senior exit survey question “On a scale from 1-5, with 5 being the highest score, how	19	18	95%	Exceeds expectations

	would you rate the SPM courses effectively prepared you for a career in the sport industry”				
SLO 3 Communicate effectively in written and verbal form across various mediums.					
Measure 1 Internship E-portfolio presentation and Governance in Sport Final Paper- Direct	85% of students will achieve a score of 80% or better on the Governance in Sport final paper;; and at least 8 out of 10 points on rubric item “Speaker uses precise pronunciation; word choices are meaningful; vocabulary reflects competence with the topic; pauses are used appropriately in place of filler words” on internship presentation	Paper- 22 Presentation- 18	18 17	81% 94%	Paper- Does not meet expectation Presentation- Exceeds expectation
Measure 2 Internship supervisor evaluations- Indirect	85% of students will be rated by their supervisor as outstanding- 5, or more than satisfactory- 4 on Professional Performance # 7, 9	20	19	95%	Exceeds expectation
SLO 4 Develop and apply critical thinking skills and problem solving techniques					
Measure 1 Case studies in SPM 2303 Issues & Ethics in Sport -Direct	85% of students will achieve at least a score of 8 out of 10 on rubric items Analysis and Evaluation of Issues/Problems and Recommendations on Effective Solutions/Strategies	31	27	87%	Meets expectations

Measure 2 Internship supervisor evaluations- Indirect	85% of all students' supervisors will rate them outstanding- 5, or more than satisfactory- 4 on Professional Performance# 6, 14 & Professional Attitude #2, 3	20	19	95%	Exceeds expectation
SLO 5 Demonstrate the use of technology in applications such as presentations.					
Measure 1 SPM 3312- Sport Communication- Use Adobe Spark for PR Ad Campaign Project - Direct	85% of students will achieve at least 12 out of 15 on rubric item "Adobe Spark and/or Photoshop Audio/Visual used effectively"	48	35	73%	Does not meet expectation
Measure 2 SPM Senior exit surveys- Indirect	85% of all graduating seniors will strongly (4 or 5) rate the statement #12, "The SPM program provided opportunities to learn about and apply technologies that I am likely to encounter as a professional"	19	18	95%	Exceeds expectation

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

Student Learning Outcomes Matrix Narrative:

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

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

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

The SLO data that are acquired from internship supervisor evaluations and senior exit surveys met or exceeded expectations. Those results indicate that we are meeting or exceeding students’ professional performance and attitude benchmarks; students’ perception that we are effectively preparing them for a career in the sport industry and providing opportunities to learn about and apply technologies that they are likely to encounter as a professional.

Last year we did not meet expectations for SLO 1, Measure 1- Case studies. However, this year the case studies were assigned earlier in the semester so students who missed the assignment for legitimate reasons had a chance to make it up. This year students exceeded expectations. We will continue to assign it earlier in the semester. This also applies to SLO 4, Measure 1 case studies, which also met expectations.

SLO 2, Measure 1 still did not meet expectations but did increase from 63% last year to 77% this year. As stated last year, faculty believes classes meeting in person helps to keep students engaged. Hopefully this will continue to help students continue to increase expectations. SLO 3, Measure 1 (Internship presentations) exceeded expectations this year, which did not meet expectations last year. For the written analysis (Governance paper), this is a new measurement this year. We switched to assessing this SLO in the Governance class because students complete a final paper that is more of an in-depth writing project than the previous class used. This measurement met expectations in the fall semester but fell short of meeting it in the spring semester. The faculty feels we need to address how to get more writing classes in our major maybe having required electives in those courses.

SLO 5, Measure one was revised from previous SLOs due to feedback from the site visit team to assess majors later in their matriculation through the program as opposed to early (previously it was assessed in Intro to SPM class). It is now revised to include the SPM 3312-Sport Communication class, which is a higher-level course. Students did not meet expectations mainly because some students did not utilize photoshop effectively, although a majority of the students

did utilize Adobe Express (Spark) effectively. The faculty will do a tutorial of photoshop during class so students will have a better comprehension.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2021-22

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
OEG 1- Maintain meaningful professional development for Sport Management full-time faculty			
Measure 1 Professional development activities including faculty research, publications, presentations, and attendance at professional conferences (Direct)	Goal is a minimum of three professional development activities per academic year	All SPM faculty met or exceeded this goal	Meets expectation
Measure 2 Faculty Reviews (Indirect)	Goal is a score of 3.5 or better on the SPM faculty annual evaluations.	*Insufficient data	
OEG 2- Provide students with quality professional development opportunities			
Measure 1 Department senior exit survey	Goal is 80% of graduating seniors will report 4 or higher on Senior Exit Survey question "On a scale from 1 to 5 with 5 being the highest score, how would you rate your professional preparation including areas such as resume writing, professional communication, professional dress, ethical standards of your profession, etc.	18 out of 18 (100%) students responded with 4 or 5	Exceeds expectation
Measure 2			
OEG 3- Provide quality learning experiences and opportunities through an excellent sport management academic program			
Measure 1 Student ratings of course evaluation scores (Direct)	Goal is average of 3.0 or above on all SPM course evaluations.	Fall- All full time SPM faculty received above 3.0	Meet expectation
Measure 2 Department Senior exit surveys (Indirect)	Goal is 80% of students report strong results (4 or 5) on "How would you rate your academic program preparation	18 out of 18 (100%) students responded with 4 or 5	Exceeds expectation

	on a scale of 1 to 5, 5 being the highest?"		
OEG 4- Create and actively maintain partnerships with sport organizations in the local and greater Winston-Salem area			
Measure 1 Number of field experience and internship placement sites (Direct).	Goal is to maintain at least 15 quality internships placement sites. At least 1 of the total internship sites should be new each academic year.	There are currently more than 20 internship placement sites on and off campus.	Exceeds expectations
<p>Note: You are not required to have five OEGs – you may have more or fewer.</p> <p>Required Narrative: Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.</p> <p>Most OEGs met or exceeded expectations, which indicates that we are successfully providing students with quality professional development opportunities, preparing students academically, and creating and actively maintaining partnerships with sport organizations in the local and greater Winston-Salem area. The SPM faculty continue to network with sport industry professionals and build relationships and partnerships to provide students volunteer, internship, job, etc. opportunities.</p> <p>Faculty have continued to take advantage of online course development workshops and tutorials and other virtual and in person workshops, conferences, webinars, etc. to meet the benchmark for faculty professional development.</p> <p>There was insufficient data for OEG 1 measure #2 due to the faculty evaluation meeting occurring in the start of the fall semester usually around the end of August or early September. This information will be updated once those meetings occur.</p> <p>After implementing strategies to include time during classes for students to complete online course evaluations and providing incentives such as extra credit, most faculty increased their completion rate to over 70% for the Fall 2021 semester. Faculty will continue to implement these strategies to maintain high response rates.</p>			