

COSMA Annual Report Data AY 2023-2024 Undergraduate Student Learning Outcomes Matrix

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total # Observed	Total # Meeting Expectations	Assessment Results: % Meeting Expectations	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Students will utilize critical thinking and decision-making techniques to address issues and challenges in sport management.					
Measure 1: AACU Values Problem Solving Rubric: Issues paper in Sport Governance and Policy (SM365) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Problem Solving Rubric.	<i>n</i> = 35	<i>n</i> = 28	83%	Meets expectations
Measure 2: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM101) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric	<i>n</i> = 50	<i>n</i> = 46	92%	Exceeds expectations
Measure 3: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM102) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric	<i>n</i> = 44	<i>n</i> = 36	81%	Meets expectations
Measure 4: Internship Supervisor Evaluation Form 100 & 200 Indirect measure	Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form	<i>n</i> = 84	<i>n</i> = 84	100%	Exceeds expectations
Measure 5: Internship Supervisor Evaluation Form 480 Indirect measure	Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form	<i>n</i> = 36	<i>n</i> = 35	97%	Exceeds expectations
SLO 2: Students will communicate effectively in oral and written forms within the conventions of sport management					
Measure 1: AACU Values Oral Presentation Rubric: presentation of final thesis project: Senior Thesis II (SM490) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Value Oral Presentation Rubric	<i>n</i> = 33	<i>n</i> = 30	91%	Exceeds expectations
Measure 2: AACU Values Inquiry and Analysis Rubric: Thesis collected in Senior Thesis II (SM490) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Inquiry and Analysis Rubric	<i>n</i> = 33	<i>n</i> = 28	85%	Meets expectations
Measure 3: Internship Supervisor Evaluation Form 100 & 200 Indirect Measure	Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form	<i>n</i> = 84	<i>n</i> = 84	100%	Exceeds expectations
Measure 4: Internship Supervisor Evaluation Form 480 Indirect Measure	Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form	<i>n</i> = 36	<i>n</i> = 36	100%	Exceeds expectations
SLO 3: Students will demonstrate their knowledge base of sport management through best practices in a professional environment.					
Measure 1: Internship Supervisor Evaluation Form 480 Indirect Measure	Eighty percent of the students will score a 3 or higher on questions J1, J2, and J3 on the Internship Supervisor Evaluation Form	<i>n</i> = 36	<i>n</i> = 35	97%	Exceeds expectations
Measure 2: Exit Surveys Graduating Seniors	Eighty percent of the students should express at least satisfactory experience	<i>n</i> = 11	<i>n</i> = 11	100%	Exceeds expectations

Indirect Measure	(agree rating) in categories under Didactic Education				
SLO 4: Students will synthesize concepts of diversity, equity, and inclusion and apply these to local, regional, national, and global 21st century community sport contexts.					
Measure 1: Adapted AACU Ethical Reasoning Values Rubric: Paper in (SM218) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Rubric.	<i>n</i> = 70	<i>n</i> = 56	80%	Meets expectations
Measure 2: Adapted DEI Rubric: Assignment in (SM303) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted DEI Rubric	<i>n</i> = 32	<i>n</i> = 28	88%	Meets expectations
SLO 5: Students will illustrate [apply] current issues, basic principles, policies and procedures of administration of athletics and sport.					
Measure 1: Abbreviated scoring rubric designed for assessment purposes: Comprehensive Binder Assignment in (SM215) Direct Measure	Eighty percent of the students will reach the milestone mark of a 3 (“meets expectations”) or higher on the abbreviated scoring rubric designed for assessment purposes	<i>n</i> = 50	<i>n</i> = 41	82%	Meets expectations

COSMA Annual Report Data AY 2023-2024 Graduate Student Learning Outcomes Matrix

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: Apply fundamental knowledge and practical understanding of leadership sport marketing, communication, and event management principles					
Measure 1 Rubric: SLD 505 Leadership Theory Paper Direct Measure	85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric.	<i>n= 21</i>	<i>n= 18</i>	85%	Meets expectations
Measure 2 Rubric: SLD511 Detailed Sport Marketing Plan and Promotional Campaign Direct Measure	85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric.	<i>n= 33</i>	<i>n= 28</i>	85%	Meets expectations
SLO #2: Apply ethical and legal principles and evidence-based decision making to solve dilemmas.					
Measure 1 AACU Ethical Reasoning Values Rubric: Assignment in SLD521 Direct Measure	75% of students will reach the capstone (4) mark on the rubric.	<i>n= 15</i>	<i>n=12</i>	80%	Meets expectations
SLO #3: Promote a deeper understanding of the essential elements of the industry.					
Measure 1 Exit survey Indirect Measure	85% of students will express at least satisfactory experiences regarding their didactic education	<i>n= 15</i>	<i>n= 15</i>	100%	Exceeds expectations
SLO #4: Articulate and address critical issues in students' field of study.					
Measure 1 Adapted AACU Problem Solving Rubric: SLD599 Final Case Study Assignment Direct Measure	75% of students will reach the capstone (4) mark on the rubric.	<i>n=15</i>	<i>n= 11</i>	77%	Meets expectations
SLO #5: Elevate student preparation for positions of management while developing self-awareness and adaptability, flexibility, and curiosity in pursuit of personal and professional growth.					
Measure 1 AACU Integrated Learning Rubric: SLD507 Portfolio Assignment Direct Measure	75% of students will reach the capstone (4) mark on the rubric.	<i>n= 24</i>	<i>n=19</i>	80%	Meets expectations
Measure + 2 Survey with select alumni Indirect Measure	85% of alumni report that their academic experience were relevant/prepared them for employment	<i>n= 75</i>	<i>n= 72</i>	96%	Exceeds expectations
SLO #7: Communicate, at an advanced level, in oral and/or written form					
Measure 1 Across the curriculum: All course assignments included in SLOs will be assessed Direct Measure	85% of students will reach the milestone mark (3 and/or "Satisfactory Standards/Competent") on Grammar & Mechanics and Citations & References columns.	<i>n=123</i>	<i>n=111</i>	90%	Meets expectations

COSMA Annual Report Data AY 2023-2024
Undergraduate Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 Build community through shared values that are expressed within the institutional mission and the mission of the sport management program.			
Measure 1 Community partnerships and collaborations	3 new relationships with individual(s) and/or site(s)	Several new partnerships were formed both internally and externally.	Meets expectation
Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment	20% junior standing eligibility, average GPA=3.50	15 students eligible, 7 of whom joined: 3.66 GPA	Meets expectation
OEG 2 Create learning opportunities for students to gain knowledge in areas related to theoretical and practical sport management.			
Measure 1 Opportunities “Beyond the classroom”	Identify 1 fully funded outing for SM student participation	Several student outings were made available this year.	Exceeds expectation
Measure 2 Study abroad participation	The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad	FA23= 8 SP24= 4	Exceeds expectation
OEG 3 Continually evaluate the demands of industry as related to entry level sport management professionals and re-align the curriculum to meet the identified needs.			
Measure 1 Excellence in education/curriculum e.g. COSMA Accreditation	Full accreditation by COSMA	Reaffirmation of accreditation 2/2022 thru 2/2029	Meets expectation
Measure 2 Faculty and staff professional development	1 fully funded conference/workshop per year per faculty	All full-time SM faculty applied and were awarded their AY stipend(s); two faculty completed their awarded sabbatical leaves during AY 23-24 (1 in the Fall and 1 in the Spring)	Exceeds expectation
Measure 3 Curriculum	Research and evidence based programmatic changes	At departmental meetings we continue to see saw a renewed excitement and focus around discussing how our outcomes assessment data should drive curricular changes.	Meets expectation
OEG 4 Ensure a technology rich culture in which administrators, students, faculty, and staff work together to pursue innovation and excellence, promote intellectual exploration, and enhance learning.			
Measure 1 Faculty statements	Identifying actions taken and opportunities for innovation across the curriculum	Faculty continue to report and discuss identifiable action taken and opportunities for technology inclusion across the curriculum.	Meets expectation

COSMA Annual Report Data AY 2023-2024
Graduate Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1 Build community through shared values that are expressed within the institutional mission and the mission of the sport leadership graduate program.			
Measure: SWOT Analysis: Event registration records	Hosts 3 events a year with at least 20 in attendance.	14 events from-July 2023 to June 30, 2024 Attendance per event approx. 30	Exceeds expectation
OEG 2 Prepare professionals who can lead and manage effectively in the specialized industry.			
Measure: Job placement rates	85% of graduates secure a job in a sport-related field.	IP	Insufficient data
OEG 3 Evaluate the demands of industry as related to athletic administration professionals and re-align the curriculum to meet the identified needs.			
Measure: SWOT Analysis; meeting notes from External Advisory Board	Consult a minimum of 2 times a year with an external advisory board: relevance of the current curriculum.	Consulted with an external advisory board each semester to ensure curriculum aligned with industry needs. An alumni board was recently established and with additional support staff, increasing engagement with this group will be a priority this coming AY.	Meets expectation
OEG 4 Continuously seek to improve teaching and learning.			
Measure: SWOT Analysis: Faculty Meetings	Host minimum of 2 faculty meetings a year to discuss teaching & program content issues.	Hosted faculty meetings to address teaching and program-related concerns.	Meets expectation
Measure: Course Evaluation Data	85% of students strongly agreed/agreed that the instructor provided a positive learning experience.	85+% of students strongly agreed/agreed that the instructor was available for questions and clarification 85+% of students strongly agreed/agreed that the instructor provided meaningful feedback on course assignments 85+% of students strongly agreed/agreed that the instructor encourage students to ask questions, participate and express ideas. 85+% of students strongly agree/agree that the instructor helped the student understand the core course concepts.	Meets expectation
OEG 5 Optimize enrollment and retention			
Measure: persistence rate (aka-Retention rates)	85% of students return to the program in a subsequent semester within one year.	90%	Meets expectations
Measure: completions rate (aka-Graduation rate).	85% of students complete their intended degree.	IP	Insufficient data

PROGRAM INFORMATION PROFILE

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

Name of Institution: Endicott College

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

Institutional Accreditor: New England Association of Schools and Colleges

Date of Next Comprehensive Program Accreditation Review: 2029

Date of Next Comprehensive Institutional Accreditation Review: 2027

URL where accreditation status is stated:

<https://www.endicott.edu/academics/schools/sport-science/undergraduate-programs/sport-management-program>

<https://www.endicott.edu/academics/schools/sport-science/graduate-programs/sport-leadership-program>

<https://www.cosmaweb.org/directory-of-accredited-programs.html>

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

1. Graduation Year: 2023-2024 #of Graduates: 38 Graduation Rate: IP
2. Average Time to Degree: 4-Year Degree: IP 5-year Degree: IP
**Six-Year Baccalaureate / 2018 Admits: 78% college-wide*
3. Annual Transfer Activity (into Program): Year: 2023-2024
of Transfers: IP Transfer Rate: IP
4. Graduates Entering Graduate School: Year: IP
of Graduates: IP # Entering Graduate School: IP
5. Job Placement (if appropriate): Year: 2022
of Graduates: IP # Employed: 2021-2022 99% college-wide (94% reported that employment is major related).

For additional collegewide facts and figures please visit: <https://www.endicott.edu/about/why-endicott/facts-and-figures/students>

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