

## Program-Level Student Learning Outcomes Matrix: Academic Year 2018 – 2019

Identify Each Student Learning Outcome & Measurement Tool(s)	Identify the Benchmark	Total # of Students Observed	Total # of Students Meeting Expectation	Assessment Results: % of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>SLO 1 - Students will apply and evaluate principles of oral and written communication, mass communications, and public relations particularly as they relate to sport management</b>					
<b>Measure 1 Press Release Written Rubric</b>	90% of students will receive a “3” and we aim that 30% will score a “4”	75	75	100%	<b>Exceeds Expectation</b>
		<b>AIM</b> 38	75	51%	<b>Exceeds Expectation</b>
<b>Measure 2 Senior Survey</b>	Students <i>strongly agree/agree</i> on each item related to SLO	74	76	97%	<b>Exceeds Expectation</b>
<b>SLO 2- Students will demonstrate the knowledge, skills, and dispositions to become effective sport managers.</b>					
<b>Measure 1 Internship Site Supervisor Evaluation (indirect)</b>	80% of students will receive scores of 4 or higher	76	76	100%	<b>Exceeds Expectation</b>
<b>Measure 2 Senior Capstone Project (direct)</b>	95% of students will receive a “3” and we aim that 80% will score a “4”	76	76	100%	<b>Exceeds Expectation</b>
		<b>AIM</b> 72	76	95%	<b>Exceeds Expectation</b>
<b>Measure 3 Senior Survey</b>	Students <i>strongly agree/agree</i> on each item related to SLO	76	76	100%	<b>Exceeds Expectation</b>
<b>SLO 3- Students will explain legal concepts relevant to the sport industry.</b>					

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<b>Measure 1 Legal Brief Rubric</b>	90% of students will receive a “3” and we aim that 30% will score a “4”	102	112	91%	<b>Exceeds Expectation</b>
		<b>AIM</b> 62	112	55%	<b>Exceeds Expectation</b>
<b>Measure 2 Measure 2 Senior Survey</b>	Students <i>strongly agree/agree</i> on each item related to SLO	72	76	95%	<b>Exceeds Expectation</b>
<b>SLO 4-</b> Students will apply fundamental marketing concepts to the sport industry and understand the unique aspects of sport consumer and product markets.					
<b>Measure 1 Sport Marketing Brand Profile Rubric</b>	90% of students will receive a “3” and we aim that 30% will score a “4”	132	141	94%	<b>Exceeds Expectation</b>
		<b>AIM</b> 42	110	78%	<b>Exceeds Expectation</b>
<b>Measure 2 Sport Marketing Brand Profile Rubric</b>	90% of students will receive a “3” and we aim that 30% will score a “4”	65	72	93%	<b>Exceeds Expectation</b>
		<b>AIM</b> 42	72	58%	<b>Exceeds Expectation</b>
<b>Measure 3 Senior Survey</b>	Students <i>strongly agree/agree</i> on each item related to SLO	70	76	90%	<b>Meets Expectation</b>
<b>SLO 5-</b> Students will explain the socio-cultural variables that influence sport.					
<b>Measure 1 Sport Issues Presentation/ Poster Rubric</b>	90% of students will score a “3” and we aim that 30% will score a “4”	73	81	90%	<b>Meets Expectation</b>
		<b>AIM</b> 24	81	30%	<b>Meets Expectation</b>

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<b>Measure 2 Senior Survey</b>	Students strongly agree/agree on each item related to SLO	76	76	100%	<b>Exceeds Expectation</b>
<b>SLO 6-</b> Students will explain the importance of budget and finance to sport-related organizations and evaluate micro- and macro-economic principles as they relate to the sport industry.					
<b>Measure 1 Financial Analysis of Sport Org Rubric</b>	90% of students will score a "3" and we aim that 30% will score a "4"	70 <b>AIM</b> 43	73  73	96%  59%	<b>Exceeds Expectation</b>  <b>Exceeds Expectation</b>
<b>Measure 2 Senior Survey</b>	Students strongly agree/agree on each item related to SLO	76	76	100%	<b>Exceeds Expectation</b>

### PROGRAM INFORMATION PROFILE

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

#### Name of Institution

Institution: University of North Florida

Program Accrator: Commission on Sport Management Accreditation

Institutional Accrator: Southern Association of Colleges and Schools

Date of Next Comprehensive Program Accreditation Review: 2021

Date of Next Comprehensive Institutional Accreditation Review: 2020

#### Program Context and Mission

Program Mission: The University of North Florida Sport Management Program is reflective of the fastpaced and growing sports industry across the country. The program of study provides an academic foundation in sport management for application in a variety of sports settings. The Sport Management

major is appropriate for candidates who seek careers in professional sport, college athletics, community/recreational sports or sport entrepreneurship.

Program Goals: We assess content by using a variety of measures. This is accomplished through the use of examinations and quizzes, communication methods (oral and written), and critical thinking through field experiences. Sport management candidates are to complete a graduating senior survey, which is based on the program's learning outcomes. The results of this survey are analyzed by program faculty and used to make curricular changes as necessary. Our program learning outcomes state that our students are to be able to:

- Apply principles of oral and written communication relevant to sport management.
- Demonstrate skills in the selection and use of technology as tools for effective communication.
- Demonstrate professional skills and dispositions in field experiences.
- Analyze legal issues relevant to sport management.
- Identify and explain fundamental marketing concepts in the context of sport.
- Identify and explain the socio-cultural variables that influence sport.
- Evaluate the financial solvency of a sport organization.
- Analyze the organizational structure of sport governing bodies.
- Identify a sport management related problem and formulate and evaluate potential solutions.

#### Brief Description of Student Population:

We currently have 282 undergraduate sport management majors and 43 minors. The majority of our students are male (75%) and White/Non-Hispanic (73%). Approximately half are FTIC students and about 30% are from Duval County or the Greater Northeast Florida region. Fifty-one percent of students transfer to UNF. Over 90% of transfer students with AA degrees graduate from the UNF Sport Management program. Eighty percent (80%) of 2018-19 graduates were White, non-Hispanic, 81% worked while earning their degree, on average students worked 33 hours per week, and 71% graduated with a minor (Business Management and Marketing accounted for 76% of declared minors). 2018-19 graduates average age was 23.5 years. Fifty-seven percent of 2018-19 graduates were transfer students and of those 80% graduate in 2 years or less. In 2018-19, FTIC the average time to degree for 2018-19 4.2 years – 21% of FTICs graduated in 3-3.5 years. Overall, retention and graduation of students in the Sport Management program is predicted by UNF GPAs, specifically the first fall semester.

Admissions Requirements: Our program currently does not have any specific admissions requirements.

#### Indicators of Effectiveness with Undergraduates as Determined by the Program

##### 1. Graduation

Year: 2018-19

# of Graduates: 76

Graduation Rate – Because students are not in a declared major until they complete 60 hours, we cannot use a traditional 150% graduation rate for this population.

##### 2. Completion of Educational Goal (other than certificate or degree – if data collected)

# of Students Surveyed: 76 # Completing Goal: 76

3. Average Time to Certificate or Degree  
1-Year Certificate: N/A      2-Year Degree: N/A      4-Year Degree: 4.2 yrs
4. Annual Transfer Activity  
Year: 2018-19      # of Transfers: 144      Transfer Rate: 51%
5. Graduates Entering Graduate School  
Year: 2018-19      # of Graduates: 76      # Entering Graduate School: 10
6. Job Placement (if appropriate)  
Year: 2018-19      # of Graduates: 76      # Employed: >60 (in sport industry)
7. Licensure/Certification Examination Results: N/A
8. Additional Indicators, if any: \_\_\_\_\_

*Form developed by the Council for Higher Education Accreditation. © updated 2015*