The following information is the Student Learning Outcomes Matrix for the LSU Online B.S. in Sport Administration:

The School of Kinesiology in conjunction with LSU Online has developed a B.S. in Sport Administration. The degree is identical to the on-campus degree but delivered in an online format. The degree was approved a couple of years ago and began admitting students in January, 2021. There have been 6 graduates beginning in December, 2022. The total number of students enrolled in coursework in the LSU Online B.S. in Sport Administration is 65.

The Master Courses (Sport Administration core courses) were developed by Sport Administration faculty in conjunction with a design specialist with LSU Online. Dr. Mike Martinez coordinates and oversees the SOK LSU Online program. The course offerings are taught in seven-week modules (First Spring, Second Spring, First Summer, Second Summer, First Fall and Second Fall). Students are allowed to enroll in two courses each module. The Sport Administration course offerings are taught by on-campus faculty, former Sport Administration faculty and adjuncts some of which have graduated from the Ph.D. program at LSU.

The combination of the designed Master Courses and the faculty teaching the course ensures that there is similarity between the on-campus degree and the online degree. We have included data for some of the student learning outcomes in this annual reporting year. We have a high opinion of our program and the quality delivered to the students and anticipate that the online degree program will see growth and solid enrollment and graduates from this degree.

Bachelor of Science Student Learning Outcomes Matrix – Academic Year 2022-2023

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Identify Each Student Learning Outcome and Measurement Tool(s)** | **Identify the 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 an understanding of the subject matter for Sport Administration that reflects a variety of concepts from governance, sociology, ethical legal issues, marketing, finance, and management theory. |
| Perception of knowledge of subject matter (indirect – exit survey) | Acceptable target is an average score for each content area will be 3.0 or greater on a 1-5 scale.Ideal target is an average score for each content area will be 3.5 or greater on a 1-5 scale. |  |  |  |  |
| **SLO 2 -** Demonstrate an understanding of sport administration that are needed to apply critical thinking skills, identify problems and make sound decisions in practical settings in the sport industry. |
| Internship Supervisor Evaluation (indirect) | Acceptable target is 70% of students will be rated as acceptable (2) or better on a 3-point scale.Ideal target is 80% of students will be rated as acceptable (2) or better on a 3-point scale. | 6 students (First and Second Fall, 2022 and First and Second Spring 2023) | 6 students were rated as exemplary (3). | 100% of students engaged in the internship were rated as acceptable or above by their supervisor | Exceeds expectations |
| Perception of preparation in ability to apply critical thinking skills, identify problems and make sound decisions in practical settings in sport industry (indirect – exit survey) | Acceptable target is 70% of students will perceive being well prepared (4) or better on a 1-5 scale.Ideal target is 80% of students will perceive being well prepared (4) or better on a 1-5 scale. |  |  | . |  |
| **SLO 3 -** Use interpersonal communication skills with individuals and groups; disseminate information in a variety of oral, written, technological and electronic formats to diverse populations such as clients, employees and managers. |
| Writing Samples (direct) | Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in written communicationIdeal target is 80% of students will score acceptable (2) or exemplary (3) in written communication. | 6 students (First and Second Fall, 2022 and First and Second Spring 2023) | Content development – 6 studentsGenre –6 studentsSources – 6 studentsControl of Syntax – 6 students | Content development – 100%Genre – 100%Sources – 100%Control of Syntax – 100% | Meets expectation.Meets expectations.Meets expectations.Meets expectation |
| Oral Presentations (direct) | Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in oral communication.Ideal target is 80% of students will score acceptable (2) or exemplary (3) in written communication. | 6 students (First and Second Fall, 2022 and First and Second Spring 2023) | 6/6 students scored a “2” or better on each of the criteria in the rubric. | 100% of students scored a “2” or better on each of the criteria in the rubric. | Exceeds expectationExceeds expectation |
| Perception of ability to effectively communicate in written and oral modes (indirect – exit survey) | Acceptable target is an average rating of all students who complete the survey will be 3.0 or higher on a 1-5 scale.Ideal target is an average rating of all students who completes the survey will be 3.5 or higher on a 1-5 scale. |  |  |  |  |
| **SLO 4 -** To understand, interpret, critique and apply research to improve practice in the chosen field. |
| Research Assignment (student artifact - direct) | Acceptable target is 70% of students will score acceptable (2) or exemplary (3).Ideal target is 80% of students will score acceptable (2) or exemplary (3). | 6 students (First and Second Fall, 2022 and First and Second Spring 2023) | Topic selection – 6 studentsExisting knowledge – 6 studentsAnalysis – 6 studentsConclusions – 6 students | Topic selection – 100%Existing knowledge – 100%Analysis – 100%Conclusions – 100% | Meets expectationMeets expectationMeets expectationMeets expectation |
| Student survey of research application (indirect – exit survey) | Acceptable target is average of all students who complete the survey will be a 3.0 or higher on a 1-5 scale. Ideal target is average of all students who complete the survey will be a 3.5 or higher on a 1-5 scale. |  |  | . |  |
| **SLO 5** – Recognize and understand ethical issues as they relate to a sport management setting. |
| Personal Ethics Profile Paper (student artifact - direct) | Acceptable target is 70% of students will score acceptable (2) or exemplary (3).Ideal target is 80% of students will score acceptable (2) or exemplary (3). | 24 students (First Spring, 2023) | Topic viewpoint – 20/24 studentsProfessional persuasion – 20/24 studentsSources to augment viewpoint – 22/24 studentsQuality speech – 21/24 students | Topic selection – 83%Existing knowledge – 83%Analysis – 92%Conclusions – 88% | Meets expectationMeets expectationMeets expectationMeets expectation |

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2022-2023

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| --- | --- | --- | --- |
| **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 - To maintain commitment to the University’s mission and the mission of the Sport Administration/Sport Management program. |
| Employ faculty who are excellent teacher-scholars, nationally competitive in research and creative activities. | Faculty will publish in top ranked journals and make presentations both internationally and nationally.100% of tenure-track faculty will complete 2 presentations and/or publications annually. | The current faculty recorded a significant number of publications in top ranked journals in the field such as: Journal of Business Research, Journal of Sport Management, Sport Management Review, Ohio History, Sport Marketing Quarterly, International Journal of Sports Marketing and Sponsorship, Communication & Sport, Journal of Emerging Sport Studies, Journal of Mississippi History, Journal of Applied Sport Management, Journal of Athlete Development and Experience, Journal of Sport and Social Issues, Leisure Sciences, Journal of Issues in Intercollegiate Athletics, Case Studies in Sport Management, Journal of Intercollegiate Sport15+ presentations (national and international top-tier academic conferences). Examples include that NASSM, CSRI, ASMA, EASM, COSMA, SMA  | Exceeds expectations |
| OEG 2 - Serve as a unifying force on campus. |
| Actively participate in campus life | Students will engage in campus activities. | The undergraduate and graduate program regularly participates in fairs sponsored by campus life, accepts and presents guest lectures to students and college employees. | Meets expectations |
| Faculty will be proactive in fostering a positive relationship between the athletic and academic communities. | Faculty will engage in fostering relationship with LSU Athletics. | Sport Management faculty (tenure-track and professional practice) participate in seminars with the Cox Communications Academic Center for Student Athletes such as Major Decisions Symposium. We also support and assist LSU Athletics employees pursuit of graduate degrees.Most recently with the change in personnel in many of the departments in LSU Athletics, there have been meetings with the new personnel to continue to foster the relationship and in some instances build that relationship for the first time. | Meets expectations |

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| OEG 3 - Accept assessment as an important vital tool to ensure the program is meeting goals. |
| Reporting | The assessment coordinator will report data annually. | Sport Administration/Management annual assessment data are maintained in Task Stream at the Office of Assessment and Evaluation. | Meets expectation. |
| OEG 4 - Provide opportunities for undergraduate and graduate student professional growth. |
| Research Opportunities | Graduate students in the Ph.D. program will publish in top ranked journals and make presentations both internationally and nationally.100% of doctoral students will complete at least one presentation or accepted publication.  | All returning doctoral students either published or had papers accepted in journals. Multiple presentations (i.e., over 10) were collectively made at national and international conferences such as: CSRI, NASSM, and ASMA. | Exceeds expectations |
| Professional development activities | Opportunities for professional development. | There are several in-service opportunities for graduate students hosted by the SOK or university graduate school.There is a KIN 7999 seminar course – Effective Teaching in Higher Education that the Ph.D. students have enrolled in. | Meets expectations |
| Volunteer work opportunities | Students will engage in opportunities that enhance the community. | As volunteer opportunities become more available after the pandemic year, the undergraduate and graduate students have volunteered for work/athletic events on-campus, bowl games in New Orleans, and in their own hometowns.The undergraduate students did complete mini-internships (KIN 2999) during the fall, 2021 and spring, 2022. The Sport Administration Association (SAA) continued to have guest speakers. | Meets expectations |
| OEG 5 - To continuously improve teaching, learning and research productivity. |
| Demonstrate through faculty teaching evaluations and course elective offerings. | Faculty will demonstrate productivity in teaching, learning and discovery. | Teaching evaluations were above 4.0 for the 2022-2023 academic year. | Meets expectations. |
| Demonstrate through faculty publications and presentations; | Faculty will publish in top ranked journals and make presentations both internationally and nationally. | See OEG 1 | Exceeds expectations |
| OEG 6 - To explore, nurture and strengthen partnerships with community and area sport organizations and businesses. |
| Input from Advisory Board | Commit to an annual meeting with advisory board. | Hold an annual meeting with Advisory Board in the fall. Will work on reconvening an Advisory Board in the academic year 2023-2024 to receive input for additions to the curriculum and on addressing ethical and diversity issues. | Does not meet expectation. |
| Data on partnerships (internships, volunteer opportunities; both formal and informal) | Students and faculty will explore, nurture and strengthen partnerships with the community. | Internship sites:LSU Athletics (various teams and departments), LSU Recreation, LSU Residential Life, Baton Rouge Recreation, Baton Rouge Soccer, etc. Many out-of-state internships in over 29 states. | Meets expectations. |

PROGRAM INFORMATION PROFILE

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

**Name of Institution**: Louisiana State University

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

Institutional Accreditor: Southern Association of Colleges and Schools Commission (SACSCOC)

Date of Next Comprehensive Program Accreditation Review: September, 2024

Date of Next Comprehensive Institutional Accreditation Review: 2024

*URL where accreditation status is stated:* [*https://www.lsu.edu/oie/index.php*](https://www.lsu.edu/oie/index.php)

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

1. Graduation Year: 2021-2022 # of Graduates: 164 Graduation Rate:
2. Average Time to Degree: 4-Year Degree: \_\_\_\_\_ 5-year Degree \_\_\_\_\_\_\_\_\_\_
3. Annual Transfer Activity (into Program): Year: 2021-2022\_\_\_

# of Transfers: \_39\_\_\_\_ Transfer Rate: \_\_\_\_\_

1. Graduates Entering Graduate School: Year: \_\_\_\_\_

# of Graduates: \_\_\_\_\_ # Entering Graduate School: \_\_\_\_\_

1. Job Placement (if appropriate): Year: \_\_\_\_\_

# of Graduates: \_\_\_\_\_ # Employed: \_\_\_\_\_

*Form developed by the Council for Higher Education Accreditation. © updated 2020*