

M.S. in Sport Management & Ph.D. in Kinesiology, Concentration in Sport Management

*Student Learning Outcomes Matrix, Operational Effectiveness Goals Matrix, and Program Information Profile —
Academic Year 2025-26*

M.S. in Sport Management – Combined On-Campus/Online

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: Does not meet expectation / Meets expectation / Exceeds expectation / Insufficient data
SLO 1 – Acquire critical and advanced knowledge of interdisciplinary subject matters in M.S. Sport Management.					
Project Submission / Comprehensive Exam (direct)	Acceptable Target: 90% of students are classified as evident or exemplary on this learning outcome by the examining committee. Ideal Target: 100% rated at least evident and 40% rated exemplary.	On-campus: 20 Online: 39	On-campus: 18 (2 exemplary, 16 evident, 2 occasionally evident) Online: meets 90% threshold	On-campus: 90% Online: meets target	Meets expectation
SLO 2 – Demonstrate the ability to identify, synthesize, and critically evaluate relevant literature and apply appropriate methods of inquiry to Sport Management.					
Project Submission (direct)	Acceptable Target: 90% of students are classified as evident or exemplary on this learning outcome by the examining committee. Ideal Target: 100% rated at least evident and 40% rated exemplary.	On-campus: 20 Online: 39	On-campus: 17 (2 exemplary, 15 evident, 3 occasionally evident) Online: meets threshold	On-campus: 85% Online: meets target	Meets expectation (on-campus result is 5 points below the 90% acceptable target – see narrative)
SLO 3 – Demonstrate the ability to apply critical and reflective thinking skills to solve complex problems in practical settings.					
Project Submission (direct)	Acceptable Target: 90% of students are classified as evident or exemplary on this learning outcome by the examining committee. Ideal Target: 100% rated at least evident and 40% rated exemplary.	On-campus: 20 Online: 39	On-campus: 18 (3 exemplary, 15 evident, 2 occasionally evident) Online: meets threshold	On-campus: 90% Online: meets target	Meets expectation
SLO 4 – Outcomes 1, 2, and 3 (indirect – focus group)					
Focus group interview (indirect)	Acceptable Target: Students express a general positive tone about their experience.	Not collected this cycle.	—	—	Insufficient data –

	Ideal Target: Overwhelmingly positive tone.				
SLO 5 – Outcomes 1, 2, and 3 (indirect – exit survey)					
Exit Survey (indirect)	Acceptable target: The average rating of all students who complete the survey will be 3.0 or higher on the 1-5 scale. Ideal target: The average rating of all students who complete the survey will be 3.5 or higher on the 1-5 scale.	Not collected this cycle.	—	—	Insufficient data –

M.S. Matrix Narrative:

All three student learning outcomes met expectation for both the on-campus and online delivery formats during AY 2025-26. For SLO 2 (literature synthesis and methods of inquiry), the on-campus result of 85% fell five percentage points below the 90% acceptable target, within the program's $\pm 9\%$ tolerance for the "meets expectation" category; one student was rated below the evident level by the examining committee. The comprehensive exam redesign described in the Action Plan below, which applies assigned readings to practical scenarios, is targeted in part at strengthening this outcome. Indirect measures (SLO 4 focus group and SLO 5 exit survey) were not collected this cycle. Reinstatement of both indirect measures is in progress, with administration planned to resume during the 2026-27 academic year so that results can be reported in the next Annual Report.

M.S. Sport Management – Action Plan

Changes that will be implemented in our master's program based on the assessments of student progress and exit interviews:

1. We will continue to engage in continued focus on professional skills regarding writing and presentations. The MS Sport Management degree is a professional degree and thus its curriculum and activities are designed with respect to this notion.
2. To realize better retention and student performance (i.e., increase likelihood of graduation and decrease likelihood of probation or being dropped from graduate school), we will encourage students to set regular face-to-face meetings between them and their program advisor. The goal with these meetings is to assist students in better understanding policies of the graduate school, receive updates on classroom performance, help select desired classes, and discuss other problems and concerns (e.g., advancement/knowledge).
3. Establish an annual on-campus speaker series that features academics and industry professionals to help facilitate critical thinking, writing, and presentation skills. Our plan is to make use of our new resources in the renovated Huey P. Long Field House.
4. Redevelop our comprehensive exam using scenarios. Within, assigned readings are applied to the scenarios to demonstrate critical thinking skills and problem-solving ability. Support this through redeveloping some class assignments to serve more practical purposes with respect to critical thinking and problem-solving.
5. Sport Management will change their core curriculum. The program swapped out a social issues class for a sport marketing class. Social issues was moved to be an elective.
6. Determine how to best use any new dedicated space provided to sport management to help students use that space for meetings, presentation practices, and group study.

Ph.D. in Kinesiology, Concentration in Sport Management

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: Does not meet expectation / Meets expectation / Exceeds
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					expectation / Insufficient data
SLO 1 – Acquire advanced knowledge of subject matter in the Sport Management concentration.					
General Exam (direct – student artifact)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an evident level, and 50% rated exemplary.	2 students	2 students	100%	Meets expectation
SLO 2 – Demonstrate the ability to identify, synthesize, and critically evaluate literature relevant to the concentration.					
General Exam (direct – student artifact)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an evident level, and 50% rated exemplary.	2 students	2 students	100%	Meets expectation
SLO 3 – Using an appropriate theoretical basis, demonstrate the ability to formulate the method for a research study.					
Proposal Defense (direct – student artifact)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an evident level, and 50% rated exemplary.	2 students	2 students	100%	Meets expectation
SLO 4 – Demonstrate the ability to conduct independent research, including data analysis, interpreting results, and writing a research manuscript.					
Dissertation Defense (direct – student artifact)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an evident level, and 50% rated exemplary.	2 students	2 students	100%	Meets expectation
SLO 5 – Demonstrate effective oral and written communication skills.					
General Exam, Proposal Defense, Dissertation Defense (direct – student artifact)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an evident level, and 50% rated exemplary.	2 students	2 students	100%	Meets expectation
SLO 6 – Outcomes 1-5					
Exit Survey (indirect)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an	2 students	2 students	100%	Meets expectation

	evident level, and 50% rated exemplary.				
SLO 7 – Outcomes 1-5					
Professional Presentations and Publications during the Program of Study (indirect)	Acceptable target: 90% of students are rated as evident or exemplary. Ideal target: All candidates demonstrate the outcome at least at an evident level, and 50% rated exemplary.	2 students	2 students	100%	Meets expectation

Ph.D. Matrix Narrative:

Both doctoral students (N=2) were rated at the evident or exemplary level across all seven student learning outcomes, meeting the 90% acceptable target at 100% for each measure. The Action Plan below outlines recruitment, curricular, and professional development initiatives designed to sustain these results as the doctoral cohort grows.

Ph.D. Program – Action Plan

1. Create new promotional items for Kinesiology's areas of interest and the sport management concentration for prospective doctoral students to learn about campus, faculty, and program expectations. (a) Develop flyers and a promotional video to assist communication about the Kinesiology faculty, student and placement success, grant activities, anticipated assistantships, and faculty achievements. (b) Developed LinkedIn profiles for the various areas of interest.
2. Require (i.e., make mandatory) that current and incoming doctoral students attend both the annual Graduate School and Kinesiology orientations at the beginning of the year.
3. Provide oral presentation opportunities for PhD students in graduate and undergraduate classes supervised by their advisor.
4. Provide opportunities for students to lead projects and teach classes (e.g., on campus and online) to demonstrate critical thinking and problem-solving skills.
5. Sport Management will change their core curriculum. The program swapped out a social issues class for a sport marketing class. Social issues was moved to be an elective.
6. Sport Management will change KIN 7511 Administrative Problems in Kinesiology to KIN 7511 Administrative Problems in Sport Management.
7. Invite faculty guest speakers and researchers to campus to discuss their problem-solving skills and critical thinking strategies.
8. Provide opportunities for doctoral students to engage in grant writing activity to learn that particular style of writing and help them understand that it is distinct from academic writing aimed at publication.

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2025-26

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 – Demonstrate sustained faculty scholarly productivity and engagement by meeting or exceeding University expectations for peer-reviewed publications and professional presentations.			
Measure 1 – Research on Scholarly Productivity: Count of peer-reviewed publications and professional presentations by full-time faculty annually	100% of full-time faculty will produce at least two peer-reviewed publications and two national/international	During AY 2025-26, 100% of tenured/tenure-track faculty (6 of 6) produced at least two peer-reviewed publications and two national/international	Exceeds expectation

	professional presentations per year.	professional presentations. Collectively, faculty produced 23 peer-reviewed publications (published or accepted) and 28 national/international conference presentations, averaging approximately 3.8 publications and 4.7 presentations per faculty member.	
OEG 2 – Increase faculty and student engagement with campus and athletic department initiatives through collaborative activities and events annually.			
Measure 1 – Student Organization Engagement	At least three campus/athletic collaborations, events, or initiatives involving program faculty and students each year.	Sport Administration student organizations far exceeded the benchmark during AY 2025-26. Girls' Club LSU hosted or participated in more than 20 events across service, leadership, education, social, and collaboration categories, including partnerships with the Kinesiology Club, Sport Administration Association, Women in Business, Minorities in Sports, the American Medical Women's Association, and Athlete's Minds, plus campus-based activities such as the LSU Tree Lighting Ceremony, a tour of the Football Operations Center, and two Women in Sports panels. Athlete's Mind hosted a Recharge Mental Health Mixer in collaboration with the LSU Black Student-Athlete Association. The Sport Administration Association partnered with the LSU Career Center for Professional Night and hosted a women in sports panel featuring LSU Athletic Department personnel.	Exceeds expectation
Measure 2 – Internship and Experiential Learning Outreach	At least 10% of KIN 2999 or KIN 4835/4836 internships each year will occur with LSU campus entities.	During AY 2025-26, 65 of 172 on-campus internships (38%) were completed with LSU campus entities, including LSU Athletics, University Recreation (UREC), and the LSU Laboratory School (Fall 2025: 22 of 71, 31%; Spring 2026: 43 of 101, 43%), far exceeding the 10% benchmark. Among online students, 1 of 34 internships (Fall 2025: 0 of 12; Spring 2026: 1 of 22, with LSU Athletics) occurred with a campus entity; because online students are located across the country and globe, placement	Exceeds expectation

		with LSU campus entities is not an expectation for this population, and the benchmark is applied to the on-campus program.	
OEG 3 – Continuously improve program quality by using assessment data to implement and document annual academic unit-level improvements.			
Measure 1 – Data Analysis and Benchmark Achievement	For each SLO, at least 80% of students meet or exceed proficiency benchmarks.	Based on this year's SLO matrix results, the large majority of measured SLOs meet or exceed the 80% proficiency benchmark; MS SLO 2 (on-campus) is the closest to the threshold at 85% against a 90% acceptable target.	Meets expectation
Measure 2 – Stakeholder Feedback	Conduct at least one stakeholder assessment meeting per academic year (e.g., Advisory Board Meeting, Internship Supervisor Survey, Alumni Survey).	A stakeholder assessment meeting was not conducted during AY 2025-26. An Advisory Board meeting has been scheduled for Fall 2026, and stakeholder assessment will resume on an annual basis beginning with the 2026-27 reporting cycle.	Does not meet expectation
OEG 4 – Enhance professional development by increasing student access to, and participation in, scholarly presentations and development opportunities at all degree levels.			
Measure 1 – Research Opportunities	100% of doctoral students will complete at least one accepted publication or national/international presentation prior to graduation; at least five research opportunities per year for master's and undergraduate students.	During AY 2025-26, 100% of doctoral students (2 of 2) completed professional presentations and/or publications during their program of study, as documented in the Ph.D. SLO 7 assessment. At the master's level, three students completed faculty-mentored independent studies under the direction of Drs. Svensson and Oja, and one student completed a master's thesis examining historical aspects of sport management. At the undergraduate level, two Honors undergraduate theses were completed and successfully defended in Fall 2025 (2 of 2 students successful): “How Blockchain Technology Is Being Utilized in Sport Organizations” and “What Is a Legacy? The Impact of Off-the-Field Issues on the On-Field Legacy of Professional Athletes.” In total, six documented research opportunities were completed by master's and undergraduate students, exceeding the benchmark of five, and all doctoral students met the	Exceeds expectation

		publication/presentation expectation.	
Measure 2 – Professional Development Activities	Provide a minimum of two professional development events per academic year.	The program far exceeded the two-event benchmark during AY 2025-26. The School of Kinesiology hosted Career Connections Night, where students networked with professionals and peers; Sport Administration speakers included Carl St. Cyr and Sherman Wilson, key personnel within LSU Football Operations. In addition, students in the program's professional development course (KIN 2513) engaged with guest speakers representing a wide range of sport organizations, including the LA Cane Cutters, PEAK Sports, Texas A&M Athletics, LSU Event Staff, the LSU NIL Office, Major League Baseball, Ronnie Rantz (BR Rougarou/LA Sports Hall of Fame), and LA Gridiron Sports, among others.	Exceeds expectation
OEG 5 – Improve teaching quality and diversify curricular offerings to foster student learning and program vitality.			
Measure 1 – Teaching Effectiveness	90% of professional practice and tenure-track faculty will meet or exceed departmental expectations for teaching effectiveness annually.	During AY 2025-26, 100% of tenured/tenure-track faculty (6 of 6) and 100% of professional practice faculty (4 of 4) exceeded departmental expectations for teaching effectiveness, surpassing the 90% benchmark.	Exceeds expectation
Measure 2 – Student Learning Outcomes	80% of students will meet or exceed proficiency standards on direct learning assessments aligned to SLOs.	Aggregating all direct learning assessments with reported counts across the B.S. (on-campus and online), M.S. (on-campus), and Ph.D. programs during AY 2025-26, 87% of student assessment observations (1,569 of 1,804) met or exceeded proficiency standards, surpassing the 80% benchmark. The M.S. online cohort additionally met its 90% proficiency targets across all direct measures.	Meets expectation

Note: You may have more or fewer OEGs than listed above. This matrix does not require identification of direct or indirect measure.

Operational Effectiveness Goals 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.

The 2025-26 academic year was the first full reporting cycle under the program's revised Operational Effectiveness Goals matrix, developed last year in consultation with LSU's Office of Institutional Effectiveness. Of the eleven measures across the

five goals, ten met or exceeded expectations, and the results provide a clear picture of a program performing at a high level while identifying one specific area for corrective action.

For OEG 1, this report fulfills the commitment made in last year's Annual Report to begin documenting specific annual counts of faculty scholarly output. In this first year of formal reporting, 100% of tenured and tenure-track faculty (6 of 6) produced at least two peer-reviewed publications and two national or international professional presentations, with faculty collectively producing 23 publications and 28 presentations. For OEG 2, both measures substantially exceeded their benchmarks: student organizations completed more than 20 campus engagement activities against a benchmark of three, and 38% of on-campus internships were placed with LSU campus entities against a benchmark of 10%.

For OEG 3, assessment data confirmed that student proficiency benchmarks were met across programs, and this report itself, along with the curricular and assessment changes documented in the program action plans, reflects the goal's emphasis on using assessment data to drive documented improvements. The Stakeholder Feedback measure was the single measure not met this cycle. Regarding this measure, Dr. Nathan Baer serves as the designated coordinator for the program's stakeholder assessment meetings. Dr. Baer joined the faculty in Fall 2025, and during his first year at LSU his priorities included establishing his courses and leading development of the new Event Project assessment rubric. Rather than convene a rushed meeting late in the academic year, the program made the deliberate decision to schedule the Advisory Board meeting for Fall 2026, allowing time for thoughtful planning and meaningful stakeholder engagement. Planning for the meeting is already underway, and the faculty anticipate a productive and insightful session with program stakeholders this fall. Stakeholder assessment will resume on an annual basis beginning with the 2026-27 reporting cycle.

For OEG 4, students at every degree level engaged in documented research activity: both doctoral students completed presentations or publications during their programs of study, four master's students completed faculty-mentored independent studies or a thesis, and two undergraduate Honors theses were successfully defended, for a combined six master's and undergraduate research opportunities against a benchmark of five. Professional development offerings far exceeded the two-event benchmark, anchored by the School of Kinesiology's Career Connections Night and a robust guest speaker series in the program's professional development course. For OEG 5, 100% of tenured/tenure-track and professional practice faculty exceeded departmental expectations for teaching effectiveness, and 87% of student assessment observations across all programs met or exceeded proficiency standards on direct measures.

Taken together, these results indicate that the revised OEG framework is functioning as intended: it is producing specific, measurable, and honest documentation of program operations, surfacing genuine strengths in faculty productivity, student engagement, and teaching quality, while also identifying the one operational gap and attaching a timeline to its resolution. The faculty will continue to refine data-collection routines under this framework, with the Fall 2026 Advisory Board meeting and the fully separated modality reporting structure positioning the program for an even more complete data cycle in 2026-27.

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: Louisiana State University

Program Accreditor: Commission on Sport Management Accreditation (COSMA)

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

Date of Next Comprehensive Program Accreditation Review: September 2031 (Reaffirmation of Accreditation granted September 11, 2024, valid through September 2031)

Date of Next Comprehensive Institutional Accreditation Review: 2034 (LSU's next SACSCOC reaffirmation is in 2034, with the Fifth-Year Interim Report due in 2030)

To learn more about the accredited status of the program, click here:

<https://www.lsu.edu/chse/kinesiology/about/accreditation.php>

Program Context and Mission

Program Mission: The B.S. in Sport Administration prepares students to enter careers in the sport industry by teaching the fundamentals of managing a complex and evolving field. The program incorporates current curricular advancements, best practices from industry experts, and hands-on learning, with coursework in sport marketing, event administration, facility management, and legal and ethical issues in sport, paired with practicum experiences and a required internship.

Program Goals:

The program's operational effectiveness goals, detailed further in the Operational Effectiveness Goals Matrix in Section 2, are to:

1. Demonstrate sustained faculty scholarly productivity and engagement by meeting or exceeding University expectations for peer-reviewed publications and professional presentations.
2. Increase faculty and student engagement with campus and athletic department initiatives through collaborative activities and events annually.
3. Continuously improve program quality by using assessment data to implement and document annual academic unit-level improvements.
4. Enhance professional development by increasing student access to, and participation in, scholarly presentations and development opportunities at all degree levels.
5. Improve teaching quality and diversify curricular offerings to foster student learning and program vitality.

Brief Description of Student Population: LSU's sport management programs serve students at the undergraduate and master's through both traditional on-campus and fully online delivery, as well as at the doctoral level through a traditional on-campus delivery. The B.S. in Sport Administration enrolls undergraduate students in two concentrations, Sport Commerce and Sport Leadership, with on-campus students based in Baton Rouge and online students located across the country. The M.S. in Sport Management serves both on-campus and online graduate students preparing for careers in the business and managerial aspects of the sport industry, and the Ph.D. in Kinesiology with a concentration in Sport Management prepares a small cohort of doctoral students for careers in research and higher education. Students at all levels represent aspiring and current sport industry professionals, and undergraduate and master's students complete experiential learning through practicum placements and internships in sport settings on campus, regionally, and nationally.

Admissions Requirements: Admission to the Sport Administration B.S. requires 24 earned semester hours with a 2.2 cumulative and LSU GPA, English proficiency (ENGL 1001 with a grade of C or better), and general education math proficiency (six hours of analytical reasoning with a grade of C or better).

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: _____ # of Graduates: _____ Graduation Rate: _____
2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: ____ # Completing Goal: _____
3. Average Time to Certificate or Degree
1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: _____
4. Annual Transfer Activity
Year: _____ # of Transfers: _____ Transfer Rate: _____
5. Graduates Entering Graduate School
Year: _____ # of Graduates: _____ # Entering Graduate School: _____
6. Job Placement (if appropriate)
Year: _____ # of Graduates: _____ # Employed: _____
7. Licensure/Certification Examination Results: Not Applicable

Additional Indicators, if any: None