

## Bachelor of Science Student Learning Outcomes Matrix – Academic Year 2018 – 2019

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
<b>SLO 1 - Demonstrate an understanding of the subject matter for Sport Administration that reflects a variety of concepts from history, sociology, ethical legal issues, marketing, finance, and management theory.</b>					
Content knowledge exam (direct)	Acceptable target is 70% of graduating seniors will score 60% or better	139 students enrolled in KIN 4513	98 students	Acceptable: 70.5%	Meets expectation
	Ideal target is 70% of graduating seniors will score 70% or better		52 students	Ideal: 37.4%	Does not meet expectation
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.	40 students		Average student rating for the student perception of knowledge of subject matter is 4.24.	Exceeds expectations  Exceeds expectations
<b>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.</b>					

<p>Internship Supervisor Evaluation (indirect)</p>	<p>Acceptable target is 70% of students will be rated as acceptable (2) or better on a 3-point scale.</p> <p>Ideal target is 80% of students will be rated as acceptable (2) or better on a 3-point scale.</p>	<p>86 students</p>	<p>71 students were rated as exemplary (3). 15 students were rated as acceptable (2). 0 students were rated as unacceptable (1).</p>	<p>100% of students engaged in the internship were rated as acceptable or above by their supervisor</p>	<p>Exceeds expectations</p>
<p>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)</p>	<p>Acceptable target is 70% of students will perceive being well prepared (4) or better on a 1-5 scale.</p> <p>Ideal target is 80% of students will perceive being well prepared (4) or better on a 1-5 scale.</p>	<p>40 students</p>	<p>35 students</p>	<p>87.5% of the students surveyed perceived being well prepared (4) or better.</p>	<p>Exceeds expectation</p>
<p><b>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.</b></p>					
<p>Writing Samples (direct)</p>	<p>Acceptable target is 70% of students will score acceptable (2) or exemplary (3) in written communication</p> <p>Ideal target is 80% of students will score acceptable (2)</p>	<p>25 students</p>	<p>Content development – 13 students</p> <p>Genre – 11 students</p> <p>Sources – 10 students</p>	<p>Content development – 52%</p> <p>Genre – 44%</p> <p>Sources – 40%</p>	<p>Does not meet expectations.</p> <p>Does not meet expectations.</p> <p>Does not meet expectations.</p>

	or exemplary (3) in written communication.		Control of Syntax – 18 students	Control of Syntax – 72%	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.	123 students	121/123 students scored a “2” or better on each of the criteria in the rubric.	98% of students scored a “2” or better on each of the criteria in the rubric.	Exceeds expectation  Exceeds 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.	40 students	Average score was 4.40  35/40 students rated 3.5 or higher.	87.5% of students rated their perception as 3.5 or higher.	Exceeds expectation  Exceeds expectation
<b>SLO 4 - To understand, interpret, critique and apply research to improve practice in the chosen field.</b>					
Research Assignment (student artifact - direct)	Acceptable target is 70% of students will score acceptable (2)	25 students	Topic selection – 13 students	Topic selection – 52%	Does not meet expectations

	<p>or exemplary (3).</p> <p>Ideal target is 80% of students will score acceptable (2) or exemplary (3).</p>		<p>Existing knowledge – 13 students</p> <p>Analysis – 13 students</p> <p>Conclusions – 13 students</p>	<p>Existing knowledge – 52%</p> <p>Analysis – 52%</p> <p>Conclusions – 52%</p>	<p>Does not meet expectations</p> <p>Does not meet expectations</p> <p>Does not meet expectations</p>
<p>Student survey of research application (indirect – exit survey)</p>	<p>Acceptable target is average of all students who complete the survey will be a 3.0 or higher on a 1-5 scale.</p> <p>Ideal target is average of all students who complete the survey will be a 3.5 or higher on a 1-5 scale.</p>	<p>40 students</p>	<p>Average score was 3.8.</p> <p>40/40 students rated 3.0 or higher.</p> <p>25/40 students rated 3.5 or higher.</p>	<p>100% of students rated their perception as 3.0 or higher.</p> <p>62.5% of students rated their perception as 3.5 or higher.</p>	<p>Exceeds expectation</p>

## 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 - 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.	<p>The current faculty recorded a significant number of publications in top ranked journals in the field such as Journal of Sport Management, International Journal of Sport Management, Journal of Legal Aspects of Sport, Sport Management Review, Global Sport Business Journal, Journal of Global Sport Management, Rec Sports Journal, Journal of Amateur Sport, and NVSQ.</p> <p>20+ presentations (national and international top-tier academic conferences). Examples include that Academy of Management, NASSM, NASSH, CSRI, EASM, SMA, etc.</p>	Exceeds expectations
OEG 2 - Serve as a unifying force on campus.			
Actively participate in campus life	Students will engage in campus activities.	The undergraduate program's Sport Administration Association regularly participates in fairs sponsored by campus life.	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 Administration faculty participate in seminars with the Cox Communications Academic Center for Student Athletes such as Major Decisions Symposium.	Meets expectations

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.	All four doctoral students published articles in journals such as: Journal of Sport Management, Sport Management Review, Journal of Global Sport Management, and Rec Sports Journal among others. Multiple presentations (i.e., over 10) were collectively made at national and international conferences such as: College Sport Research Institute, NASSM, Applied Sport Management Association, European Association of Sport Management, and NASSH. Also, research grants: GSA international travel award, CHSE travel grant, and Roberta Park Grant (NASSH).	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.	Meets expectations
Volunteer work opportunities	Students will engage in opportunities that enhance the community.	Placed 86 undergraduate interns at 53 different sites.  Volunteer opportunities in KIN 2513: 3400 hours (Fall, 2018 and Spring, 2019). Practicum hours in KIN 2513: 2400 hours (Fall 2018 and Spring 2019).  Sport Administration Association Club speakers.	Exceeds expectations

		<p>Professional speakers in KIN 2513.</p> <p>Partnership with New Orleans Pelicans with the Inside Sales Associate Position internship for graduates.</p>	
<p>OEG 5 - To continuously improve teaching, learning and research productivity.</p>			
<p>Demonstrate through faculty teaching evaluations and course elective offerings.</p>	<p>Faculty will demonstrate productivity in teaching, learning and discovery.</p>	<p>Teaching evaluations averaged 4.12 for Fall, 2018.</p> <p>Teaching Awards and Honors: 2019 Outstanding Reviewer for the Management Education Division of the Academy of Management Conference, 2018 Institute for Emerging Leaders in Online Learning, College of Human Sciences &amp; Education Teacher of the Year Award (Spring, 2019).</p>	<p>Meets expectations.</p>
<p>Demonstrate through faculty publications and presentations;</p>	<p>Faculty will publish in top ranked journals and make presentations both internationally and nationally.</p>	<p>See OEG 1</p>	<p>Exceeds expectations</p>
<p>OEG 6 - To explore, nurture and strengthen partnerships with community and area sport organizations and businesses.</p>			
<p>Input from Advisory Board</p>	<p>Commit to an annual meeting with advisory board.</p>	<p>Hold an annual meeting with Advisory Board in the fall. There was not an annual meeting in the fall, 2017.</p>	<p>Does not meet expectation.</p>
<p>Data on partnerships (internships, volunteer opportunities; both formal and informal)</p>	<p>Students and faculty will explore, nurture and strengthen partnerships with the community.</p>	<p>The School of Kinesiology Community Partner Award was awarded to Louisiana Gridiron Football.</p> <p>Internship sites:  AST E-Commerce  DC United  New Orleans Saints  AMB Sports &amp; Entertainment  Seven Seas Scuba  Fenway Park</p>	<p>Exceeds expectations.</p>

		Autozone Park Clutch Entertainment Group Baton Rouge Rougarou Cadence Sports Perfect Game SportsTrust Seacoast United Epping LHSAA BRSports Cane's River Center LA Gridiron Football Southern University Athletics Acadiana Cane Cutters NO Baby Cakes FC Dallas/Toyota Stadium Make-a-Wish Cleveland Browns Pittsburgh Steelers Cleveland Indians	
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## 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 of 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

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

### Program Context and Mission

#### Program Mission:

The Sport Administration and Sport Management Programs at the Louisiana State University aim to be regional and national leaders in the education and development of undergraduate and graduate students toward service in the sport industry. Through research, engagement, and an appreciation for interdisciplinary approaches, we provide coursework, encourage volunteerism, promote intellectual achievement, and require high levels of competence to help prepare students for careers in sport. The goals of the faculty and the program are to develop students who are critical thinkers and inspirational leaders fully prepared for lives of service to their families, communities, and the greater global society.

#### Program Goals:

Bachelor of Science in Sport Administration

- a) Provide a core curriculum that allows students to acquire knowledge in specific core content areas, such as history of sport, sociology, ethical/legal issues, marketing, finance, and management theory.
- b) Facilitate the development of critical thinking and problem solving skills throughout the curriculum.
- c) Facilitate the development of interpersonal, written and oral communication skills with individuals and groups throughout the curriculum.
- d) Develop abilities to understand and apply research throughout the curriculum.

Master of Science in Kinesiology, Specialization in Sport Management

- a) Provide a core curriculum that allows students to acquire advanced knowledge in Sport Management.
- b) Facilitate the ability to identify, synthesize, and critically evaluate literature relevant to Sport Management and all areas of the industry.
- c) Facilitate the development of critical thinking and problem solving skills throughout the curriculum.

PhD in Kinesiology, Specialization in Sport Management

- a) Provide a core curriculum that allows students to acquire advanced knowledge in Sport Management.
- b) Facilitate the ability to identify, synthesize, and critically evaluate literature relevant to Sport Management and all areas of the industry.
- c) Develop the ability to understand and potentially utilize a variety of methodological approaches (e.g. qualitative, quantitative, historical, etc.).
- d) Produce students capable of writing, reviewing and organizing academic research.

- e) Facilitate the development of interpersonal, written and oral communication skills with individuals and groups throughout the curriculum.

**Brief Description of Student Population:** As reported by the Office of Budget and Planning in September, 2018.

Overall, LSU’s total enrollment is 30,987 and the total number of new freshmen is 5,812.

The fall 2018 freshman class enters LSU with a composite ACT of 25.5 (ACT of 25.6 in 2017). With entrance requirements of a 3.0 grade point average and a 22 composite ACT score, the incoming freshman class far exceeds LSU’s basic admission requirements. Retention rates for the fall 2017 freshman class is 83.7% (the number enrolled in fall 2017 was 4,910 and the number returning in the fall, 2018 was 4,110).

LSU’s African American and Hispanic overall enrollment this fall is at an all-time high. There are 3,867 African American students enrolled, surpassing the previous high set last year at 3,772. There are 2,014 Hispanic students enrolled, surpassing the previous high set last year at 1,877. Among undergraduates, African American – 3,197; and Hispanic – 1,673 students – are also new enrollment records for LSU. Among graduate students, Asian – 145 students; African American – 670 students – and Hispanic – 341 students – are also highs.

**Admissions Requirements: Program Requirements**

Once you are an LSU student, you will need to meet the requirements below to continue pursuing this major.

- 24 hours of credit in 1000-level courses or higher
- 2.2 GPA (LSU and overall) (2.5 GPA for transfer)
- Advanced placement in, credit for, or a grade of “C” or better in the following:
  - English 1001 (1004)
  - 6 hours of general education analytical reasoning courses (one of which must be math)
  - 3 hours of general education natural science

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

1. Graduation  
Year: 2017-2018 # of Graduates: 137 Graduation Rate: \_\_\_\_\_
2. Completion of Educational Goal (other than certificate or degree – if data collected)  
# of Students Surveyed:    # Completing Goal: \_\_\_\_\_ NA
3. Average Time to Certificate or Degree  
1-Year Certificate: \_\_\_\_\_ 2-Year Degree: \_\_\_\_\_ 4-Year Degree:   X
4. Annual Transfer Activity  
Year: 2017-2018 # of Transfers: 10 Transfer Rate: \_\_\_\_\_
5. Graduates Entering Graduate School  
Year: \_\_\_\_\_ # of Graduates: \_\_\_\_\_ # Entering Graduate School: \_\_\_\_\_
6. Job Placement (if appropriate)  
Year: \_\_\_\_\_ # of Graduates: \_\_\_\_\_ # Employed:    NA
7. Licensure/Certification Examination Results: \_\_\_\_\_ NA