

Program-Level SLO Matrix – Academic Year 2018-19 (**Business Emphasis**)

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
The student will apply principles of written communication applicable to the Sport Profession.					
90% of the students will score 80% or higher demonstrating principles of written communication in the Sport Profession.	SPTM Written Communication Rubric	14	10 Written Communication >80 10 students <80 4 students	Ten (10) of the 14 (71%) Business emphasis majors surpassed the benchmark.	Does not meet Expectation
The student will communicate effectively when presenting to an audience within the Sport Profession.					
The student will score 37 or higher (85%) communicating effectively when presenting applicable to the Sport Profession.	SPTM Presentation Rubric	16	13 Student Presentation >37 13 students <37 3 student	Thirteen of the 16 (81%) Business emphasis majors surpassed the benchmark.	Does not meet Expectation
The student will apply principles of critical thinking and research applicable to the Sport Profession.					
The student will score 80% or higher applying critical thinking and research applicable to the Sport Profession.	SPTM Research Project Rubric	16	11 Research Project Scores 90-100 2 student 80-89 9 students 0-79 5 students	Eleven of the 16 (69%) Business Emphasis students surpassed the benchmark.	Does not meet expectation

The student will use knowledge and skill indicative of one who is prepared to enter the workforce within the Sport Profession. (2 measures of this SLO)

The student will score an average of 4.5 or higher demonstrating preparedness for the Sport Profession.	Internship Mid-Term & Final Business Evaluations	16	14 <table border="1" data-bbox="953 418 1316 581"> <thead> <tr> <th colspan="2">Internship Eval Averages</th> </tr> <tr> <th>Score</th> <th>Tally</th> </tr> </thead> <tbody> <tr> <td>> 4.5</td> <td>14 students</td> </tr> <tr> <td>< 4.5</td> <td>2 students</td> </tr> </tbody> </table>	Internship Eval Averages		Score	Tally	> 4.5	14 students	< 4.5	2 students	Fourteen of the 16 (87.5%) Business Emphasis majors surpassed the benchmark.	Largely surpasses expectation
Internship Eval Averages													
Score	Tally												
> 4.5	14 students												
< 4.5	2 students												

The students collectively will meet or exceed the expectation scoring less than 20 demonstrating preparedness for the sport profession.	SPTM Gameday Operations Evaluation.	59	59 <table border="1" data-bbox="953 732 1232 802"> <thead> <tr> <th>Score</th> <th>Students</th> </tr> </thead> <tbody> <tr> <td><20</td> <td>59</td> </tr> </tbody> </table>	Score	Students	<20	59	All 59 students scored less than 20 surpassing the benchmark.	Exceeds expectation (Note – this measure was not segregated by emphasis)
Score	Students								
<20	59								

The student will develop and grow in their Christian Worldview while studying Sport Management.

The student will self-report an average of 4.0 or higher on each of the four dimensions indicating growth in their Christian Worldview while studying Sport Management.	SPTM Christian Worldview Survey	16	14 <table border="1" data-bbox="953 1062 1299 1232"> <thead> <tr> <th>Christian</th> <th>Worldview</th> </tr> </thead> <tbody> <tr> <td>Institution</td> <td>4.2</td> </tr> <tr> <td>Student Life</td> <td>4.3</td> </tr> <tr> <td>SPTM Program</td> <td>4.5</td> </tr> <tr> <td>SPTM Faculty</td> <td>4.8</td> </tr> </tbody> </table>	Christian	Worldview	Institution	4.2	Student Life	4.3	SPTM Program	4.5	SPTM Faculty	4.8	Fourteen of the 16 Business Emphasis students surpassed the benchmark.	Exceeds Expectation
Christian	Worldview														
Institution	4.2														
Student Life	4.3														
SPTM Program	4.5														
SPTM Faculty	4.8														

Program-Level SLO Matrix – Academic Year 2018-19 (**Coaching Emphasis**)

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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								
The student will apply principles of written communication applicable to the Sport Profession.													
90% of the students will score 80% or higher demonstrating principles of written communication in the Sport Profession.	SPTM Written Communication Rubric	9	6 <table border="1" style="margin: 0 auto;"><tr><th colspan="2" style="background-color: #000080; color: white;">Written Communication</th></tr><tr><td style="background-color: #cccccc;">>80</td><td style="background-color: #cccccc;">6 students</td></tr><tr><td style="background-color: #cccccc;"><80</td><td style="background-color: #cccccc;">3 students</td></tr></table>	Written Communication		>80	6 students	<80	3 students	Six (6) of the 9 (75%) Coaching emphasis majors surpassed the benchmark.	Does not meet Expectations		
Written Communication													
>80	6 students												
<80	3 students												
The student will communicate effectively when presenting to an audience within the Sport Profession.													
The student will score 37 or higher (85%) communicating effectively when presenting applicable to the Sport Profession.	SPTM Presentation Rubric	9	3 <table border="1" style="margin: 0 auto;"><tr><th colspan="2" style="background-color: #800080; color: white;">Student Presentation</th></tr><tr><td style="background-color: #cccccc;">>37</td><td style="background-color: #cccccc;">3 students</td></tr></table>	Student Presentation		>37	3 students	Three of the 9 (33%) Coaching emphasis majors surpassed the benchmark.	Does not meet Expectation				
Student Presentation													
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The student will apply principles of critical thinking and research applicable to the Sport Profession.													
The student will score 80% or higher applying critical thinking and research applicable to the Sport Profession.	SPTM Research Project Rubric	9	5 <table border="1" style="margin: 0 auto;"><tr><th colspan="2" style="background-color: black; color: white;">Research Project Scores</th></tr><tr><td style="background-color: #90ee90;">80-89</td><td style="background-color: #90ee90;">1 student</td></tr><tr><td style="background-color: #90ee90;">70-79</td><td style="background-color: #90ee90;">7 students</td></tr><tr><td style="background-color: #90ee90;">60-69</td><td style="background-color: #90ee90;">0 students</td></tr></table>	Research Project Scores		80-89	1 student	70-79	7 students	60-69	0 students	Five of the 9 (56%) Coaching Emphasis majors surpassed the benchmark.	Does not meet expectation
Research Project Scores													
80-89	1 student												
70-79	7 students												
60-69	0 students												

The student will use knowledge and skill indicative of one who is prepared to enter the workforce within the Sport Profession. (2 measures of this SLO)

The student will score an average of 4.5 or higher demonstrating preparedness for the Sport Profession.	Internship Mid-Term & Final Coaching Evaluations	9	7 <table border="1" data-bbox="940 418 1306 581"> <thead> <tr> <th colspan="2">Internship Eval Averages</th> </tr> <tr> <th>Score</th> <th>Tally</th> </tr> </thead> <tbody> <tr> <td>> 4.5</td> <td>7 students</td> </tr> <tr> <td>< 4.5</td> <td>2 students</td> </tr> </tbody> </table>	Internship Eval Averages		Score	Tally	> 4.5	7 students	< 4.5	2 students	Seven of the 9 (77.8%) Coaching Emphasis majors surpassed the benchmark.	Largely meets expectation
Internship Eval Averages													
Score	Tally												
> 4.5	7 students												
< 4.5	2 students												

The students collectively will meet or exceed the expectation scoring less than 20 demonstrating preparedness for the sport profession.	SPTM Gameday Operations Evaluation.	59	59 <table border="1" data-bbox="940 734 1222 802"> <thead> <tr> <th>Score</th> <th>Students</th> </tr> </thead> <tbody> <tr> <td><20</td> <td>59</td> </tr> </tbody> </table>	Score	Students	<20	59	All 59 students scored less than 20 surpassing the benchmark.	Exceeds expectation (Note – this measure was not segregated by emphasis)
Score	Students								
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The student will develop and grow in their Christian Worldview while studying Sport Management.

The student will self-report an average of 4.0 or higher on each of the four dimensions indicating growth in their Christian Worldview while studying Sport Management.	SPTM Christian Worldview Survey	9	8 <table border="1" data-bbox="915 1036 1264 1208"> <thead> <tr> <th>Christian</th> <th>Worldview</th> </tr> </thead> <tbody> <tr> <td>Institution</td> <td>4.3</td> </tr> <tr> <td>Student Life</td> <td>4.1</td> </tr> <tr> <td>SPTM Program</td> <td>4.6</td> </tr> <tr> <td>SPTM Faculty</td> <td>4.7</td> </tr> </tbody> </table>	Christian	Worldview	Institution	4.3	Student Life	4.1	SPTM Program	4.6	SPTM Faculty	4.7	Eight of the 9 Coaching Emphasis majors surpassed the benchmark.	Exceeds Expectation
Christian	Worldview														
Institution	4.3														
Student Life	4.1														
SPTM Program	4.6														
SPTM Faculty	4.7														

Program-Level SLO Matrix – Academic Year 2018-19 (Ministry Emphasis)

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: 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
The student will apply principles of written communication applicable to the Sport Profession.					
90% of the students will score 80% or higher demonstrating principles of written communication in the Sport Profession.	SPTM Written Communication Rubric	5	5 Written Communication >80 5 students	Five (5) of the 5 (100%) Ministry emphasis majors surpassed the benchmark.	Exceeds Expectation
The student will communicate effectively when presenting to an audience within the Sport Profession.					
The student will score 37 or higher (85%) communicating effectively when presenting applicable to the Sport Profession.	SPTM Presentation Rubric	4	4 Student Presentation >37 4 students	Four of the 4 (100%) Ministry emphasis major surpassed the benchmark.	Exceeds Expectation
The student will apply principles of critical thinking and research that will lead to issues of advocacy within the Sport Profession.					
The student will score 80% or higher applying critical thinking and research applicable to the Sport Profession.	SPTM Research Project Rubric	4	2 Research Project Scores 90-100 1 student 80-89 1 student	Two of the 4 (50%) Ministry Emphasis majors surpassed the benchmark.	Does not meet Expectation

The student will use knowledge and skill indicative of one who is prepared to enter the workforce within the Sport Profession. (2 measures of this SLO)

The student will score an average of 4.5 or higher demonstrating preparedness for the Sport Profession.	Internship Mid-Term & Final Ministry Evaluations	4	3 <table border="1" data-bbox="947 418 1308 537"> <thead> <tr> <th colspan="2">Internship Eval Averages</th> </tr> <tr> <th>Score</th> <th>Tally</th> </tr> </thead> <tbody> <tr> <td>> 4.5</td> <td>3 students</td> </tr> </tbody> </table>	Internship Eval Averages		Score	Tally	> 4.5	3 students	Three of the 4 (75%) Ministry Emphasis majors surpassed the benchmark.	Exceeds Expectations
Internship Eval Averages											
Score	Tally										
> 4.5	3 students										
The students collectively will meet or exceed the expectation scoring less than 20 demonstrating preparedness for the sport profession.	SPTM Gameday Operations Evaluation.	59	59 <table border="1" data-bbox="947 716 1224 784"> <thead> <tr> <th>Score</th> <th>Students</th> </tr> </thead> <tbody> <tr> <td><20</td> <td>59</td> </tr> </tbody> </table>	Score	Students	<20	59	All 59 students scored less than 20 surpassing the benchmark.	Exceeds expectation (Note – this measure was not segregated by emphasis)		
Score	Students										
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The student will develop and grow in their Christian Worldview while studying Sport Management.

The student will self-report an average of 4.0 or higher on each of the four dimensions indicating growth in their Christian Worldview while studying Sport Management.	SPTM Christian Worldview Survey	4	4 <table border="1" data-bbox="940 1076 1283 1247"> <thead> <tr> <th>Christian</th> <th>Worldview</th> </tr> </thead> <tbody> <tr> <td>Institution</td> <td>4.5</td> </tr> <tr> <td>Student Life</td> <td>4.6</td> </tr> <tr> <td>SPTM Program</td> <td>4.8</td> </tr> <tr> <td>SPTM Faculty</td> <td>4.9</td> </tr> </tbody> </table>	Christian	Worldview	Institution	4.5	Student Life	4.6	SPTM Program	4.8	SPTM Faculty	4.9	All four Ministry Emphasis majors surpassed the benchmark.	Exceeds Expectation
Christian	Worldview														
Institution	4.5														
Student Life	4.6														
SPTM Program	4.8														
SPTM Faculty	4.9														

Conclusion of Previous Year's Use of Results

(Closing the Loop Narrative)

The Sport Management Department used the previous year's data (2017-2018) in order to accomplish the following:

With all the recent Academic Unit re-alignment and adjustments, most of which took place during the Spring 2019 term, the following IE reporting measures were impacted as follows:

SLO #1 – It was anticipated to review the newly developed **SPTM Written Communications Rubric** during the school year. However, due to the previously described organizational re-structuring, this review was postponed until the Fall of 2019.

SLO #2 – It was anticipated to discuss and vote on an increase in the benchmark to 90%. However, due to the previously described organizational re-structuring, this discussion and voting did not occur. This will now be placed on the Fall 2019 meeting schedule. Contact was made with the new Dean and Chair of Communications, and after several meetings, it was affirmed the COMM 2300 Assessment would remain the same and no changes were anticipated at this time under the new leadership. *Note – this assessment is given, collected, and tabulated by the Communications Department, which is why this was important to affirm with the new Dean and Chair.*

SLO #3 – The Dean surveyed the seniors in the capstone course FA18 and SP19 and quickly determined the Worldview Presentation was not well-received by senior SPTM students. These students indicated they thought it was irrelevant and useless, and therefore became less enthused with the assignment. Due to this surveying of senior students, and considering past data points on this particular SLO, this assignment was changed to a more discipline-specific professional presentation assignment, which was implemented SP19. **Seminar in Sport Management Professional Presentation** document is included.

SLO #4 – It was anticipated to review the newly developed **SPTM Gameday Operations Evaluation** with the Athletic Department staff during the school year. However, due to the previously described organizational re-structuring, this review did not occur. This review is now scheduled to occur the Fall of 2019.

SLO #5 – During the SPTM end of year wrap-up meetings, the Chair was encouraged by the NGU Director of Institutional Effectiveness to administer the Christian Worldview Survey at the sophomore level as well as with graduating seniors. The faculty agreed on this and beginning the Fall 2019, this instrument will be administered in the SPTM 2330 History & Philosophy of Sport course at the end of the term.

Program-Level OEG Matrix – Academic Year 2018-2019

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results																				
The program will increase the number of students declared SPTM major over the academic year.																							
<p>The Department tracks total program enrollment each semester and in particular majors progressing through the program. Assessing increases in program enrollment is a combination of two measures:</p> <p>1 - New freshman enrolled in SPTM 1310 Introduction to Sport Management.</p> <p>2 - Transfer students, all of whom personally meet with the Department Chair for scheduling purposes.</p>	<p>The department will add 50 new majors.</p>	<p>Fifty-seven (57) students declared Sport Management as a major during the academic year.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>School Year</th> <th>New Majors</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>57</td> </tr> <tr> <td>17-18</td> <td>53</td> </tr> <tr> <td>16-17</td> <td>51</td> </tr> <tr> <td>15-16</td> <td>52</td> </tr> <tr> <td>14-15</td> <td>57</td> </tr> <tr> <td>13-14</td> <td>52</td> </tr> <tr> <td>12-13</td> <td>40</td> </tr> <tr> <td>11-12</td> <td>46</td> </tr> <tr> <td>10-11</td> <td>51</td> </tr> </tbody> </table>	School Year	New Majors	18-19	57	17-18	53	16-17	51	15-16	52	14-15	57	13-14	52	12-13	40	11-12	46	10-11	51	<p>Exceeds Expectation</p>
School Year	New Majors																						
18-19	57																						
17-18	53																						
16-17	51																						
15-16	52																						
14-15	57																						
13-14	52																						
12-13	40																						
11-12	46																						
10-11	51																						

PO #1 - This PO was revised to read: *The program will increase the number of students declared SPTM major over the academic year.* The Means of Assessment was revised to read: *The Department tracks total program enrollment each semester and in particular majors progressing through the program. Assessing increases in program enrollment is a combination of two measures: 1 - New freshman enrolled in SPTM 1310 Introduction to Sport Management. 2 - Transfer students, all of whom personally meet with the Department Chair for scheduling purposes. Additionally, the new SPTM Postcard (Included) was created as one of the additional marketing materials to help further recruit new majors.*

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results																		
The program will prepare students for graduate school.																					
<p>The Department collects data annually on all recent graduates using email, Facebook, and other media concerning their pursuit of graduate education.</p>	<p>The Department anticipates 40% of all graduates seeking continued education.</p>	<p>The Department determined 39.4% of all program graduates (inception to present) were identified as having engaged in continuing education (largely graduate school but also includes additional certifications applicable to the Sport Profession).</p> <table border="1" data-bbox="1205 792 1526 1089"> <thead> <tr> <th>Year</th> <th>Continued ED</th> </tr> </thead> <tbody> <tr> <td>18-19</td> <td>39.4%</td> </tr> <tr> <td>17-18</td> <td>36.8%</td> </tr> <tr> <td>16-17</td> <td>40.9%</td> </tr> <tr> <td>15-16</td> <td>42%</td> </tr> <tr> <td>14-15</td> <td>41%</td> </tr> <tr> <td>13-14</td> <td>41%</td> </tr> <tr> <td>12-13</td> <td>40%</td> </tr> <tr> <td>11-12</td> <td>43%</td> </tr> </tbody> </table>	Year	Continued ED	18-19	39.4%	17-18	36.8%	16-17	40.9%	15-16	42%	14-15	41%	13-14	41%	12-13	40%	11-12	43%	<p>Does not meet Expectation</p> <p>Data reveals the results were unmet, although this year there was a lower response rate than in years past which might contribute to the findings. Certainly, the response to our inquiry is vital to properly reporting these findings. Some students change email addresses and do not report it to the department Chair making it more difficult to track them down.</p>
Year	Continued ED																				
18-19	39.4%																				
17-18	36.8%																				
16-17	40.9%																				
15-16	42%																				
14-15	41%																				
13-14	41%																				
12-13	40%																				
11-12	43%																				

PO #2 - This PO was revised to read: *The program will prepare students for graduate school.*

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results																		
The Department will prepare graduates for placement in the Sport Profession.																					
<p>The Department collects data annually on all recent graduates using email, Facebook, and other media concerning their pursuit of employment within the Sport Profession.</p>	<p>The Department anticipates placing 75% of all graduates into the Sport Profession.</p>	<p>The Department determined 84.2% of the program graduates were identified as placed in the Sport Profession.</p> <table border="1" data-bbox="1209 618 1570 899"> <thead> <tr> <th>Year</th> <th>Placement</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>84.2%</td> </tr> <tr> <td>2017-2018</td> <td>85%</td> </tr> <tr> <td>2016-2017</td> <td>82.9%</td> </tr> <tr> <td>2015-2016</td> <td>81.8%</td> </tr> <tr> <td>2014-2015</td> <td>72.7%</td> </tr> <tr> <td>2013-2014</td> <td>74%</td> </tr> <tr> <td>2012-2013</td> <td>72%</td> </tr> <tr> <td>2011-2012</td> <td>71%</td> </tr> </tbody> </table>	Year	Placement	2018-2019	84.2%	2017-2018	85%	2016-2017	82.9%	2015-2016	81.8%	2014-2015	72.7%	2013-2014	74%	2012-2013	72%	2011-2012	71%	<p>Exceeds expectation.</p> <p>The department is enhancing its web presence in order to stay in contact with graduates including updated Facebook and a completely overhauled Sport Management Department website.</p> <p>The Department has gone to greater lengths to assist student placement including using sport-based employment organizations such as TeamWorkOnline and NASSM.</p>
Year	Placement																				
2018-2019	84.2%																				
2017-2018	85%																				
2016-2017	82.9%																				
2015-2016	81.8%																				
2014-2015	72.7%																				
2013-2014	74%																				
2012-2013	72%																				
2011-2012	71%																				

PO #3 - This PO had its benchmark increased from 70% to 75% this past year as previously recommended.

Council for Higher Education Accreditation (CHEA)

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: North Greenville University

Program Accreditor: COSMA

Institutional Accreditor: SACSCOC

Date of Next Comprehensive Program Accreditation Review: 2024

Date of Next Comprehensive Institutional Accreditation Review: 2019

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

Program Context and Mission

Program Mission: **The Sport Management Department exists to serve the University as part of the College of Business & Sport Professions preparing men and women as professional sport leaders equipped as manager, coaches, and evangelists to take the Gospel of Jesus Christ into the Sport Profession.**

Program Goals: **Broad Based Goals**

- 1. The student will acquire knowledge in specific core content areas including management, marketing, finance, communication, law/liability, and leadership applicable to the Sport Profession.**
- 2. The student will advance in oral, written, and interpersonal communication skills applicable to the needs of the Sport Profession.**
- 3. The student will demonstrate critical thinking skills applicable to the curriculum of the Sport Profession.**
- 4. The student will acquire relevant experiences in which knowledge obtained in sport management and coaching coursework can be successfully applied to the Sport Profession.**
- 5. The student will be able to integrate faith and a Christian Worldview applicable to all the areas of the Sport Profession.**

Brief Description of Student Population: **There are roughly 2400 students enrolled at the institution with campuses in Tigerville and Greer, SC. NGU is a Southern Baptist private evangelical Christian institution offering degrees at the Bachelors, Masters, and Doctoral levels. Students attend from all walks of life including a large international population from missionary families around the globe.**

Admissions Requirements:

The NGU Admissions Department using the following three items as requirements for admission to the institution:

- 1. 1000 SAT or 20 ACT**
- 2. GPA 3.0 (unweighted)**
- 3. Rolling Admission – applied and considered at any time of the year.**

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation
Year: **2018-2019** # of Graduates: **29** 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: **2018-2019** # of Graduates: **29** # Entering Graduate School: **8**
6. Job Placement (if appropriate)
Year: **2018-2019** # of Graduates: **29** # Employed: **27**
7. Licensure/Certification Examination Results: **NA**
8. Additional Indicators, if any: _____
