

Student Learning Outcome Matrix – 2021-2022 (Business, Coaching, & Ministry Concentrations)

Identify Each Intended Outcome	Identify the Assessment Tool	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
The student will apply principles of written communication applicable to the Sport Profession.					
SPTM Written Communication Rubric (Direct)	90% of the students will score 80% or higher demonstrating principles of written communication in the Sport Profession.	26	22 <div style="border: 1px solid black; padding: 2px; background-color: #e0e0e0;">Written Communication >80 22 students <80 4 students</div>	Twenty-two (22) of the 26 (84.6%) students surpassed the benchmark.	Exceeds Expectation
No Indirect Measure					
The student will communicate effectively when presenting to an audience within the Sport Profession.					
SPTM Presentation Rubric (Direct)	The student will score 37 or higher (85%) communicating effectively when presenting applicable to the Sport Profession.	26	22 <div style="border: 1px solid black; padding: 2px; background-color: #e0e0e0;">Student Presentation >37 22 students <37 4 students</div>	Twenty-two (22) of the 26 (84.6%) students surpassed the benchmark.	Meets Expectation
No Indirect Measure					
The student will apply principles of critical thinking and research applicable to the Sport Profession.					
SPTM Research Project Rubric (Direct)	The student will score 80% or higher applying critical thinking and research applicable to the Sport Profession.	26	21 <div style="border: 1px solid black; padding: 2px; background-color: #e0e0e0;">Research Project Scores 90-100 17 students 80-89 4 students 0-79 5 students</div>	Twenty-one (21) of the 26 (80.8%) students surpassed the benchmark.	Meets Expectation
No Indirect Measure					

The student will use knowledge and skill indicative of one who is prepared to enter the Sport Profession.													
Internship Final Evaluations (Direct)	90% of the students will score an average of 4.5 or higher demonstrating preparedness for the Sport Profession.	21	16 <table border="1"><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>16 students</td></tr><tr><td>< 4.5</td><td>5 students</td></tr></tbody></table>	Internship Eval Averages		Score	Tally	> 4.5	16 students	< 4.5	5 students	Sixteen (16) of the 21 students (76.2%) of the students surpassed the benchmark.	Does not meet expectation
Internship Eval Averages													
Score	Tally												
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SPTM Gameday Operations Evaluation (Direct)	The students collectively score less than 20 demonstrating preparedness for the Sport Profession.	54	54 <table border="1"><thead><tr><th>Score</th><th>Students</th></tr></thead><tbody><tr><td><20</td><td>54</td></tr></tbody></table> AVG – 16.4	Score	Students	<20	54	All 54 students scored less than 20 (avg 16.4) surpassing the benchmark.	Exceeds Expectation				
Score	Students												
<20	54												
The student will develop and grow in their Christian Worldview while studying Sport Management.													
Completion of 2 Christian Studies Courses (Direct)	80% of the eligible students will have successfully completed two required Christian Studies courses by their Junior Year.	38	32	Of the eligible upper class, 32 of the 38 students (84.2%) surpassed the benchmark.	Exceeds Expectation								
SPTM Christian Worldview Survey (Indirect)	The student will self-report an average of 4.0 or higher indicating growth in their Christian Worldview while studying Sport Management.	26	26	All 26 (100%) students surpassed the benchmark with a mean average of 4.65 out of 5.	Exceeds Expectation								

Conclusion of Previous Year's Use of Results (Closing the Loop Narrative)

The Sport Management Department used the previous year's data (2020-2021) in order to accomplish the following:

A new Department of Sport Management Chair was hired July 2021, but soon departed December 2021. With the sudden transition, little review of the Measurement Instruments or outcome data collection occurred during the Academic Year. Dr. Jeff Briggs served as the Department Liaison collecting the necessary data and preparing both Institutional Effectiveness Plans and this COSMA Annual Report.

SLO #1 – Department leadership turned over mid-Academic Year and the anticipated review of the **SPTM Written Communication Rubric** by the new leadership did not occur. Additionally, an Indirect Measurement must be identified and begin to be used with data collection for this SLO.

SLO #2 – Department leadership turned over mid-Academic Year and the anticipated review of the **SPTM Presentation Rubric** by the new leadership did not occur. Additionally, an Indirect measurement must be identified and begin to be used with data collection for this SLO.

SLO #3 – Department leadership turned over mid-Academic Year and the anticipated review of the **SPTM Research Project Rubric** did not occur. Additionally, an Indirect measurement must be identified and begin to be used with data collection for this SLO.

SLO #4 – Department leadership turned over mid-Academic Year and the anticipated review of the **SPTM Internship Final Evaluation** did not occur.

NGU Athletics resumed all 20 sport teams competing 21-22, which included full use the Gameday Operations Evaluation. After the Spring 2022 season, NGU Athletic Operations Staff and Leadership conducted a thorough review of the **Gameday Operations Evaluation**. A total of four individuals participated in the process which included two rounds of application discussion and overall evaluation reporting discussion. These meetings were both fruitful and ongoing as new athletic department staff became involved in the process of assessment and evaluation. Feedback was received and recorded as subtle changes were made to the process of evaluating the students using the measurement instrument beginning FA22.

SLO #5 – Department leadership turned over mid-Academic Year and the anticipated review of the **SPTM Christian Worldview Survey** did not occur.

Program-Level Operational Effectiveness Goals Matrix - 2021-2022

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results														
The program will increase enrollment over the prior academic year.																	
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 faculty for Advising.	The Department will add 50 new majors.	Forty-four (44) students declared Sport Management as a major during the academic year.	Does not meet Expectation <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">School Year</th> <th style="text-align: center;">New Majors</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">21-22</td> <td style="text-align: center;">44</td> </tr> <tr> <td style="text-align: center;">20-21</td> <td style="text-align: center;">51</td> </tr> <tr> <td style="text-align: center;">19-20</td> <td style="text-align: center;">47</td> </tr> <tr> <td style="text-align: center;">18-19</td> <td style="text-align: center;">57</td> </tr> <tr> <td style="text-align: center;">17-18</td> <td style="text-align: center;">53</td> </tr> <tr> <td style="text-align: center;">16-17</td> <td style="text-align: center;">51</td> </tr> </tbody> </table>	School Year	New Majors	21-22	44	20-21	51	19-20	47	18-19	57	17-18	53	16-17	51
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The program will prepare students for continued education.																	
The Department collects data annually on all recent graduates using email, Facebook, and other media concerning their pursuit of graduate education.	The Department anticipates 40% of all graduates seeking continued education.	The Department determined 43.6% of all program graduates have engaged in continuing education.	Exceeds Expectation <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Year</th> <th style="text-align: center;">Continued ED</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">21-22</td> <td style="text-align: center;">43.6%</td> </tr> <tr> <td style="text-align: center;">20-21</td> <td style="text-align: center;">42.9%</td> </tr> <tr> <td style="text-align: center;">19-20</td> <td style="text-align: center;">40.3%</td> </tr> <tr> <td style="text-align: center;">18-19</td> <td style="text-align: center;">39.4%</td> </tr> <tr> <td style="text-align: center;">17-18</td> <td style="text-align: center;">36.8%</td> </tr> <tr> <td style="text-align: center;">16-17</td> <td style="text-align: center;">40.9%</td> </tr> </tbody> </table>	Year	Continued ED	21-22	43.6%	20-21	42.9%	19-20	40.3%	18-19	39.4%	17-18	36.8%	16-17	40.9%
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The program will prepare graduates for placement into the Sport Profession.																	
The Department collects data annually on all recent graduates using email, Facebook, and other media concerning their pursuit of employment within the Sport Profession.	The Department anticipates placing 75% of all graduates into the Sport Profession.	The Department determined 81.5% of the program graduates identified placed in the Sport Profession.	Exceeds Expectation <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Year</th> <th style="text-align: center;">Placement</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">2021-2022</td> <td style="text-align: center;">81.5%</td> </tr> <tr> <td style="text-align: center;">2020-2021</td> <td style="text-align: center;">84.3%</td> </tr> <tr> <td style="text-align: center;">2019-2020</td> <td style="text-align: center;">85%</td> </tr> <tr> <td style="text-align: center;">2018-2019</td> <td style="text-align: center;">84.2%</td> </tr> <tr> <td style="text-align: center;">2017-2018</td> <td style="text-align: center;">85%</td> </tr> <tr> <td style="text-align: center;">2016-2017</td> <td style="text-align: center;">82.9%</td> </tr> </tbody> </table>	Year	Placement	2021-2022	81.5%	2020-2021	84.3%	2019-2020	85%	2018-2019	84.2%	2017-2018	85%	2016-2017	82.9%
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A variety of new personnel have been hired in the Department of Admissions and our Marketing & Communications division. Due to these personnel transitions, our next Department Chair will need to begin to establish and build relations with these folks in order to capitalize on recruitment and retention.

OEG #1 – Department leadership turned over mid-Academic Year and the anticipated review of the recruiting, declaring, and tracking of new SPTM majors did not occur. We continue to be blessed with new majors which is largely accredited to our Admissions & Marketing Departments, which has come under the new leadership of Michael White, VP for Enrollment & Marketing/Communications. This department recently overhauled the University website SP21 and the PrintHub both of which should support to improve department functions going forward. It can be surmised coming out of Covid, enrollment was affected but it recognized to rebound by FA22.

OEG #2 – Department leadership turned over mid-Academic Year and the anticipated review of the promoting and encouraging of seniors toward continued education did not occur. It is anticipated the new Chair might be able to open some doors to additional graduate programs beginning FA22.

OEG #3 – Department leadership turned over mid-Academic Year and the anticipated review of the placement strategies for graduates into the Sport Profession did not occur. It is anticipated the new Chair might be able to open some doors to additional industry organizations beginning FA22.

PROGRAM INFORMATION PROFILE

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

Name of Institution: **North Greenville University**

Program/Specialized Accrerator: **COSMA**

Institutional Accrerator: **SACSCOC**

Date of Next Comprehensive Program Accreditation Review: **2024**

Date of Next Comprehensive Institutional Accreditation Review: **2030**

URL where accreditation status is stated: **<https://ngu.edu/about/accreditation/#college-of-educatio>**

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

1. Graduation Year: **2021-2022** # of Graduates: **26** Graduation Rate: **NA**
2. Average Time to Degree: 4-Year Degree: **4 Years**
3. Annual Transfer Activity (into Program):
Year: **2021-2022** # of Transfers: **8** Transfer Rate: **NA**
4. Graduates Entering Graduate School:
Year: **2021-2022** # of Graduates: **26** # Entering Graduate School: **10**
5. Job Placement (if appropriate):
Year: **2021-2022** # of Graduates: **26** # Employed: **23 in field; 3 out of field**

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