

## Student Learning Outcome Matrix – 2022-2023 (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								
<b>The student will apply principles of written communication applicable to the Sport Profession.</b>													
<b>SPTM Written Communication Rubric (Direct)</b>	90% of the students will score 80% or higher demonstrating principles of written communication in the Sport Profession.	23	10 <table border="1" style="background-color: #e0e0e0; width: 100%;"><tr><th colspan="2" style="background-color: #000080; color: white;">Written Communication</th></tr><tr><td>&gt;80</td><td>10 students</td></tr><tr><td>&lt;80</td><td>13 students</td></tr></table>	Written Communication		>80	10 students	<80	13 students	Ten (10) of the 23 (43.5%) students surpassed the benchmark.	Does not meet expectation		
Written Communication													
>80	10 students												
<80	13 students												
<b>No Indirect Measure</b>													
<b>The student will communicate effectively when presenting to an audience within the Sport Profession.</b>													
<b>SPTM Presentation Rubric (Direct)</b>	The student will score 37 or higher (85%) communicating effectively when presenting applicable to the Sport Profession.	25	20 <table border="1" style="background-color: #e0e0e0; width: 100%;"><tr><th colspan="2" style="background-color: #800080; color: white;">Student Presentation</th></tr><tr><td>&gt;37</td><td>20 students</td></tr><tr><td>&lt;37</td><td>5 students</td></tr></table>	Student Presentation		>37	20 students	<37	5 students	Twenty (20) of the 25 (80%) students surpassed the benchmark.	Meets Expectation		
Student Presentation													
>37	20 students												
<37	5 students												
<b>No Indirect Measure</b>													
<b>The student will apply principles of critical thinking and research applicable to the Sport Profession.</b>													
<b>SPTM Research Project Rubric (Direct)</b>	The student will score 80% or higher applying critical thinking and research applicable to the Sport Profession.	20	17 <table border="1" style="background-color: #e0e0e0; width: 100%;"><tr><th colspan="2" style="background-color: black; color: white;">Research Project Scores</th></tr><tr><td>90-100</td><td>12 students</td></tr><tr><td>80-89</td><td>5 students</td></tr><tr><td>0-79</td><td>3 students</td></tr></table>	Research Project Scores		90-100	12 students	80-89	5 students	0-79	3 students	Seventeen (17) of the 20 (85%) students surpassed the benchmark.	Meets Expectation
Research Project Scores													
90-100	12 students												
80-89	5 students												
0-79	3 students												
<b>No Indirect Measure</b>													

<b>The student will use knowledge and skill indicative of one who is prepared to enter the Sport Profession.</b>													
<b>Internship Final Evaluations (Direct)</b>	90% of the students will score an average of 4.5 or higher demonstrating preparedness for the Sport Profession.	10	8 <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>&gt; 4.5</td><td>8 students</td></tr><tr><td>&lt; 4.5</td><td>2 students</td></tr></tbody></table>	Internship Eval Averages		Score	Tally	> 4.5	8 students	< 4.5	2 students	Eight (8) of the ten (10) students (80%) surpassed the benchmark.	Does not meet expectation
Internship Eval Averages													
Score	Tally												
> 4.5	8 students												
< 4.5	2 students												
<b>SPTM Gameday Operations Evaluation (Direct)</b>	The students collectively score less than 20 demonstrating preparedness for the Sport Profession.	119	119 <table border="1"><thead><tr><th>Score</th><th>Students</th></tr></thead><tbody><tr><td>&lt;20</td><td>54</td></tr></tbody></table> AVG – 10.51	Score	Students	<20	54	All 119 students scored less than 20 (avg 10.51) surpassing the benchmark.	Exceeds Expectation				
Score	Students												
<20	54												
<b>The student will develop and grow in their Christian Worldview while studying Sport Management.</b>													
<b>Completion of 2 Christian Studies Courses (Direct)</b>	80% of the eligible students will have successfully completed two required Christian Studies courses by their Junior Year.	49	31	Of the eligible upper class, 31 of the 49 students (63.2%) surpassed the benchmark.	Does not meet expectation								
<b>SPTM Christian Worldview Survey (Indirect)</b>	The student will self-report an average of 4.0 or higher indicating growth in their Christian Worldview while studying Sport Management.	20	20	All 20 (100%) students surpassed the benchmark with a mean average of 4.25 out of 5.	Meets Expectation								

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

The Sport Management Department used data from 2022-2023 to accomplish the following:

A new Department of Sport Management Chair began in August 2022. With the transition, little review of the Measurement Instruments or outcome data collection occurred during the 2022-2023, but the rubrics are being reviewed and revised for 2023-2024.

**SLO #1** – Department leadership changed at the beginning of the academic year. A review of the **SPTM Written Communication Rubric** began, and revisions will be finalized for 2023-2024. Additionally, an Indirect Measurement must be identified and developed for implementation.

**SLO #2** – Department leadership changed at the beginning of the academic year. A review of the **SPTM Presentation Rubric** began, and revisions will be finalized for 2023-2024. Additionally, an Indirect Measurement must be identified and developed for implementation.

**SLO #3** – Department leadership changed at the beginning of the academic year. A review of the **SPTM Research Project Rubric** began, and revisions will be finalized for 2023-2024. Additionally, an Indirect Measurement must be identified and developed for implementation.

**SLO #4** – Department leadership changed at the beginning of the academic year. A review of the **SPTM Internship Final Evaluation** began, and revisions will be finalized for 2023-2024. Additionally, an Indirect Measurement must be identified and developed for implementation.

North Greenville University Athletics Department operations staff and the new Sport Management Chair met early August 2022 to discuss the current operations, program, and evaluation process. NGU Athletic Operations Staff and Leadership conducted a thorough review of the **Gameday Operations Evaluation**. Two athletic staff and the sport management chair met twice to discuss student appropriation and evaluation. Student evaluations were assigned to the operations graduate assistant and a follow-up meeting between he and the chair resulted in an online streamlined evaluation to be implemented in the fall of 2023.

**SLO #5** – A new department chair began in August 2022 who taught the seminar in sport management class who implemented the SPTM Christian Worldview Survey to the class each semester.

The following change to SLO #5-1, which aligns with new NGU Core Curriculum will be implemented Fall 2023. The intended outcome will read: **Completion of 3 Christian Studies Courses (Direct)**. The identification of assessment tool will read: **80% of the eligible students will have successfully completed three required Christian Studies courses by their Junior Year**. With the implementation of the new Core Curriculum beginning in Fall 2023, all students under the 2023 catalog will be required to complete 3 Christian Studies courses and the sport management department will reassess and possibly adjust this outcome further.

## Program-Level Operational Effectiveness Goals Matrix – 2022 – 2023

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results																
<b>The program will increase enrollment over the prior academic year.</b>																			
<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: 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.</p>	<p>The Department will add 50 new majors.</p>	<p>Forty-four (44) 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 style="text-align: center;">School Year</th> <th style="text-align: center;">New Majors</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><b>22-23</b></td> <td style="text-align: center;"><b>44</b></td> </tr> <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	<b>22-23</b>	<b>44</b>	21-22	44	20-21	51	19-20	47	18-19	57	17-18	53	16-17	51
School Year	New Majors																		
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17-18	53																		
16-17	51																		
<b>The program will prepare students for continued education.</b>																			
<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 50% of all program graduates have engaged in continuing education.</p>	<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;"><b>22-23</b></td> <td style="text-align: center;"><b>50%</b></td> </tr> <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	<b>22-23</b>	<b>50%</b>	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 74.5% of the program graduates identified placed in the Sport Profession.

Meets Expectation

Year	Placement
2022-2023	74.5%
2021-2022	81.5%
2020-2021	84.3%
2019-2020	85%
2018-2019	84.2%
2017-2018	85%
2016-2017	82.9%

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

The Sport Management Department used the previous year's data (2022-2023) in order to accomplish the following:

A new Department of Sport Management Chair began in August 2022. The transition allowed for some review of the measurement instruments and for some outcome data collection, though a much more thorough evaluation will occur in the upcoming academic year.

The new department chair spent time introducing himself to the enrollment management director and admissions counselors, talking about the program and the key talking points for them to use when discussing the program with prospective students. He discussed the need to meet with all visiting students who note their interest in studying sport management. At that time, visiting students only meet with faculty upon request and not as a standard practice. The new chair proposed a change in the visit process, making it a point to visit with an available faculty, even sitting in on a class, with every study interested in sport management, whether they request it or not. The chair is hopeful this change will occur in 2023-2024.

**OEG #1** – With a new department chair beginning in Fall 2022, the conversations for recruitment changed. While there was an acceptable number of new students, incoming first year and transfers, the department strives to increase those numbers. The program continues conversations with the admissions department, its director, and its campus visit coordinator. The chair is hopeful that all visiting students will meet with a sport management faculty whether they request meeting with faculty or not. This will be a significant change to the campus visit protocol, and may need to be implemented university wide, but this conversation will continue.

The new chair met with the new VP of Enrollment and Marketing/Communications. He seemed to recognize the significance of the program at North Greenville and was committed to providing departmental support for a couple of activities the sport management department hosted in the spring of 2023. As well, his department, after that meeting, sought out information for marketing items in which to produce and post on the university social media channels. In this conversation he mentioned the need to improve upon the university website which can provide a greater platform for sharing successes of sport management alumni, all which can influence and drive enrollment.

**OEG #2** – The new department chair began in August 2022 and immediately began discussing the significance of graduate study with seminar students as well as first-year students. As a result of these conversations, three seminar students applied to graduate programs, were accepted, and will begin in Fall 2023.

**OEG #3** – The new department chair began in August 2022 and with the first class of seminar students began discussing the significant opportunities in the Sport Profession. The fall 2022 seminar students had not been told of important sport management industry job posting sites and were surprised and excited to see the opportunities. As well, the chair began the same conversations with first-year students to ensure they are aware of possibilities throughout their academic journey. The chair began to compile a notebook of new job postings in the Greenville, SC area, created a LinkedIn page for the department, and reached out to graduates to create a network for current and future students.



## 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 Accreditor: **COSMA**

Institutional Accreditor: **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: **2022-2023** # of Graduates: **20** Graduation Rate: **NA**
2. Average Time to Degree: 4-Year Degree: **4 Years**
3. Annual Transfer Activity (into Program):  
Year: **2022-2023** # of Transfers: **9** Transfer Rate: **NA**
4. Graduates Entering Graduate School:  
Year: **2022-2023** # of Graduates: **20** # Entering Graduate School: **5**
5. Job Placement (if appropriate):  
Year: **2022-2023** # of Graduates: **20** # Employed: **15 in field; 5 out of field**

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