

**Student Learning Outcome Matrix – 2023-2024 (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. Insufficient Data						
<b>The student will apply principles of written communication applicable to the sport profession.</b>											
<b>Sport Public Relations Plan Rubric (Direct)</b>	80% of the students will score 75% or higher demonstrating principles of written communication in the sport profession.	20	10 <table border="1" data-bbox="974 662 1360 760"> <tr> <th colspan="2">Sport PR Plan</th> </tr> <tr> <td>&gt; 75</td> <td>20 students</td> </tr> <tr> <td>&lt; 75</td> <td>24 students</td> </tr> </table>	Sport PR Plan		> 75	20 students	< 75	24 students	Twenty (20) of the 20 (100%) students met or surpassed the benchmark.	Meets expectation
Sport PR Plan											
> 75	20 students										
< 75	24 students										
<b>Path of Choice Research Paper Rubric (Direct)</b>	80% of the students will score 75% or higher demonstrating principles of written communication in the sport profession.	44	20 <table border="1" data-bbox="974 846 1360 943"> <tr> <th colspan="2">Path of Choice Paper</th> </tr> <tr> <td>&gt; 75</td> <td>20 students</td> </tr> <tr> <td>&lt; 75</td> <td>24 students</td> </tr> </table>	Path of Choice Paper		> 75	20 students	< 75	24 students	Twenty (20) of the 44 (45.5%) students met or surpassed the benchmark.	Does not meet expectation
Path of Choice Paper											
> 75	20 students										
< 75	24 students										
<b>No Indirect Measure</b>											

<b>The student will communicate effectively when presenting to an audience within the sport profession.</b>					
<b>Sport Marketing Presentation Rubric (Direct)</b>	85% of students will score 37 or higher (87%) when communicating effectively when presenting applicable to the sport profession.	24	21 <b>Sport Marketing Presentation</b> > 37      21 students < 37      3 students	Twenty – one (21) of the 24 (87.5%) students met or surpassed the benchmark.	Meets Expectation
<b>Seminar in Sport Case Study Presentation Rubric (Direct)</b>	75% of students will score 80% or higher.	21	21 <b>Case Study Presentation</b> > 80      21 students < 80      0 students	Twenty – one (21) of the 21 (100%) students met or surpassed the benchmark.	Meets Expectation
<b>No Indirect Measure</b>					

<b>The student will apply principles of critical thinking and research applicable to the sport profession.</b>					
<b>Seminar in Sport Research Project and Analysis Rubric (Direct)</b>	80% of students will score 80% or higher applying critical thinking and research applicable to the sport profession.	21	19 <b>Research Project &amp; Analysis</b> > 80      19 students < 80      2 students	Nineteen (19) of the 21 (90.47%) students met or surpassed the benchmark.	Meets Expectation
<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>	85% of the students will score an average of 4.5 or higher demonstrating preparedness for the sport profession.	14	12 <table border="1"> <tr><th colspan="2">Internship Final Evaluations</th></tr> <tr><td>&gt; 4.5</td><td>12 students</td></tr> <tr><td>&lt; 4.5</td><td>2 students</td></tr> </table>	Internship Final Evaluations		> 4.5	12 students	< 4.5	2 students	Twelve (12) of the fourteen (14) students (85.71%) met or surpassed the benchmark.	Meets Expectation
Internship Final Evaluations											
> 4.5	12 students										
< 4.5	2 students										
<b>SPTM Gameday Operations Evaluation (Direct)</b>	80% of the students will score less than 15 out of 24, demonstrating preparedness for the sport profession.	67	64 <table border="1"> <tr><th colspan="2">Gameday Operations Evaluation</th></tr> <tr><td>&lt; 15</td><td>64 students</td></tr> <tr><td>&gt; 15</td><td>3 students</td></tr> </table>	Gameday Operations Evaluation		< 15	64 students	> 15	3 students	Sixty-four (64) of the sixty-seven (67) students (95.5%) scored less than 15 (avg 11.78), meeting or surpassing the benchmark.	Meets Expectation
Gameday Operations Evaluation											
< 15	64 students										
> 15	3 students										
<b>No Indirect Measure</b>											

<b>The student will develop and grow in their Christian Worldview while studying Sport Management.</b>											
<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	8 <table border="1"> <tr><th colspan="2">Christian Worldview Survey</th></tr> <tr><td>&gt; 4.0</td><td>8 students</td></tr> <tr><td>&lt; 4.0</td><td>12 students</td></tr> </table>	Christian Worldview Survey		> 4.0	8 students	< 4.0	12 students	Eight (8) of the twenty (20) (40%) students met or surpassed the benchmark with a mean of 4.0 out of 5.	Does not meet expectation.
Christian Worldview Survey											
> 4.0	8 students										
< 4.0	12 students										
<b>Spiritual Growth Reflection (Direct)</b>	80% of students will score 80% or higher on their written reflection on their personal, spiritual growth while students at North Greenville University and in the Sport Management program.	20	20 <table border="1"> <tr><th colspan="2">Spiritual Growth Reflection</th></tr> <tr><td>&gt; 80%</td><td>20 students</td></tr> <tr><td>&lt; 80%</td><td>0 students</td></tr> </table>	Spiritual Growth Reflection		> 80%	20 students	< 80%	0 students	All 20 (100%) students met or surpassed the benchmark with an average of 90.5 out of 100.	Meets Expectation
Spiritual Growth Reflection											
> 80%	20 students										
< 80%	0 students										

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

The Sport Management Department used data from 2023-2024 to accomplish the following:

The Chair entered his second year and used the first academic year to assess learning outcomes and their place in the program. New rubrics and new or adjusted student learning outcomes were developed for 2023 – 2024.

**SLO #1** – Adjustments were made to the assessments and benchmarks for this learning outcome. We continued to use the Sport Public Relations Plan as an assessment piece for this learning outcome and a new rubric was developed for this assessment. In addition, a secondary assessment was added to an introduction class providing a pseudo pre/post assessment as students are now assessed at the beginning of their program of study in the Introduction to Sport Management class and additionally assessed in the third-year Sport Communication class.

Adjustments were made to the benchmark where both assessments' goals are 80% of the students will score 75% or higher on the assessments, demonstrating successful written communication. Rubrics were developed for each assessment and the department will reassess these numbers in the summer of 2024 to determine if additional adjustments need to be made for 2024 – 2025.

Additionally, the department will determine if an indirect measurement must be identified for this learning outcome. If so, it will be developed for 2024 – 2025.

**SLO #2** – Adjustments were made to the assessments and benchmarks for this learning outcome for 2023 – 2024. The department continued to use the Sport Marketing Presentation as an assessment piece for this learning outcome and a new rubric was developed for this assessment. In addition, a secondary assessment was added to the Seminar in Sport Management class to reflect improvement from a third-year class to a fourth-year class.

Adjustments were made to the benchmarks. In the Sport Marketing Presentation, the benchmark was set to 85% of students will score 37 points (87%) or higher to reflect effective communication. In the Seminar in Sport Case Study Presentation the benchmark was set to 75% of students will score 80% or higher. Rubrics were revised or developed for each assessment and the department will reassess these numbers in the summer of 2024 to determine if additional adjustments need to be made for 2024 – 2025.

Additionally, the department will determine if an indirect measurement needs to be identified and developed for this learning outcome. If so, it will be developed for 2024 – 2025.

**SLO #3** – After reviewing data from 2022 – 2023, adjustments were made to the assessment rubric and the benchmarks for this learning outcome. The department kept the assessment in the Seminar in Sport Management class and continued to use the research project for the class, but the benchmark was adjusted based on the data from 2021 – 2022 and 2022 – 2023. For 2023 – 2024 the benchmark stated that 80% of the students will score 80% or higher through the research and analysis project of the class. The rubric was revised, and the department will reassess the learning outcome and benchmarks for 2024 – 2025 based on the data from 2023 - 2024.

An additional assessment will be added in 2024 – 2025 to strengthen the learning outcome. The second assessment will be done in SPTM 1310 – Introduction to Sport Management, which is a written research assignment. This will offer an introductory assessment of student abilities while using the installed assessment for a final analysis.

As well, the department will determine if an indirect measurement needs to be identified and developed for this learning outcome. If so, it will be developed for 2024 – 2025.

**SLO #4** – The Final Evaluation for the Directed Internship in Sport Management was adjusted for 2023 – 2024 to better align with the student learning outcome and associated benchmark. The Final Evaluation was moved to Microsoft Forms and the link was distributed to intern supervisors electronically and this allows for data to be collected for each academic term and compiled for assessment. The benchmark remained and will be reassessed for 2024 – 2025 after reviewing the data from 2023 – 2024.

The department continued to use the on-campus experience with North Greenville University athletics for 2023 – 2024. The department agrees that the athletic department staff must improve the experience for the students if we are to continue to include it in the academic program. Also, the Gameday Operations Evaluation, which was completed for the students by the graduate assistant must be discussed with the athletic staff for future use. The benchmark was adjusted to 80% of students will score less than 15 out of a possible 24 and this benchmark will be reassessed during the summer of 2024 to determine if it will remain for 2024 – 2025.

**SLO #5** – Changes were made to the assessments for 2023 – 2024. One assessment was replaced with a more appropriate measure, assessing a student’s personal reflection on their spiritual growth, partnered with the previously used assessment of the Christian Worldview Survey. Though not terribly different, both provide insight into the student’s perception of growth.

The Christian Worldview Survey is given to students during the Seminar in Sport Management class with only their internship remaining. Curiously, this year’s results reflected the benchmark was unmet though the same students’ personal reflections on spiritual growth reflected a complete and thorough experience in the Sport Management program as well as reflected personal spiritual

growth not only in classes, but throughout campus life. These differences will be explored and adjustments for 2024 – 2025 will be discussed by the Sport Management faculty.

## Program-Level Operational Effectiveness Goals Matrix – 2023 – 2024

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:</p> <ol style="list-style-type: none"> <li>1. New freshman enrolled in SPTM 1310 Introduction to Sport Management.</li> <li>2. Transfer students</li> </ol> <p>All of whom personally meet with the department faculty for academic advising.</p>	<p>The Department will add 50 new majors.</p>	<p>Forty-two (42) students declared Sport Management as a major during the academic year.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #4a7ebb; color: white;"> <th>Academic Year</th> <th>New Majors</th> </tr> </thead> <tbody> <tr style="background-color: #d9e1f2;"> <td>2023 – 2024</td> <td style="text-align: center;">42</td> </tr> <tr> <td>2022 – 2023</td> <td style="text-align: center;">44</td> </tr> <tr style="background-color: #d9e1f2;"> <td>2021 – 2022</td> <td style="text-align: center;">44</td> </tr> <tr> <td>2020 – 2021</td> <td style="text-align: center;">51</td> </tr> <tr style="background-color: #d9e1f2;"> <td>2019 – 2020</td> <td style="text-align: center;">47</td> </tr> </tbody> </table>	Academic Year	New Majors	2023 – 2024	42	2022 – 2023	44	2021 – 2022	44	2020 – 2021	51	2019 – 2020	47	<p>Does not meet Expectation</p>
Academic Year	New Majors														
2023 – 2024	42														
2022 – 2023	44														
2021 – 2022	44														
2020 – 2021	51														
2019 – 2020	47														
<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 social media concerning their pursuit of graduate education.</p>	<p>The department anticipates 40% of all graduates seeking continued education.</p>	<p>The department determined 38.5% of all program graduates have engaged in continuing education.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr style="background-color: #e67e22; color: white;"> <th>Academic Year</th> <th>Continuing Education</th> </tr> </thead> <tbody> <tr style="background-color: #f1c38c;"> <td>2023 – 2024</td> <td style="text-align: center;">38.5%</td> </tr> <tr> <td>2022 – 2023</td> <td style="text-align: center;">50%</td> </tr> <tr style="background-color: #f1c38c;"> <td>2021 – 2022</td> <td style="text-align: center;">43.6%</td> </tr> <tr> <td>2020 – 2021</td> <td style="text-align: center;">42.9%</td> </tr> <tr style="background-color: #f1c38c;"> <td>2019 – 2020</td> <td style="text-align: center;">40.3%</td> </tr> </tbody> </table>	Academic Year	Continuing Education	2023 – 2024	38.5%	2022 – 2023	50%	2021 – 2022	43.6%	2020 – 2021	42.9%	2019 – 2020	40.3%	<p>Does not meet expectation.</p>
Academic Year	Continuing Education														
2023 – 2024	38.5%														
2022 – 2023	50%														
2021 – 2022	43.6%														
2020 – 2021	42.9%														
2019 – 2020	40.3%														

**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 social 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 84.6% of the program graduates identified placed in the sport profession.

<b>Academic Year</b>	<b>Industry Placement</b>
<b>2023 – 2024</b>	84.6%
<b>2022 – 2023</b>	74.5%
<b>2021 – 2022</b>	81.5%
<b>2020 – 2021</b>	84.3%
<b>2019 – 2020</b>	85%

Meets Expectation

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

The Sport Management Department used the previous year's data (2023-2024) in order to accomplish the following:

The department chair continued to assess the current processes and added assessments for 2023-2024 after his first year. He will continue to do the same for 2024 – 2025.

The enrollment management department continues to handle prospective students the same. The chair is asked to meet with all students who declare interest in Sport Management, but only those who request to meet with a faculty member. The chair continues to ask enrollment management to make a meeting with faculty a scheduled piece of the visitor's day, but until they do the chair will meet with those who ask to meet with faculty. Given the opportunity to share thoughts on this, the chair will be direct about the need to meet with prospective students and their families.

**OEG #1** – The department chair and faculty met with as many prospective students as possible. The chair continued to discuss with Enrollment Management staff our desire to meet with all students who identified Sport Management as their program of study, but their policy remains that only those students who request a meeting with faculty will be scheduled. The chair will continue to have these conversations with the hope that their processes will change.

The VP of Enrollment and Marketing/Communications provided staff support at a number of our events, mostly in the fall, covering and promoting our works through campus social media platforms. Also, he is supporting the development of Sport Management social media accounts to promote the program, making ourselves available to prospective students and parents to see what we do within the program and personalize it with student interaction. We are noticing an increase in student-athletes in the program's enrollment. This is problematic on the larger scale but helps get enrollment to a more appropriate number. The chair has created an alumni director and presentation reflecting the successes of program alumni and use that show parents and prospective students that success is possible. This will continue to be developed through 2024 – 2025.

**OEG #2** – The department chair had two additional semesters of Seminar students to talk about the importance of graduate study. As a result of these conversations, 38.5% of graduates from 2023 – 2024 are pursuing graduate degrees. While this percentage is lower than our goal of 40%, the 5 students pursuing graduate work are excellent students and only missing our goal by one student is acceptable as we are seeing an increase in the quality of students who are pursuing graduate studies. Also, there are two students who are undecided at this time whether they will pursue graduate studies. The chair is optimistic that one student will make that decision closer to the end of the summer.

**OEG #3** – The seminar students in the Fall of 2023 and Spring of 2024 were provided ample opportunities to investigate job opportunities in the sport industry. The goal for the department is that 75% of students would pursue jobs in the sport industry after graduation. In 2023 – 2024 84.6% of graduates were hired into positions in the sport industry. The chair is confident that these conversations with the seminar students, as well as the introduction students, are why this number has increased. As well, the chair incorporates professional development in a variety of classes so that these pursuits are not new to students when they get to the end of their academic careers.

The chair continued to compile a notebook of open positions, bringing it to class for students to peruse. He also maximized the North Greenville University Sport Management LinkedIn page by positing positions there, giving students a chance to view them on a professional platform. Finally, continuing to reach out to alumni to share job opportunities with recent graduates. There is discussion that a sport career fair is a good idea to plan for the fall or spring in cooperation with the Greenville Swamp Rabbits or Greenville Drive, or possibly both.

The chair believes that for this number to maintain and continue to meet expectations expanding professional relationships with professional franchises in and around the Greenville-Spartanburg metro is critical as it will open doors for students. There is also discussion to create a sport symposium in 2024 – 2025 which will invite sport professionals to serve as panelists, round table discussion members, and opportunities for sport organizations to make their openings available to a variety of sport management programs in South Carolina. These plans are ongoing and will be evaluated at the conclusion of the next academic year.

## 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: **2025**

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: **2023 - 2024** # of Graduates: **13** Graduation Rate: **NA**
2. Average Time to Degree: 4-Year Degree: **4.4 Years**
3. Annual Transfer Activity (into Program):  
Year: **2023 - 2024** # of Transfers: **10** Transfer Rate: **NA**
4. Graduates Entering Graduate School:  
Year: **2023 - 2024** # of Graduates: **13** # Entering Graduate School: **5**
5. Job Placement (if appropriate):  
Year: **2022-2023** # of Graduates: **13** # Employed: **11 in field; 1 out of field; 1 Undecided**

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