

## AC 2023 – 2024 Assessment

### Program: Sport & Recreation Management (379)

**Division: Gallaspy College of Education and Human Development**

**Department: Health & Human Performance**

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**Date: 06/05/24**

**Northwestern Mission.** Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

**Division Mission:** The Gallaspy Family College of Education and Human Development is committed to working collaboratively to acquire, create, and disseminate knowledge to Northwestern students through transformational, high-impact experiential learning practices, research, and service. Through the School of Education and Departments of Health and Human Performance, Military Science, Psychology, and Social Work, the College produces knowledgeable, inspired, and innovative graduates ready for lifelong learning who contribute to the communities in which they reside and professions they serve. Additionally, the GCEHD is dedicated to the communities served by the Marie Shaw Dunn Child Development Center, NSU Elementary Laboratory School, NSU Middle Laboratory School, and the NSU Child and Family Network to assist children and their families related to learning and development.

**Department Mission.** The Department of Health & Human Performance's academic programs provide a foundation for our students to leave Northwestern State University as innovative, contemporary leaders prepared for a variety of career opportunities in health, kinesiology, and sport. Our faculty provide a collaborative, supportive learning environment in which students discover, explore, and practice the knowledge, movement, and values that will help ensure a healthy, productive lifestyle and successful career.

**Program Mission Statement.** The Bachelor of Science degree in Sport & Recreation Management provides students with functional knowledge and educational experiences to be exceptionally prepared for a career in sport and recreation. Students obtain in-depth knowledge of concepts within marketing for sport & recreation management, sport psychology, legal & ethical issues in sport, contemporary leadership, facility management, sales & revenue generation, sports officiating, as well as sport media. Additional business management knowledge and skills related to sports in a variety of settings such as college athletics, campus recreation, municipal park and non-profit

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recreation, and professional sports are also required. Fieldwork experience is required throughout the program.

**Methodology:** The assessment process for the Sport & Recreation Management (379) program is as follows:

- (1) Data or evidence from assessment tools are collected and returned to the Department Head.
- (2) The Department Head will analyze the data or evidence to determine whether students have met measurable outcomes.
- (3) Results from the assessment will be discussed with the program faculty.
- (4) Individual meetings will be held with faculty teaching major undergraduate courses, if required (show cause).
- (5) The Department Head, in consultation with the HHP Advisory Committee, will propose changes to measurable outcomes, assessment tools for the next assessment period and where needed, curricula and program changes.

### Student Learning Outcomes:

#### **SLO 1. Students will demonstrate a basic knowledge of the core concepts and foundations of Sport & Recreation Management**

Course Map: Tied to course syllabus objectives.

HP 2000: Introduction to Health & Human Performance

HP 3300: Legal & Ethical Issues in Sport

HP 3310: Sport Psychology

HP 3320: Social Issues in Sport

#### **Measure 1.1. (Direct – Knowledge):**

On an annual basis, students enrolled in HP 2000, HP 3300, HP 3310, and HP 3320 are administered course exams and activities designed to evaluate the student knowledge and understanding of the foundational concepts, theories, strategies, and challenges in the sport and recreation management industry. 80% of students will earn a performance evaluation of at least 70% or higher on averaged grade of semester assignments in these courses.

**Finding.** Target was met in 2 courses.  
**(Two courses have not been offered yet.)**

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### Analysis.

In AC 2022-2023, the Sport & Recreation Management degree program was not yet approved as an official degree program (passed BOR in March 2023), thus no data was available. Faculty set targets based on predicted results.

In AC 2023-2024, the target was met in 2 courses.

HP 2000	7/8 or 87.5%
HP 3300	N/A Course not taught yet
HP 3310	N/A Course not taught yet
HP 3320	3/3 or 100%

### Action: Decision/Recommendation.

Based on information gathered from analysis of the AC 2023-2024 data, faculty will implement the following changes in AC 2024-2025 to drive the cycle of improvement. In AC 2024-2025, faculty will provide the course and curriculum alignment to the current National COSMA Standards to drive the cycle of improvement. Course materials will be closely aligned with COSMA's accreditation expectations. As more students become enrolled in the program, faculty anticipate more peer-to-peer interaction and support, which should also boost performance in these courses.

These changes will improve the student's ability to demonstrate a basic knowledge of the principles and foundations of Sport & Recreation Management, thereby continuing to push the cycle of improvement forward.

**SLO 2. Students will demonstrate the ability to critically evaluate a sport & recreation program or environment and develop a plan to market and promote that program efficiently and effectively.**

Course Map: Tied to course syllabus objectives.

HP 4410: Sales & Revenue Generation in Sport

HP 4430: Marketing for Sport & Recreation

### Measure 2.1. (Direct – Skills/Ability):

Students will demonstrate develop content knowledge and develop skills in critical thinking and problem-solving through a variety of case studies and projects, as well as scenario-driven exercises in which they are required to analyze and develop a plan related to sports sales/marketing. Students demonstrate proper planning steps, actionable recommendations, and profitability based on the information presented. Students work directly with industry professionals to develop and carry out their respective plans. 80% of the candidates will score 70% or higher on these projects.

**Finding.** No data available.

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**(No data has been collected. One of the courses has not been offered yet.)**

### **Analysis.**

In AC 2022-2023, the Sport & Recreation Management degree program was not yet approved as an official degree program (passed BOR in March, 2023).

### **Decision.**

In AC 2023-2024, there are no findings (these courses have not been taught yet). In AC 2024-2025, faculty will engage various sport marketing and sales professionals as guest lecturers for targeted and experiential instruction. Their expertise coupled with relevant and modern classroom instruction will appropriately aid students in developing their respective projects and portfolios in each course. These actions will drive the cycle of improvement through experiential learning and professional evaluation.

**SLO 3. Students will demonstrate knowledge and understanding of the financial and legal aspects of administration and evaluation of sport and recreation programs.**

Course Map: Tied to course syllabus objectives.

HP 3320: Social Issues in Sport

HP 4400: Contemporary Leadership in Sport

HP 4410: Sales & Revenue Generation in Sport

### **Measure 3.1 (Direct – Skills/Ability):**

Students will demonstrate the skills of budgeting, accounting, fundraising, and economics related to the sport and recreation industry. 80% of students will receive a 70% or better on their final grades in these courses.

Course Map: Tied to course syllabus objectives.

HP 3320: Social Issues in Sport

HP 4400: Contemporary Leadership in Sport

HP 4410: Sales & Revenue Generation in Sport

**Finding.** Target was met in one of the two courses. One course was not taught.

### **Analysis.**

In AC 2022-2023, the Sport & Recreation Management degree program was not yet approved as an official degree program (passed BOR in March, 2023).

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### Decision.

In AC 2023-2024, the target was met in one of the two courses, and one was not taught. Insufficient data to make final decision.

HP 3320	3/3 or 100%
HP 4400	3 / 4 or 75%
HP 4410	N/A (Not taught during this year)

Based on information gathered from analysis of the AC 2023-2024 data, faculty will implement the following changes in AC 2024-2025 to drive the cycle of improvement. In AC 2024-2025, faculty will engage in early-detection of at-risk students who are not showing up to class by reaching out via email on a bi-weekly basis. The HP 3320 and HP 4400 percentages were based on a very small cohort of students (n=6; n=4), so just one student skewed the results.

### Measure 3.2 (Direct – Skills/Ability)

Students will demonstrate the ability to plan, create, analyze, and evaluate facilities related to the sport and recreation industry, with consideration for specific legal concepts related to the sport management profession including legislation, liability, and risk management. 80% of students will receive an 70% or better on case-study and/or research assessments in these courses.

Course Map: Tied to course objectives.

HP 3300: Legal & Ethical Issues in Sport

HP 4470: Sport & Recreation Facility Operations

HP 4300: Recreational Sport Management

**Finding:** No data available. Courses have not been offered.

### Analysis.

In AC 2022-2023, the Sport & Recreation Management degree program was not yet approved as an official degree program (passed BOR in March, 2023).

### Decision.

In AC 2023-2024, there are no findings (these courses have not been offered yet). In AC 2024-2025, faculty will prepare students for success by reviewing and analyzing current case studies in sport law and facility management. Cases will correlate to the students' areas of interest and peer to peer discussions will play a large role in student engagement and understanding. Additionally, in-person athletic facility tours will be facilitated by various sport management professionals, furthering experiential learning and discussion.

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These actions will drive the cycle of improvement through robust discussion, evaluation and feedback from both faculty and industry professionals.

**SLO 4. Students will work with practitioners in the field to gain professional experience and demonstrate the application of knowledge in real world situations.**

Course Map: Tied to syllabus course objectives.

HP 4370: Navigating Sports Officiating

HP 4410: Sales & Revenue Generation in Sport

HP 4430: Marketing for Sport & Recreation

HP 4470: Sport & Recreation Facility Operations

HP 4200: Internship

**Measure 4.1** 80% of students will receive a 70% or higher on fieldwork related assignments and activities (e.g., observations, volunteer hours, collaborative projects, internship evaluations)

**Finding:** No data available. Courses have not been offered.

### **Analysis.**

In AC 2022-2023, the Sport & Recreation Management degree program was not yet approved as an official degree program (passed BOR in March 2023).

### **Decision.**

In AC 2023-2024, there are no findings (these courses have not been taught yet). In AC 2024-2025, faculty will work directly with students to connect them to sport management industry professionals. Faculty will utilize their resources to aid students in gaining required fieldwork experiences with professionals in their area(s) of interest. Faculty will closely monitor fieldwork progress through progress reports and supervisor evaluations.

These actions will drive the cycle of improvement by including professional evaluations and feedback outside of the classroom setting through job-like activities, assignments, and experiences.

### **Comprehensive Summary of Key Evidence of Improvement Based on Analysis of Results.**

Program was approved in Spring of 2023. The first cohort began Fall 2023. Faculty created initial targets based on projected outcomes.

### **Plan of Action for Moving Forward:**

Program faculty examined the evidence and results of data analysis from AC

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2023- 2024 and will take steps to continue to improve student learning in AC 2024-2025:

**SLO 1. Students will demonstrate a basic knowledge of the core concepts and foundations of Sport & Recreation Management.** In AC 2024-2025, faculty will provide the course and curriculum alignment to the current National COSMA Standards to drive the cycle of improvement. Course materials will be closely aligned with COSMA's accreditation expectations. As more students become enrolled in the program, faculty anticipate more peer-to-peer interaction and support, which should also boost performance in these courses. These changes will improve the student's ability to demonstrate a basic knowledge of principles and foundations of Sport & Recreation Management, thereby continuing to push the cycle of improvement forward.

**SLO 2. Students will demonstrate the ability to critically evaluate a sport & recreation program or environment and develop a plan to market and promote that program efficiently and effectively.** In AC 2024-2025, faculty will engage various sport marketing and sales professionals as guest lecturers for targeted and experiential instruction. Their expertise coupled with relevant and modern classroom instruction will appropriately aid students in developing their respective projects and portfolios in each course. These actions will drive the cycle of improvement through experiential learning and professional evaluation.

**SLO 3. Students will demonstrate knowledge and understanding of the financial and legal aspects of administration and evaluation of sport and recreation programs.** In AC 2024-2025, faculty will engage in early-detection of at-risk students who are not showing up to class by reaching out via email on a bi-weekly basis. The HP 3320 and HP 4400 percentages were based on a very small cohort of students (n=6; n=4), so just one student skewed the results. Faculty will also prepare students for success by reviewing and analyzing current case studies in sport law and facility management. Cases will correlate to the students' areas of interest and peer to peer discussions will play a large role in student engagement and understanding. Additionally, in-person athletic facility tours will be facilitated by various sport management professionals, furthering experiential learning and discussion. [These actions will drive the cycle of improvement through robust discussion, evaluation and feedback from both faculty and industry professionals.](#)

**SLO 4. Students will work with practitioners in the field to gain professional experience and demonstrate the application of knowledge in real world situations.** In AC 2024-2025, faculty will work directly with students to connect them to sport management industry professionals. Faculty will utilize their resources to aid students in gaining required fieldwork experiences with professionals in their area(s) of interest. Faculty will closely monitor fieldwork progress through progress reports and supervisor evaluations.

These actions will drive the cycle of improvement by including professional evaluations

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and feedback outside of the classroom setting through job-like activities, assignments, and experiences.